

**Student Activity and Service Fee Advisory Committee**  
**Fact Sheet**

**ORGANIZATION:** Student Union Board of Governors (SUBOG)

**A. Organization Contact Information**

**Student Union Board of Governors (SUBOG)**

Marissa Carbone – SUBOG President

1. **Address**

Student Union Room 307  
2110 Hillside Road, Unit 3007  
Storrs, CT 06269

2. **Phone number**

860-486-3904

3. **Fax number**

860-486-1689

4. **Web address**

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**B. History/Mission of Organization**

1. **History**

Established in 1952, SUBOG is in its 64th year as the campus programming board. SUBOG provides programs that are diverse, educational, entertaining, and engaging for all UCONN students.

2. **Mission Statement**

The Student Union Board of Governors will strive to enhance the educational, social, cultural, and recreational environment at the University of Connecticut, Storrs. SUBOG will encourage and promote the educational, social, cultural and recreational interests of its constituencies by provisions of facilities and services.

**C. Student Fees – dollar amount students pay per year**

Full time undergraduate students currently pay \$23.00 each semester to the Student Union Board of Governors.

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

SUBOG programs primarily to the UConn undergraduate student population, those who pay the SUBOG fee are our target audience. However, most of our events are open to graduate students, faculty, staff, UConn student guests, and the community. SUBOG strives to make events either free or reasonably priced and easily accessible to UConn students.

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

President – Marissa Carbone

Vice President for Finance and Administration – Grant Miner

Vice President for Policy – Christian Spaar

Vice President for Programming – Megan Fainer

Vice President for Programming – Kelsey Heidgerd

2. Board of Directors

Outreach Chair – Joey Spagnuolo

Outreach Chair – Shannon April

Comedy Chairperson – Erin Hurd

Concert Chairperson – Julia D'Alessandro

Major Weekends Chairperson – Ashley Lane

Lecture Chairperson – Hayley Rowe

Arts Chairperson – Julian Yuliawan

Special Events Chairperson – Shannon McIntyre

Sports Promotion Chairperson – Robert Lockwood

Film Chairperson – Emily Chekyman

3. Paid Positions

There are presently no paid positions within SUBOG.

## 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.

*SUBOG uses student fees to program for the Undergraduate student population, our direct constituents. Presently, SUBOG focuses on educational, social, and diverse programming to compliment the student's academic experience. SUBOG has 8 programming committees that plan events supported by an Outreach Committee that promotes the events. These committees range from Comedy to Fine Arts. As a programming board, we acknowledge that there is a need for diverse programs that students from all backgrounds can appreciate. As an organization we try to provide a diverse array of programs through the use of these committees. Annually, SUBOG has major events that have become UConn traditions such Homecoming, Winter Weekend, and the Spring Concert, to name a few. These well-known events attract thousands of students each year. Additionally, we have smaller events that cater to student interests. Comedy shows are held biweekly, Open Mic nights throughout the fall and spring semesters, and Films are shown on the weekends in the Student Union Theatre. Students can also get a ride to off-campus sporting events through our Husky Roadshows, planned by the Sports Promotion committee. Additionally, SUBOG makes lasting connections with Tier II organizations through co-programming and co-sponsorship. The co-programming initiative allows SUBOG to cover Student Union fees for Tier II groups. Co-sponsorship occurs when SUBOG directly plans an event with a Tier II organization. Furthermore, SUBOG is currently working with a surplus that is dedicated to the Synergy program. The Synergy program was established to help us collaborate with cultural centers, academic departments, and other offices on campus that may not be able to bring certain events to campus without the financial help of SUBOG. SUBOG continues to use our funds to provide these diverse and social experiences that truly compliment the educational experience at the University of Connecticut. We believe in strong community traditions and enhancing Husky Pride the best we can.*

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.

*SUBOG does not anticipate any significant changes in our budget/spending plan.*

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.

*SUBOG does not anticipate a change in income other than continuing student fees.*

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.

*SUBOG currently has approximately \$236,000 in reserves. SUBOG anticipates spending all of its fees but also maintain an approximate balance of \$150,000 in reserves in case a programming opportunity comes along that requires more funds, the student fees the organization receives ever decreases, or if events go beyond their projected budget. Presently, SUBOG allocates \$75,000 from our reserves for the SUBOG Synergy program. This program is designed for university departments, cultural centers, and offices, who would like help planning and funding educational experiences. These departments often have been impacted by the economic climate and budget cuts and are unable to bring their exciting events to students without the aid of SUBOG. This year, SUBOG has worked with the Rainbow Center, Puerto Rican and Latin American Cultural Center, Center for Career Development, and many other departments.*

*An example of a Synergy event on which SUBOG has worked on with a university department is the Illuminating the Path program with the Puerto Rican and Latin American Cultural Center. The event, featured as a campus diversity/civility program, welcomed actress Diane Guerrero. Diane Guerrero is not only an actress but also a social justice activist as her personal experiences have led her to be a strong advocate for immigration reform. Her talk enlightened students on the current laws surrounding immigration, as well as encouraging them to make their voices heard. Following her talk, Diane Guerrero engaged students talking with many one on one about their own personal experiences surrounding immigration.*

*We hope to continue bringing major contributors of society to our campus through this great program. We value the work of these departments and feel that this program is the perfect educational outlet for our organization. The collaborative effort and combined skills allows us to continue to provide these education and diverse events to students. Through the use of our reserve funds we hope to continue this collaborative programming in the coming fiscal years.*

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 terms of our organization's function, the priorities will always be to give diverse, entertaining, and educational events. Regarding our budget, it is worth noting that FY 17 we anticipate it will be our Synergy program's last year and will likely discontinue. SUBOG has previously annually allocated \$100,000 of reserve funds to Synergy for a number of years and has recently changed this amount to \$75,000. Given enrollment projections for FY18, it is unlikely that SUBOG will have the funds to continue the Synergy program while maintaining appropriate reserve levels for rare programming opportunities past FY17.*

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)?

*We do not anticipate any accounts payable or accounts receivable for the last two months of this fiscal year.*

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?

*Our events are planned mainly for the undergraduate student population but are often open to their guests and community as well. As of December 7, 2016 our events have garnered a total of 26,070 with our weekly movie showings garnering an additional 2,174 participants. Students utilize our service and/or participate in our programs simply by attending our events. We host events in multiple different venues on campus such as the Student Union, Fairfield Way, Jorgensen Theatre, Gampel Pavilion, etc. We advertise our events through several channels which include bus ads, posters, Daily Digest, social media, etc. Students are aware of our events and take the time out of their busy schedules to attend. Through our safe and exciting events, we like to promote community cohesion, civility and university pride. Many students and alumni say that they have attended at least one SUBOG event, if not more. We are conscious of the differences in our students and community and strive to find something for everyone. Furthermore, our committees are open to all undergraduate students so they can share their opinions and ideas. We also like to provide opportunities for student feedback throughout the year.*

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).

*SUBOG has never been audited by the University's Office of Audit, Compliance and Ethics.*

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?

*A common trend we have identified through the Familiarity and Use survey is that students seem to lack a solid understanding of what SUBOG's role on campus truly is. Our organization is often confused with Late Night and many students are unsure of what programs SUBOG provides beyond our concerts. We have made it a goal to increase advertising and branding efforts for our events and our organization to help students differentiate SUBOG from other groups on campus. By increasing awareness of our organization and our mission, it will increase our transparency with student fees and encourage more undergraduates to get involved, which will ultimately contribute to better programs and a better campus.*

*Additionally, based on feedback and from our internal findings, we are working towards being more responsive to students' opinions and input. To improve upon this, we have started taking surveys at events to record if students are enjoying the events, as well as what events they'd like to see in the future. By doing this, we are able to adjust future events to cater more towards their needs and provide them with opportunities and events that they will attend. At events, we also have Card Swipe readers where we can get an exact number for people who attend as well as their year and other vital information that helps us move forward. This helps us in determining if we are getting a range of students or primarily the same ones. This will in lead affect our advertising and event times so that we can meet the student needs.*

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

*Through decades of programming events for the Storrs campus, SUBOG has continually changed its structure and methods of providing experiences for students to fit the signs of the times. However, SUBOG will always keep in mind its vision which is posted on the first floor of the Student Union; "SUBOG will make the Student Union the most exciting and active facility on campus by creating a positive atmosphere and enhancing social and educational activities for student, faculty, and staff." The mission of the organization is not to uphold certain restrictions or traditions but to always create a welcoming environment for students. It is the mission of each year's board to ensure that SUBOG's vision is carried out in the best possible way for the entire university community.*

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

**Organization:** Student Union Board of Governors (S'BOG)

**Contact Person:** Martina Carlow

**Phone:** 860-486-3904

			FY16 Actual	FY17 Original	FY17 UPDATED	FY18 Original	FY18 UPDATED	FY19 PROJECTED
	Sub code	Description	Amount	Amount	Amount	Amount	Amount	Amount
<b>Revenues:</b>	501	Donations	\$	\$	\$	\$	\$	\$
	502	Dues						
	512	Advertising						
	513	Awards and Prizes						
	515	Contractual Services						
	516	Co-Sponsorships						
	517	Food Sales		500	0	500	0	0
	518	Merchandise Sales						
	519	Participation Fees	154,402	185,000	155,000	185,000	155,000	170,000
	522	Registration Fees						
	523	Rental						
	524	Travel						
	530	Penalties and Fees						
	531	Miscellaneous						
	532	Prior Year Income						
	533	Change Fund Returns						
	540	Business Taxes (Tier II/Univ.)						
	546	Interest (Univ.)						
	547	Student Fees (Tier III/Univ.)	826,433	782,000	800,000	782,000	800,000	815,000
<b>Total Revenues:</b>			\$ 980,835	\$ 967,500	\$ 955,000	\$ 967,500	\$ 955,000	\$ 985,000
<b>Expenditures:</b>	601	Donations	\$	\$	\$	\$	\$	\$
	602	Dues		1,000	1,000	1,000	1,000	1,000
	603	Gifts	1,768	1,000	1,200	1,000	1,200	1,200
	604	Photocopying	2,617	4,500	4,000	4,500	4,000	4,000
	605	Postage	291	300	300	300	300	300
	606	Printing	12,633	15,000	15,000	15,000	15,000	15,000
	607	Promotional Items	24,071	30,000	25,000	30,000	25,000	27,000
	608	Refreshments - Organization	10,455	10,000	10,000	10,000	10,000	10,000
	609	Subscriptions		0		0		
	610	Supplies - Organization	5,851	15,000	7,000	15,000	7,000	8,000
	611	Telephone	825	1,000	1,000	1,000	1,000	1,000
	612	Advertising	3,768	15,000	10,000	14,000	10,000	12,000
	613	Awards and Prizes	7,358	7,000	7,500	7,000	7,500	7,500
	615	Contractual Services	726,353	722,000	740,000	667,000	680,000	700,000
	616	Co-Sponsorships						
	617	Cost of Goods Sold - Food Sales						
	618	Cost of Goods Sold - Merchandise Sales						
	619	Participation Fees	29,050	14,500	25,000	14,500	25,000	25,000
	620	Refreshments - Events/Programs	51,950	50,000	50,000	50,000	50,000	55,000
	621	Supplies - Events/Programs	11,692	20,000	15,000	20,000	15,000	15,000
	622	Registration Fees	3,212	3,000	3,000	3,000	3,000	3,000
	623	Rental	82,986	90,000	90,000	90,000	90,000	90,000
	624	Travel	6,149	7,000	7,000	8,000	7,000	7,000
	625	Equipment	1,270	1,000	1,100	1,000	1,100	1,100
	626	Equipment - Capital	2,254	0	1,500	0	1,500	1,500
	627	Insurance						
	628	Repairs and Maintenance						
	629	Utilities						
	630	Penalties and Fees						
	631	Miscellaneous						
	632	Prior Year Expenses						
	633	Change Funds						
	640	Business Taxes (Tier II/Univ.)						
	641	Employee Benefits (Tier III)						
	642	Wages - Student (Tier III)	10,884	15,000	12,000	15,000	12,000	12,000
	643	Wages - Non-Student (Tier III)						
	644	Wage Taxes - Student (Tier III)	120	200		200		
	645	Wage Taxes - Non-Student (Tier III)						
<b>Total Expenditures:</b>			\$ 995,557	\$ 1,022,500	\$ 1,026,600	\$ 967,500	\$ 966,600	\$ 996,600
<b>Revenues Less Expenditures:</b>			\$ (14,722)	\$ (55,000)	\$ (71,600)	\$ 0	\$ (11,600)	\$ (11,600)
<b>Use of Surplus:</b>			\$ 14,722	\$ 55,000	\$ 71,600	\$ 0	\$ 11,600	\$ 11,600
<b>Total (Must be equal to or greater than zero.):</b>			\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
<b>Fund Balance At Beginning Of Year:</b>			\$ 251,348	\$ 236,627	\$ 236,627	\$ 181,627	\$ 165,027	\$ 153,427
<b>Fund Balance At Year End:</b>			\$ 236,627	\$ 181,627	\$ 165,027	\$ 181,627	\$ 153,427	\$ 141,827