

SASFAC Submission : Entry # 1271

Contact Information

Organization

Daily Campus

Campus Address of Office

1266 Storrs Road
Storrs, Connecticut 06268
United States
[Map It](#)

Campus Phone Number of Office

(860) 486-3407

Organization Website

<https://dailycampus.com/>

Organization Social Media Information

Instagram: @the_dailycampus
Twitter: @the_dailycampus
Facebook: @dailycampus1896
YouTube: Daily Campus Video

Organization History and Mission

History/Mission of the Organization

History: The Daily Campus has been serving the students, faculty and staff of UConn, as well as the surrounding community, as a student-run newspaper since 1896. The Daily Campus has the largest circulation of any college newspaper in Connecticut, and the third largest in New England.

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. The Daily Campus is the student voice of UConn in newspaper form. We provide students with the opportunity to write, photograph, design, edit and overall experience, firsthand, all aspects of the newspaper industry. There are plenty of ways to get involved in the Daily Campus, from our editorial departments to our production team and business department. No prior experience is required, and all students are welcome to join.

Revenue

Is your Organization seeking a fee increase?

No

Does your Organization receive income from any source other than student fees?

Yes

From where does your Organization receive non-student fee income? Explain any current or anticipated changes in those income amounts in the current year or upcoming two years.

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The Daily Campus receives income from advertising. Over the past year we have not been accepting advertisement requests, and running very few ads. We have used the past year to redo the system in which we accept and bill ads by creating an online marketplace that will make it easier for vendors and our production staff. This system will be fully functioning by the end of the fiscal year, and we anticipate advertising revenue to begin again then. The addition of social media and website ads will provide additional revenue, as we have previously only run ads in the print edition of the paper.

Organization Structure and Payroll

Does your Organization pay any elected or appointed student leaders?

Yes

Elected Student Officers: What is the history and rationale for paying each position?

Editor-in-Chief, Managing Editor, Business Manager and Digital Editor are all paid \$17 per hour for 15-20 hours per 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. Having all of these positions be paid allows for more equal opportunity for students to be involved and encourages a diverse environment within the organization, as it allows students who would otherwise not be able to dedicate the time/money to being involved, to be paid for their work.

Appointed (hired) Student positions: What is the history and rationale for paying each position?

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The first five positions are the executive officers within The Daily Campus. The following positions are other workers for The Daily Campus who are compensated for shifts worked. Having all of these positions be paid allows for more equal opportunity for students to be involved and encourages a diverse environment within the organization, as it allows students who would otherwise not be able to dedicate the time/money to being involved, to be paid for their work.

Associate Managing Editor is paid \$14 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.

The Advertising Director is paid \$14 per hour. This position reports to the Business Manager works to bring in local advertising. They also work closely with MediaMate, our national advertising partner.

Social Media and Outreach Coordinator is paid \$13 per hour. This position works to update The Daily Campus's social media pages daily with new pieces put out by The Daily Campus. They interact with community members through direct messages when appropriate and work with the rest of the paper on outreach opportunities for the paper.

Life/News/Sports/Photo/Opinion Editor are each paid \$14 per hour. Each editor manages their respective section members and content. These positions each workshop their sections' stories, keep correspondence with sources and campus connections and area allotted up to 6 hours per week.

Associate Life/News/Sports/Photo/Opinion Editor are each paid hourly, at \$14 per hour. This position works closely with the editor of their respective section but is allotted 4 hours per week compared to the head editors' 6 hours.

Staff/Senior Staff writers, photographers, videographers and illustrators are paid hourly for articles and other assignment (on average 1 hour at \$13 per hour for staff and \$14 per hour for senior staff writers and basic photo assignments, 2 hours at \$13 per hour for illustrations, some special pieces like editorials, roundtables, columns etc. are paid more or less depending on the assignment).

Designers are paid hourly at \$13 per hour for designing a section (news, life, sports) of the newspaper. Shifts are typically from 7pm-close.

Copy editors are paid hourly at \$13 per hour for editing all stories for grammar and AP style, along with editing page layouts for structure and aesthetics, for around four hours per shift. Shifts are from 5-9pm and 9pm-close on production nights. The second shifts may go short or long depending on late events or stories.

Receptionists are paid for 3 hour shifts at \$13 per hour. They work mornings from 9-12 or afternoons from 1-4. Only one receptionist works per shift.

Digital Producers are paid hourly at \$13 per hour at around 4 hours per night to upload stories to our website. Two producers work each night and are required to upload all of the stories in two sections each 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.

Delivery drivers are paid \$15 per hour to make sure papers are delivered around campus and to off-campus locations, while also picking up papers from previous days such that our circulation and retrieval are going smoothly.

The Circulation Manager is paid \$14 per hour and supervises delivery drivers and tracks routes every day to make sure that the drivers have done their jobs. Additionally, the circulation manager may provide analytics occasionally to determine how many people may read the paper on a given day.

Does your Organization pay any non-student staff?

Yes

What is the history and rationale for paying each non-student staff position?

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The Daily Campus contributes to the pay of a financial manager that works within Trustee Student Organization Support. The organization splits the pay for the financial manager with the other Tier III organizations that the manager works for, proportionately to the amount of time they spend with each organization.

Activity Participation

Who is eligible to participate in your activities?

- All undergraduate students across all campuses
- All graduate students across all campuses
- Faculty/Staff
- Community Members/Guests

Please describe how students (number and/or percentage) utilize your services and/or participate in your activities?

The Daily Campus strives to keep the university and community informed and aware of important news, culture and sports around them. UConn students, faculty, staff and community members make up our readership, both of the print edition (distributed throughout campus, Storrs center and the surrounding commercial area) and the online edition (updated daily on our website and shared through our official social media accounts).

In the past year our website has had a readership of approximately 100,000 people. In the last three months our Instagram page, the social media page that we use most to cater to our student audience, has reached over 15,700 accounts, with approximately 22% of the audience (of accounts with location on) residing in Storrs and 65% of the audience in the 18-24 age range. These numbers are approximate, and we are working on developing a system for tracking the number of print copies read as well.

The Daily Campus also exists to provide real experience and opportunities to members of the student body interested in news and especially print news media. We allow any fee-paying undergraduate student to participate in content production, be it through editorial output, production or paper delivery and the business aspects of the organization. There are currently approximately 250 active members of the organization, including over 60 consistent writers and over 50 production staff.

Please describe how faculty/staff (number and/or percentage) utilize your services and/or participate in your activities?

Faculty/staff may interact with the paper through letters to the editor and op-eds. We typically publish less than five of these works per semester, but are constantly in communication with faculty/staff that email the organization with thoughts and questions. Our writers often feature the work of faculty/staff, or address things that concern faculty/staff in their articles as well.

Please describe how members of the local community (number and/or percentage) utilize your services and/or participate in your activities?

Community members may interact with the paper through letters to the editor and op-eds. We typically publish less than five of these works per semester, but are constantly in communication with community members that email the organization with thoughts and questions. Our writers often feature the work of community members, or address things that concern the local area in their articles as well.

Expenditures

Briefly describe the programs and services you provide for your constituents that serve as the primary focus of your Organization.

The Daily Campus' primary focus is both the creation of content for our audience, and the opportunity to experience being a part of that content-creation. The Daily Campus prints 2,500 copies of the newspaper product five days a week and distributes them across the UConn Storrs campus, in Storrs Center and in other surrounding commercial businesses. We also produce content for our website and social media. Our staff works tirelessly to cover anything and everything UConn students care about, every week. Additionally, we serve as a training and professional development resource for students who want experience in the news industry. Any fee-paying undergraduate student is welcome to get involved.

What are the top 3 expenditure categories for your Organization?

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- 606- Printing
- 609- Subscriptions
- 615.1- Contractual Services- Org

Please explain significant changes in the operating budget (spending plan) for this fiscal year starting 7/1/21 when compared to the previous years budget. What are the short-term goals for the organization?

The Daily Campus' short term goal is to continue the printing and online publication of our content, and to keep employing staff to do so. Our focus has shifted to maintaining online and social media presence over the past year, and we will continue to pursue greater reach in those areas.

The Daily Campus has increased all hourly wages proportionate to the rising minimum wage. We have also opened up new staff positions within our comic and illustration section.

The Daily Campus' printing contract was up at the end of December 2021. We are currently operating under an extension of that contract. By the end of the fiscal year we will enter a new contract which may alter the price of printing.

Contractual service expenses have increased because of the process of attempting a server migration via Microsoft Office365 and SharePoint with AdNet. We have decided to not follow through with the server migration, but have paid AdNet for their time in helping us explore that possibility.

What (if any) are the timing anomalies with regard to the reported income/expenditures?

Due to the time we are taking to replace our advertising system, income from advertising has dropped dramatically. Our usual advertising revenue is about \$33,000 per year, but over the past two years this number has been decimated. The pandemic has also affected travel, which we haven't spent any money on for the past two years.

Additionally, The Daily Campus' full-time financial manager left her position in October 2021. We have a few outstanding bills because of this, as Trustee Organization Support is in a transition period of training new financial support staff. The position is going to be filled by the end of the fiscal year and all bills will be fully accounted for by then.

Fund Balance

If your Organization should carry over funds from one year to the next, what is the ideal (minimum) level of that fund balance and what is the justification for that amount?

Our ideal minimum fund balance is \$300,000, an amount that will be able to compensate for unexpected issues with printing, equipment or building operations that would prevent us from being able to produce the paper.

If your organization is carrying a fund balance above the ideal/minimum level - what planned expenditures are budgeted (in which upcoming fiscal year)with the intention to bring down the fund balance to ideal levels?

Most of our fund balance is due to reductions to normal operations and distribution due to the pandemic, including reductions to travel and circulation amount. These resources have been and will continue to be used up by the increasing wages within our organization, in addition to printing services. However, we are also looking to do a major technology purchase soon. The computers used for design and photo production at The Daily Campus are also outdated and need to be replaced. We will spend a large amount on replacing the computers to ensure more efficient production of the paper and better experiences for our members.

Additionally, we hope to eventually invest more in the management of our social media accounts and online presence, as those modes of communication are increasingly important to reaching our constituency. Subscription services that help with social media management will also be a cost we are anticipating.

Projections and Future

Please upload your Organization's FY 23 and FY 24 Budget Projections

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- [Student-Activity-Fee-Budget-Projection-Form-FY-21-24-final.xlsx](#)

What are your Organizational priorities that are reflected in your projected budgets for the next two fiscal years?

As the newspaper industry continues to suffer due to decreased readership and advertising, we have put increased effort towards our multimedia and digital presence, both through efforts like creating, maintaining, and rolling out a new website as well as in branching out and expanding multimedia production.

We are also prioritizing increased outreach and recruitment, as the pandemic affected our membership greatly. While we have seen a great comeback in membership this year, multiple consecutive online semesters will play out differently than any other years in Daily Campus history. We will continue engaging the UConn community and our constituents to battle its effects.

Date the Organization will be holding (or already held) a public budget forum:

01/20/2022

Have you received TSOS comments and had an opportunity to amend or edit your submission?

Yes

Date that TSOS comments were recieved

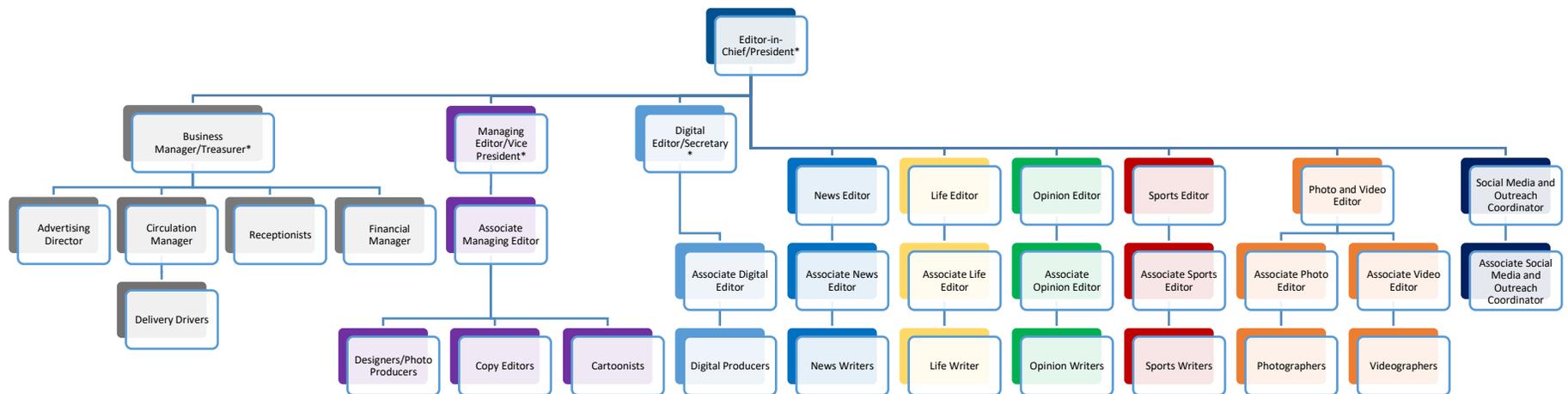
02/16/2022

Date of formal Organization Budget vote

02/17/2022

Utilize Microsoft’s SmartArt graphics, or create a graphic in other format that allows for an outsider’s understanding of reporting structure (who supervises who, who is supervised by/reports to who). Add as many pages, groupings or levels as you need to accurately depict the organizational hierarchy. *indicates a SOLID equivalent position (need a President, VP, Treasurer, and Secretary).

Next, for each person, use the Org Chart Excel Template to indicate whether they are an approved signer (President and Treasurer are required signers), an authorized Time Approver, whether the position is volunteer or paid, and if so, how many hours/week and if they’re authorized to work over breaks.



NOTE FOR EIC: to edit this chart click the chart

go to the “SmartArtDesign” tab -> “Text Pane” -> change text and hierarchy as desired (use enter and tab keys)

to change colors click on the boxes and change fill color

to change placement drag boxes where you want them

Position/Title	SOLID Equivalent	Authorized Signer?	Time Approver?	Paid?	\$/hr	# of hours authorized to Work?					
						Summer Break	Fall Semester	Fall Break	Winter Break	Spring Semester	Spring Break
Editor-in-Chief	President	Yes	Yes	Yes	\$17	40	20	40	40	20	40
Managing Editor	Vice President	Yes	Yes	Yes	\$17	40	20	40	40	20	40
Business Manager	Treasurer	Yes	Yes	Yes	\$17	40	20	40	40	20	40
Digital Editor	Secretary	Yes	No	Yes	\$17	40	20	40	40	20	40
Associate Digital Editor			No	Yes	\$14	40	20	40	40	20	40
Associate Managing Editor			No	Yes	\$14	40	20	40	40	20	40
Advertising Director			No	Yes	\$14	40	20	40	40	20	40
Social Media and Outreach Coordinator			No	Yes	\$13	40	20	40	40	20	40
News Editor			No	Yes	\$14	40	20	40	40	20	40
Life Editor			No	Yes	\$14	40	20	40	40	20	40
Sports Editor			No	Yes	\$14	40	20	40	40	20	40
Opinion Editor			No	Yes	\$14	40	20	40	40	20	40
Photo and Video Editor			No	Yes	\$14	40	20	40	40	20	40
Associate News Editor			No	Yes	\$14	40	20	40	40	20	40
Associate Life Editor			No	Yes	\$14	40	20	40	40	20	40
Associate Sports Editor			No	Yes	\$14	40	20	40	40	20	40
Associate Opinion Editor			No	Yes	\$14	40	20	40	40	20	40
Associate Photo Editor			No	Yes	\$14	40	20	40	40	20	40
Associate Video Editor			No	Yes	\$14	40	20	40	40	20	40
Staff Wrtier			No	Yes	\$13	40	20	40	40	20	40
Senior Staff Writer			No	Yes	\$14	40	20	40	40	20	40
Staff Photographer			No	Yes	\$13	40	20	40	40	20	40
Senior Staff Photographer			No	Yes	\$14	40	20	40	40	20	40
Cartoonist			No	Yes	\$13	40	20	40	40	20	40
Designer			No	Yes	\$13	40	20	40	40	20	40
Copy Editor			No	Yes	\$13	40	20	40	40	20	40
Receptionist			No	Yes	\$13	40	20	40	40	20	40
Digital Producer			No	Yes	\$13	40	20	40	40	20	40
Delivery Driver			No	Yes	\$15.00	40	20	40	40	20	40
Circulation Manager			No	Yes	\$14	40	20	40	40	20	40

Student Organizations Fund Account (SOFA) Profit & Loss

July through December 2021

	DC SABS P&L Q1 & Q2	Jul - Dec 21
Income		
512 · Advertising Revenue		1,002.20
531 · Miscellaneous Revenue		5.85
547 · Student Fees Revenue (T3/Unv)		206,187.99
Total Income		<u>207,196.04</u>
Gross Profit		<u>207,196.04</u>
Expense		
606 · Printing		866.21
609 · Subscriptions		4,317.99
610 · SUPPLIES & MATERIALS		
610.1 · Supplies Organization		136.50
Total 610 · SUPPLIES & MATERIALS		<u>136.50</u>
611 · Telephone		581.00
615 · CONTRACTUAL SERVICES		
615.1 · Contractual Service - Orgs		2,880.00
Total 615 · CONTRACTUAL SERVICES		<u>2,880.00</u>
625 · Equipment/Durable Goods		359.68
626 · Equipment - Capital		1,049.00
627 · Insurance		1,925.00
628 · Repairs and Maintenance		97.50
629 · Utilities		48.00
642 · Wages - Student (Tier III)		15,969.26
643 · Wages - Non-Student (Tier III)		14,168.33
644 · Wage Taxes - Student (Tier III)		29.07
645 · Wage Taxes - Non-Student (T3)		11,079.62
Total Expense		<u>53,507.16</u>
Net Income		<u><u>153,688.88</u></u>

Code Description		FY 21 Actual Amount P&L Standard attached	FY22 Original Amount	FY22 Updated Amount	FY23 Original Amount	FY23 Updated Amount	FY24 Projected Amount
R e v e n u e s	501.1 General Donations						
	501.2 Foundation Donations						
	501.3 Benefit Fundraiser Donations						
	502 Dues						
	512 Advertising		37,000	20,000	20,000	40,000	40,000
	513 Awards and Prizes						
	514 Vendor Commissions						
	515 Contractual Services						
	516 Co-Sponsorship						
	520.1 Admissions Sales					300	300
	520.2 Food Sales						
	520.3 Merchandise Sales						
	520.4 Participation Sales		700		700	710	710
	520.5 Services Sales						
	522 Registration/Entry Fees						
	523 Rental						
	524 Travel						
	530 Penalties and Fines						
	531 Miscellaneous Revenue						
	533 Change Fund Returns						
540 Business Taxes							
546 Interest		500					
547 Student Fees		360,000	360,000	360,000	360,000	360,000	
Total Revenues			398,200	380,000	380,700	401,010	401,010
E x p e n d i t u r e s	601 Donations						
	602 Dues						
	603 Gifts						
	604 Photocopying		100	100	100	100	100
	605 Postage		150	150	150	150	150
	606 Printing		80,000	119,000	90,000	90,000	90,000
	607 Promotional Items		1,200	1,300	1,300	1,300	1,300
	608.1 Refreshments - Organization		2,000	2,000	2,000	2,500	2,500
	608.2 Refreshments - Events/Programs						
	609 Subscriptions		13,000	13,000	13,000	13,000	13,000
	610.1 Supplies - Organization		1,200	1,300	1,300	1,300	1,300
	610.2 Supplies - Events/Programs						
	611 Telephone		1,700	1,700	1,700	1,700	1,700
	612 Advertising						
	613 Awards and Prizes						
	615.1 Contractual Services - Organization		9,000	9,500	9,500	9,500	9,500
	615.2 Contractual Services - Events/Programs			10,000	10,000		
	616 Co-Sponsorships						
	617.1 Cost of Food Sold						
	617.2 Cost of Merchandise Sold						
	617.3 Cost of Participation						
	617.4 Cost of Services Sold						
	622.1 Registration Fees		1,500	500	500	1,000	1,000
	622.2 Entry Fees						
	623 Rental						
	624 Travel		20,000	20,000	20,000	5,000	500
	625 Equipment/Durable Goods		1,000	1,000	1,000	1,000	1,000
	626 Equipment - Capital		4,000	4,000	4,000	4,000	4,000
	627 Insurance		5,000	5,000	5,000	5,000	5,000
	628 Repairs and Maintenance		1,000	1,000	1,000	1,000	1,000
629 Utilities							
630 Penalties and Fines		200			200	200	
631 Miscellaneous Expenses							
633 Change Funds							
640 Business Taxes							
642 Wages - Student		236,094	225,000	225,000	228,000	230,000	
643 Wages - Non-Student		35,750	35,750	35,000	35,750	36,000	
645 Wage Taxes - Non-Student			10,000	27,650	28,243	28,800	
Total Expenditures			412,894	460,300	448,200	428,743	427,050
Revenues-Expenditures = Change in Fund Balance			601,595	535,989	95,183	588,556	590,249
Fund Balance at Start of Year		616,289		162,683		698,672	1,287,228
Fund Balance at End of Year				698,672		1,287,228	1,877,477