

Student Activity and Service Fee Advisory Committee
Fact Sheet

ORGANIZATION:

A. Organization Contact Information

1. 1266 Storrs Road, Storrs CT 06269
2. 860-486-3407
3. 860-486-4388
4. www.dailycampus.com

B. History/Mission of Organization

1. History

The Daily Campus has been serving the students, faculty and staff of UConn as well as the surrounding community as an independent, daily newspaper since 1896. The Daily Campus has the largest circulation of any college newspaper in Connecticut, and the third largest in New England.

2. Mission Statement

The Daily Campus strives to provide the UConn community with fair, accurate, relevant and editorially independent content, to take on student interests as our own interests, and to provide the best possible environment for students to learn, experience and develop skills related to news media.

It exists to provide a newspaper for the University of Connecticut and to provide students with the best possible environment to experience, first hand, all aspects of the newspaper industry. There are plenty of ways to get involved at the Daily Campus, from our editorial departments to our production team and business department. No prior experience is required and all majors are welcome to join.

C. Student Fees – dollar amount students pay per year

Each student pays \$10 per semester

D. Eligible Participants – what students may participate in your activities?

All fee-paying UConn students may participate in our activities and organization.

E. Governance (please identify the governance structure of your organization and identify those who are students and those who are not students)

1. Executive Officers

Editor in Chief – Julia Werth
Managing Editor – Bailey Wright
Business Manager – Devon Castiello
Digital Editor – Cheyenne Haslett

2. Board of Directors

Executive officers, advertising director and four editorial representatives: Julia Werth, Bailey Wright, Devon Castiello, Cheyenne Haslett, Madison Stanley, Sten Spinella, Amar Batra, Daniel Madigan and Christopher Sacco

3. Paid Positions

It is important for the Student Activity and Service Fee Advisory Committee to understand who is being paid (if anyone), review the rationale behind these payments, how the rates are determined, and what internal oversight exists within the organization to oversee these payments.

If you pay student officers or other student positions and/or any member of your Board of Directors (whether they are students or community members), please complete the following information.

Student Officers (elected positions) paid (please list the titles):

- (1) Editor-in-Chief, (2) Managing Editor, (3) Business Manager and (4) Digital Editor are all paid \$16 per hour for 15 hours a week. Each position has a wide variety of tasks and work that must be done ranging from day to day things like overseeing production, payroll or gathering classified ads to longer term projects like redesigning the newspaper templates, forming an alumni network, setting up a newsletter etc.

Appointed student positions paid (please list):

1. Associate Business Manager is paid for 5 hours a week at the minimum wage for the type of position. This a new position this year that was established to take over the role of circulation manager, act as the coordinator of the graphic design internship, bridge the gap between editorial and business departments and take notes at the board meetings.
2. Associate Managing Editor is paid for up to 15 hours a week at \$11 per hour. The position assists the Managing Editor with all their responsibilities as well as designing the opinion pages 3 nights a week and covering for the ME when the ME takes their night off.

3. Advertising Director is for 7.5 hours a week at \$11 per hour. This position reports to the Business Manager and along with their team of sales representatives (which they manage) works to bring in local advertising. They also work closely with media mate our national advertising partner.
4. Life/News/Sports/Photo Editor are each paid lump sum, \$60 per week. Each editor manages their respective section members and content. These positions were paid for 8 hours a week up until this year. The method was switched to lump sum for similar reasons to the executives. The pay amount was reduced because the position is now meant to be more like a co-editor with their associate. It is intended to be a 60/40 split, instead of a 66.7/33.4.
5. Opinion Editor is paid lump sum, \$50 per week. This position is just like the other editors except that the opinion section with only one page daily is a much smaller section and therefore the editor is paid less. The reasoning behind the change to lump sum and the reduction in pay is the same as the other editors.
6. Associate Life/News/Sports/Photo Editor are paid lump sum, \$40 per week. This position works closely with the editor of their respective section and does 40 percent of the work to manage the section. The reasoning behind the change to lump sum is the same as the other editors.
7. Associate Opinion Editor is paid lump sum, \$20 per week. This position assists the opinion editor but because of how small the section is there isn't too much work for them to do, and therefore they are paid less than half as much as the opinion editor. The reasoning behind the change to lump sum is the same as the other editors.

Board of Director Positions paid (please list):

- The four editorial representatives to the board of directors are not paid outside of their other positions at the Daily Campus.

Other Positions paid:

1. Staff/Senior Staff writers and photographers are paid per article or photo assignment (on average \$10 for staff and \$12 for senior staff writers, some special pieces like editorials, roundtables, columns etc. are paid slightly differently)
2. Designers are paid \$50 per night for designing a section (news, life, sports) of the newspaper.
3. Copy editors A are paid for 3 hours shifts. There are four copy editors paid for these shifts each day.
4. Copy editors B are paid \$40 for coming in at night and staying to edit any final late stories and the final pages produced by the designers. They are paid lump sum because they are required to be at the Daily Campus until the paper is complete and there are no set hours to their shift.
5. Receptionists are paid for 3 hour shifts. They work mornings from 9-12 or afternoons from 1-4. Only one receptionist works per shift.
6. Graphic Designers are paid %15 commission on ad designs and \$3 for each editorial graphic that they design. There are two graphic designers.

7. Sales Representatives are paid by commission. This position has become an internship and there are four sales representatives. They make 10% commission on ads that they sell.
8. Digital Producers are paid lump sum \$30 per two sections of uploading Producers are required to upload all of the stories in two sections to our website each night. They design what the content will look like online in terms of layout and coordinate with editors and designers to make sure the content is how it should be.

Storrs Student Activity Fund Budget Narrative Questions

Please answer the following questions in support of your budget proposal:

1. How are you **spending your funds** now? Briefly describe the programs and services provided.

The Daily Campus spends its funds primarily on printing 7,000 copies of the newspaper product 5 days a week. The majority of the other expenses – paying for employees (writers, copy editors, designers, editors, sales representatives, receptionists and executive officers), travel to important sports games, camera and computer equipment and the Associated Press and sports wire subscriptions – go directly into producing this final product.

Other than producing the newspaper and website content each day our funds are used to maintain the space we work in as well as better train our employees with professional development workshops and conferences.

2. Please explain any **significant changes in your budget/spending plan** for the FY17 (July 1, 2016-June 30, 2017) and for FY18 (July 1, 2017-June 30, 2018) fiscal years.

In terms of expenses, our printing cost has dropped significantly in the updated FY17 and FY18 because of the switch in printing companies from the Willimantic Chronicle to the Hartford Courant. Our telephone cost also decreased because we were able to cut 4 phone lines that we were no longer using. Our contractual services, insurance and repairs and maintenance also reduced in price because the University took over our cleaning services, utilities and building.

Our wages expense increased because we have added a significant number of online producers as our website and online presence has expanded. Our travel expenses increased because we decided to send members two conferences in the fall as well as the annual CMA New York City Spring conference. Repairs have increased because a lot of our camera equipment is getting older and in need of adjustments, new lenses etc.

This year, we also decided to purchase promotional items and give them away in exchange for Facebook/twitter/Instagram likes/follows in order to expand our reach online because we have pinpointed that most people come to our website through a social media platform. Since we are anticipating an eventual decline in days of printing the board determined it was worthwhile to work on expanding our online viewers and engagement so that we will not significantly lose readership when this occurs.

3. Do you anticipate any **changes in income from other sources** (non-student fee) during the FY17, FY18 and FY19 fiscal years? If so, briefly explain.

From our original FY17 and FY18 to our updated versions the revenue coming in from advertising is much reduced. This is due to the decreased benefit businesses perceive from

advertising in a print newspaper and until this year online with the Daily Campus has not been a viable option for businesses to advertise and many businesses still aren't sure there is any benefit to advertising online. Therefore, we project advertising to continue to decline both in FY18 and FY19.

4. What are the current and projected levels of your reserves/fund balances? If you have a fund balance, please describe the use/purpose of these resources.

The Daily Campus fund balance is \$173,217. Over the next couple years, we will work to slowly reduce our reserves. This year with the new printing company and no longer owning the building, however, is an adjustment year and we do not want to go too crazy spending frivolously. The board has decided to prepare for the constant drop in advertising by keeping a reserve. In terms of reductions, however, we are planning to purchase a server in the next couple years as well as replace all of our design computers more frequently (3 each year) and invest in new cameras sooner as much of our equipment has become outdated.

5. Please describe the organizational priorities you address in your proposed FY19 budget. Are there any concerns or issues the Committee should be aware of when reviewing your budget?

In our FY19 budget we have ensured that money is set aside for all of the expenses we currently pay as well as the purchase of a new server which will probably end up costing approximately \$15,000.

6. Relative to your fund balance (if you have one), what do you anticipate your accounts payable (items to pay for) and accounts receivable (money to collect) will be over the last two months of the fiscal year (May and June)?

In the coming months of May and June, The Daily Campus will have to pay for telephone services, student and non-student wages, technical support and cover any unexpected equipment problems or malfunctions. While some of our clients prepay for advertisements, there are some that The Daily Campus will collect from over the last two months.

7. Please describe how students (number and/or percentage of total student population) **utilize your services and/or participate** in your programs? Do faculty/staff (number/percentage) benefit? Do members of the local community (number/percentage) benefit?

All UConn students, faculty, staff and the local community are part of our readership both of the print edition, which is delivered throughout campus and the Storrs Center buildings, and the online edition. The Daily Campus strives to keep the university and community informed and aware of the important news, culture, and sports around them.

In terms of participation, all UConn students at any campus and of any level are encouraged to come and be involved in any aspect of the newspaper from writing to photography to web production to design to advertisement to editing and so on.

8. When was an **audit last performed** by the University's Office of Audit, Compliance and Ethics? Please list the date the final Audit report was submitted to you, the list of any financially related Recommendations, and a status report on the actions taken to comply with the Recommendation(s).

The final date of the audit was December 6, 2013. It was recommended that The Daily Campus complete the process of writing off the uncollectable accounts receivable. The Daily Campus is awaiting instructions from the Student Activities Business Office to complete the process of writing off the uncollectable accounts

9. When reviewing the results from the Tier III Awareness, Familiarity and Use survey from last spring, what is your organization's focus on regarding areas for improvement? What actions have you taken so far this year to improve? What results are you proud of and are working to maintain?

In the Tier III Awareness, Familiarity and Use survey showed that almost all respondents knew that the daily campus was UConn's student newspaper, over 65 percent read the Daily Campus content in some capacity and a larger number (14 percent) read the Daily Campus as their primary source of UConn news. This was a pretty substantial increase from the previous year in all categories so we decided that we really wanted to reach out and take this opportunity where the student body was beginning to gain more of a familiarity with the Daily Campus to really get our name and our content out there. For that reason, we have made a huge push with promotional items, Facebook boosting and making sure the focus of the Life Section is on the student body itself and not just events that are brought in.

10. Is there any **additional information** that the committee should be aware of in reviewing your budget proposal?

As the newspaper industry loses print readership and advertising a lot of attention and time has been pushed to the digital section.

University of Connecticut
 Student Activity and Service Fee Advisory Committee
 Activity Fee Budget Update & Projection Form - Fiscal Year 2016-2019

Organization: The Daily Campus
 Contact Person: Devon Castle-Bo
 Phone: 860-862-3467

	FY16 Actual	FY17 Original	FY17 UPDATED	FY18 Original	FY18 UPDATED	FY19 PROJECTED
Sub code Description	Amount	Amount	Amount	Amount	Amount	Amount
Revenues:						
501 Donations	\$	\$	\$	\$	\$	\$
502 Dues						
512 Advertising	60,348	80,000	58,100	75,000	48,000	40,000
513 Awards and Prizes						
515 Contractual Services						
516 Co-Sponsorships						
517 Food Sales						
518 Merchandise Sales						
519 Participation Fees	730	400	240	400	750	750
522 Registration Fees						
523 Rental						
524 Travel						
530 Penalties and Fees						
531 Miscellaneous	45					
532 Prior Year Income						
533 Change Fund Returns						
540 Business Taxes (Tier III/Univ.)						
546 Interest (Univ.)	527	300	500	300	500	450
547 Student Fees (Tier III/Univ.)	360,986	352,484	360,986	352,484	360,986	360,986
Total Revenues:	\$ 422,835	\$ 433,184	\$ 419,826	\$ 428,184	\$ 410,236	\$ 402,186
Expenditures:						
601 Donations	\$	\$	\$	\$	\$	\$
602 Dues						
603 Gifts						
604 Photocopying						
605 Postage	192	600	250	600	260	270
606 Printing	174,036	176,544	121,885	176,544	121,885	121,885
607 Promotional Items			1,700		1,800	1,800
608 Refreshments - Organization		150	500	150	500	500
609 Subscriptions	12,221	12,500	12,500	12,500	12,800	12,900
610 Supplies - Organization	603	1,500	1,100	1,500	1,100	1,100
611 Telephonic	3,451	3,850	2,315	3,900	1,260	1,260
612 Advertising						
613 Awards and Prizes			200		200	200
615 Contractual Services	10,394	16,100	7,270	16,200	8,550	8,650
616 Co-Sponsorships						
617 Cost of Goods Sold - Food Sales						
618 Cost of Goods Sold - Merchandise Sales						
619 Participation Fees						
620 Refreshments - Events/Programs	3,592	4,000	500	4,000	4,100	4,300
621 Supplies - Events/Programs						
622 Registration Fees			1,036		1,100	1,200
623 Rental						
624 Travel	5,513	6,500	10,164	6,500	12,000	12,250
625 Equipment	3,888	2,000	7,400	2,000	8,000	8,000
626 Equipment - Capital	1,400				15,000	
627 Insurance	5,877	6,245	4,300	6,525	4,500	4,800
628 Repairs and Maintenance	630	3,600	1,700	3,700	1,800	1,900
629 Utilities	7,001	10,135	144	10,440	144	144
630 Penalties and Fees						
631 Miscellaneous						
632 Prior Year Expenses						
633 Change Funds						
640 Business Taxes (Tier III/Univ.)						
641 Employee Benefits (Tier III)						
642 Wages - Student (Tier III)	153,453	152,095	166,110	152,095	175,000	175,000
643 Wages - Non-Student (Tier III)	55,958	58,425	55,958	61,345	55,958	55,958
644 Wage Taxes - Student (Tier III)	1,691	1,673	0	1,673	0	0
645 Wage Taxes - Non-Student (Tier III)						
Total Expenditures:	\$ 439,900	\$ 455,917	\$ 395,032	\$ 499,672	\$ 425,957	\$ 412,117
Revenues Less Expenditures:	\$ (17,065)	\$ (22,733)	\$ 24,794	\$ (71,488)	\$ (15,721)	\$ (9,931)
Use of Surplus:	\$ 17,065	\$ 22,733	\$ 0	\$ 31,488	\$ 15,721	\$ 9,931
Total (Must be equal to or greater than zero.):	\$ 0	\$ 0	\$ 24,794	\$ 0	\$ 0	\$ 0
Fund Balance At Beginning Of Year:	\$ 144,051	\$ 131,398	\$ 126,986	\$ 108,665	\$ 151,780	\$ 136,059
Fund Balance At Year End:	\$ 126,986	\$ 108,665	\$ 151,780	\$ 77,177	\$ 136,059	\$ 126,128