

Student Activity and Service Fee Advisory Committee
Fact Sheet

ORGANIZATION:

A. Organization Contact Information

1. Address: 2110 Hillside Road U-3008 Room 212 Storrs CT 06269
2. Phone number: nutmegpublishing@gmail.com
3. Fax number: N/A
4. Web address: nutmeg.uconn.edu

B. History/Mission of Organization

1. History:

The Nutmeg Yearbook was established in 1915 when it separated from the Outlook, the Agriculture College's yearly publication. Originally, the junior class was in charge of creating the book each year. In 1952, the yearbook was taken over by the senior class who then turned the group into a student organization. In 2002, the Nutmeg received permission to be placed on the Student Activities Fee when graduating seniors began to receive their book for free. Not only do all seniors receive their yearbook upon graduation, but they also have the opportunity to have their portrait appear in the yearbook for free. In the Spring of 2015, Nutmeg reorganized and became Nutmeg Publishing to reflect the addition of a new quarterly magazine publication, created to further document student life, diversity, campus culture, and important events on campus.

2. Mission Statement

Nutmeg is committed to serving its constituents through preserving and highlighting major UConn events, traditions, and cultures through our Yearbook and quarterly Magazine publications. Nutmeg Publishing is staffed by a diverse group of creative and motivated students who work on the design and layout, copy-editing, photography and picture selection, reporting, and writing. We serve our staff members by providing experience in diverse skills in publishing and leadership.

C. Student Fees – dollar amount students pay per year

Currently, Nutmeg receives \$6/year, \$3/semester per student. Assuming that every student is at the university for 8 semesters, this would mean that a graduating UConn senior has invested \$24 into their yearbook.

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

Any undergraduate student has the opportunity to apply for a staff position with Nutmeg Publishing. Every graduating senior has the option to have their portrait taken free of charge and will receive their yearbook via mail in the fall following their graduation. Additionally, Nutmeg is now fundraising and offers photography sessions to anyone in the UConn community including staff and other members.

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

- a. Editor in Chief, student (1)
- b. Managing Yearbook Editor, student (1)
- c. Managing Magazine Editor, student (1)
- d. Creative Director, student (1)
- e. Business Manager, student (1)

2. Board of Directors

- a. Our Board of Directors was dissolved in the Spring of 2011.

3. Paid Positions

- f. Marketing Coordinator, student (1)
- g. Sports Editors, students, (2)
- h. Copy Editor, student (1)
- i. Photo Editor, student, (1)
- j. Photographers, students, (5)
- k. Writers, students (5)
- l. Designers, students (5)

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):

- Method of payment (hourly wages, semester stipend, etc) for each position
- Rate of payment for each position
 - a. Editor in Chief: base salary of \$4,927/year (divided into hourly wages)
 - b. Magazine Managing Editor: base salary of \$3,520/year (divided into hourly wages)
 - c. Yearbook Managing Editor: base salary of \$3,520/year (divided into hourly wages)

- d. Creative Director: base salary of \$3,520/year (divided into hourly wages)
- e. Business Manager: base salary \$4,223/year (divided into hourly wages)

- History and Rationale for payment for each position

Traditionally the work that the Executive Board does for the organization is much more demanding than the rest of the staff as there are only four people to manage the content and edit an annual publication of more than 300 pages in length, as well as 4 smaller quarterly publications. The Executive Board members work 10-14 hours per week, which is similar to a part-time position in a workplace. Nutmeg Publishing provides valuable life-long skills for several different careers. In an effort to provide all students the equal opportunity to participate, we pay our students for their time commitment, as some students may not otherwise be able to commit to Nutmeg if they are otherwise financially restricted.

Appointed student positions paid (please list):

- Method of payment (hourly wages, semester stipend, etc) for each position
- Rate of payment for each position
 - Base pay for Senior Staff varies from \$500-\$700/year (divided into two stipends)
 - Sports Editors, receives a stipend of \$700/year (divided into two stipends)
 - Photography Editor receives a stipend of \$600/year (divided into two stipends)
 - Copy Editor receives a stipend of \$600/year (divided into two stipends)
 - Marketing Coordinator receives a stipend of \$500/year (divided into two stipends)
 - Writers receive \$12/event or story
 - Photographers receive \$12/event
 - Designers receive \$12/spread designed
- History and Rationale for payment for each position

Board of Director Positions paid (please list):

- Method of payment (hourly wages, semester stipend, etc) for each position
 - N/A
- Rate of payment for each position
 - N/A
- History and Rationale for payment for each position
 - N/A

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.

Currently, the majority of Nutmeg Publishing's costs are associated with printing the yearbook. These costs are written out in a contract with our publishing company. This contract is renewed yearly and is bid on every three years. The other large sum of money used to produce the book is allocated for payroll (staff and executive officers).

Nutmeg has other small, but important, costs as well. While some of our funds are spent on postage and office supplies, Nutmeg is actively working to conserve spending in this area by informing our seniors to update their addresses listed on StudentAdmin. Our photography company provides Nutmeg with some compensation to offset the costs of equipment, technology, and supplies. This allows Nutmeg to use self-raised funds rather than student fees to buy new equipment.

Nutmeg does not currently offer any events or programs for our constituents or the UConn community, as we do not see it fit to spend funds doing so at this time.

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.

Nutmeg Publishing guarantees a yearbook to every senior that graduates from the Storrs campus. Due to recent over-enrollment, Nutmeg has needed to print additional yearbooks. Therefore, since we are printing and mailing more yearbooks both our printing and distribution costs have increased significantly. Otherwise, the publishing costs of the yearbook are projected to remain steady over the next few years, as dictated by our recently renegotiated contract.

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.

Due to our projected budget deficit, Nutmeg Publishing has taken several actions to reduce operating costs and increase revenue options. The rebranding of our organization is saving us money, as we are now paying our writers, designers, and photographers per event/story/spread. They do not receive any base pay. The reorganization also eliminated several other paid positions. Nutmeg has made efforts to reach out to graduating seniors to update their address on StudentAdmin. This will aid in the reduction of mailing and shipping costs when books are sent to the incorrect addresses. We have begun to advertise more aggressively to attract our graduating seniors to take their senior portraits earlier rather than later in the year. This provides Nutmeg with additional compensation from the photography studio.

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 beginning balance as of July 1, 2016 was \$234,863.50. Our total income as of December 7, 2016 is \$56,444.45 with \$56,384.45 and \$60 incoming from Student Fees and Merchandise Sales Revenue, respectively. Our total expenditures are \$133,154.51 coming primarily from Student Wage Expenses and Contractual Services of \$11,032 and \$120,661.12, respectively. The budget deficit is due to the continual rising costs of production and distribution of the physical yearbooks as well as the increasing student population. Nutmeg's projected balance is projected to be a net loss of (\$-48,228.19) in FY 19.

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 proposed FY19 budget, Nutmeg is operating at a significant deficit if a fee increase is not instituted by that time. Nutmeg is actively working to minimize the deficit by decreasing operating and publishing costs. Enhanced communication with seniors, and reorganization are all efforts to diminish the effects of the impending deficit. In the renewed publishing contract, Nutmeg has chosen several cost-saving methods of production including a decreased number of pages to be printed, eliminating eco-friendly printing paper, and cover options to decrease our production costs more than \$10,000 in the past two book printings.

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)?

Nutmeg's projected Accounts Payable is around \$12,000 from Student Wages and an unknown amount for the first installment payment for the yearbook because we are currently in the middle of an RFP and do not know our publisher for the 2016 yearbook and therefore do not know the specific costs for the yearbook yet. There will also be some smaller line items from Postage, Equipment, and Supplies anticipated to be around \$4,000. However, May/June is the last time in which Nutmeg should be receiving its final installment of Contractual Service Revenues from Lauren Studios, which will approximate to \$12,500.

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?

With the addition of our new publications, the *Nutmeg Magazine*, we are able to offer our products to all members of the UConn community, and any other individual wishing to view our magazine online. Our magazine is digital only, saving us printing and production costs. The content included in the magazine is more diverse and issue and community-focused than our yearbook. Our yearbook still provides all of our graduating seniors with the sports teams, Greek life, clubs, and events that they have requested be present in their memorabilia. On average, about 65-75% of all graduating seniors choose to have their picture in the yearbook, and Nutmeg has recently made efforts to increase this number.

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).

At this time, Student Activities Business Office has informed Nutmeg that we have not been audited in the last year. However, SABO was audited in the Spring of 2015 and all of our transactions were reviewed in that audit.

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?

Nutmeg saw an increase in several positive areas in the 2016 Spring Tier III Awareness, Familiarity, and Use survey. According to the results, approximately 62.98% of the students surveyed that they were aware that the students of UCONN on our staff produce a yearbook on campus. About 68.29% of students surveyed that they believed the organization works in the best interest of the student body.

There is still much improvement for increasing Nutmeg's presence on campus. Nutmeg aims to increase relations with not only seniors, but the rest of the student population as well. The organization is taking several initiatives to expand in familiarity and awareness.

The Marketing Coordinator is further developing ways to reach out to students. Nutmeg has updated its website with current information about the organization. In addition to our website, we also utilize our social media platforms to share Nutmeg announcements and updates about senior portraits, event coverage, and contact information.

In addition, we are hoping to generate a larger reach with our online magazine. The magazine is released on nutmeg.uconn.edu, bringing more constituents to our website. The magazine covers current events on campus that will attract a variety of audiences throughout the UConn community. The magazine can be accessed by anyone via internet connection.

Nutmeg covers a variety of events on campus. At these events, our writers and photographers hand out business cards to the students whose pictures or quotes were taken. This allows Nutmeg to make personal connections with students through these interactions.

Furthermore, the Nutmeg Yearbook has made a consistent effort to establish better relationships with the senior class. We are continuing to work with the Office of the Vice President of Student Affairs and the Senior Year Experience departments to help us gain exposure through their events on campus as well as social media.

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

From the years of 2008-2015 Nutmeg has received the Gallery of Excellence Award from Walsworth Publishing. This distinction is awarded to those yearbooks that consistently demonstrate superior quality. Additionally, our social media presence has increased nearly 600% after the development our Facebook, Twitter, Instagram, and web pages by our Marketing Coordinator. This is an excellent avenue for us to seek opinions from the student body, as well as freely communicate and advertise our other events and services.

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

Organization: Nature Publishing
 Contact Person: Lisbey Rodriguez
 Phone: 262-426-0837

	FY16 Actual	FY17 Original	FY17 UPDATED	FY18 Original	FY18 UPDATED	FY18 PROJECTED Without Increase	FY18 PROJECTED With Increase
Subcode Description	Amount	Amount	Amount	Amount	Amount	Amount	Amount
Revenues:							
501 Donations	\$ 19.09	\$	\$	\$	\$	\$	\$
502 Dues							
512 Advertising	200	500	500	500	200	200	200
513 Awards and Prizes	500				500	500	500
515 Contractual Services	52,516	11,000	11,000	15,000	15,000	10,000	10,000
516 Co-Sponsorships	60						
517 Food Sales							
518 Merchandise Sales	525	500	500	500	500	250	250
519 Participation Fees							
522 Registration Fees							
523 Rental							
524 Travel							
530 Penalties and Fees							
531 Miscellaneous		1,000	1,000	1,250			
532 Prior Year Income							
533 Change Fund Returns							
540 Business Taxes (Tier III Univ.)		50	50	50	50	50	50
546 Interest (Univ.)	451	300	300	300	300	300	300
547 Student Fees (Tier III Univ.)	105,312	102,000	102,000	102,000	102,000	102,000	180,000
Total Revenues:	\$ 162,584.68	\$ 137,350	\$ 137,350	\$ 139,500	\$ 138,350	\$ 133,300	\$ 211,300
Expenditures:							
601 Donations	\$	\$	\$	\$	\$	\$	\$
602 Dues							
603 Gifts	140	550	550	350	300	300	550
604 Photocopying		350	350	350	50	50	50
605 Postage	1,853.66	3,000	3,000	3,000	1,500	1,500	3,000
606 Printing	211.94	300	300	300	300	300	500
607 Promotional Items	165	1,000	1,000	1,000	1,000	1,000	2,500
608 Refreshments - Organization	744	500	500	500	1,000	1,000	2,000
609 Subscriptions							
610 Supplies - Organization	87.85	2,500	2,500	2,500	1,500	1,500	2,000
611 Telephones		300	300	300			
612 Advertising		500	500	500	500	500	1,000
613 Awards and Prizes							
615 Contractual Services		165,000	285,661	165,000	130,000	140,000	140,000
616 Co-Sponsorships							500
617 Cost of Goods Sold - Food Sales							
618 Cost of Goods Sold - Merchandise Sales	868.57	900	900	900	900	900	900
619 Participation Fees							
620 Refreshments - Events/Programs	16.04	200	200	200	200	200	450
621 Supplies - Events/Programs		200	200	200	200	200	1,000
622 Registration Fees							0
623 Rental	100	100	100	100	100	100	250
624 Travel	2,107.03	2,500	2,500	2,500	2,500	2,500	4,500
625 Equipment	913	2,800	2,800	2,850	2,850	2,800	1,500
626 Equipment - Capital					1,000	1,000	7,000
627 Insurance							500
628 Repairs and Maintenance	42.52	500	500	300	500	500	500
629 Utilities							
630 Penalties and Fees							
631 Miscellaneous	1,584	250	250	250	250	250	250
632 Prior Year Expenses							
633 Change Funds							
640 Business Taxes (Tier III Univ.)		100	100	100	100	100	200
641 Employee Benefits (Tier III)							
642 Wages - Student (Tier III)	26,281.32	30,000	30,000	28,500	30,000	30,000	36,000
643 Wages - Non-Student (Tier III)							
644 Wage Taxes - Student (Tier III)	136.91	130	130	300	300		400
645 Wage Taxes - Non-Student (Tier III)							
Total Expenditures:	\$ 33,451.75	\$ 211,880	\$ 332,541	\$ 210,200	\$ 173,050	\$ 184,700	\$ 203,550
Revenues Less Expenditures:	\$ 127,133	\$ -74,530	\$ -195,191	\$ -70,600	\$ 17,300	\$ -51,400	\$ 7,750
Use of Surplus:	\$ 0	\$ 74,530	\$ 195,191	\$ 70,600	\$ 36,500	\$ 51,400	\$ 0
Total (Must be equal to or greater than zero):	\$ 127,133	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 7,750
Fund Balance At Beginning Of Year:	\$ 107,730	\$ 39,471	\$ 234,863	\$ 435,051	\$ 39,672	\$ 3,172	\$ 3,172
Fund Balance At Year End:	\$ 214,863	\$ 39,471	\$ 39,672	\$ 435,051	\$ 3,172	\$ -48,228	\$ 8,922