

DEPARTMENTAL REPORT ON 2016-17 USE OF Aggie Fee

Department/Event/Program Name: *The California Aggie*

Please list the program's services, product or facilities funded by the **Aggie Fee**:

The Aggie fee funds the majority of the operations of *The California Aggie* newspaper, including newspaper printing, staff pay, equipment purchasing, and marketing.

Amount of department's YTD revenue generated by the **Aggie Fee** in 2016-17:

\$233,000

2016-2017 USE OF AGGIE FEE REVENUE:

Expense	2016-17 Allocation \$
Student Salaries (plus benefits)	\$100,800
Staff Salaries (plus benefits)	\$79,831.56* (position began Jan. 1, but this figure is the annual amount)
Programs, Admin, IT, Travel, B2H	\$54,822
Facility Expenses * and Maintenance (*utilities, custodial, grounds, etc.)	
Fixed Expense (debt service)	\$33,000
TOTAL	\$268,453

Describe the need for a CPI adjustment and include the departmental plan if CPI is not applied for next year:

Now that The Aggie is back in print, our staff size has grown substantially, and we would like to increase the number of staffers who can be on the payroll. By increasing the staff size on the business and advertising teams, we have more opportunities to bring into additional revenue. Furthermore, the more revenue that we can put away into our reserves, the more likely we can be financially self-sufficient upon the expiration of the fee initiative revenue. Furthermore, the cost of printing increases each year.

Describe the department/event/program's role and function on campus. (What Impact does it have on students? The UC Davis campus community? The wider Davis community?)

The California Aggie has been UC Davis' student newspaper since 1915. We are the only regular newspaper on campus, and since UC Davis does not offer a journalism major, The Aggie is the only true lab for aspiring journalists to develop their skills in the field. Because of our digital and print reach, we serve the community by keeping the student body and campus community informed. We hold the university and student leaders accountable for their actions, and we effectively serve as the student voice on campus.

How many students participate or benefit from the program/event/department in which **AGGIE FEE** funding is used? How many unique students?

We have a combined paid and volunteer staff of close to 130 students, and we provide a direct service to the campus' 35,000 students, in addition to thousands of faculty and staff. Our content reaches over 60,000 people online each month, and we have between 4000 and 8000 students who read The Aggie in print each week.