



# ASUCD Student Fee Referendum

---

10 Year Plan



# How ASUCD generates its revenue



Revenue generated through units

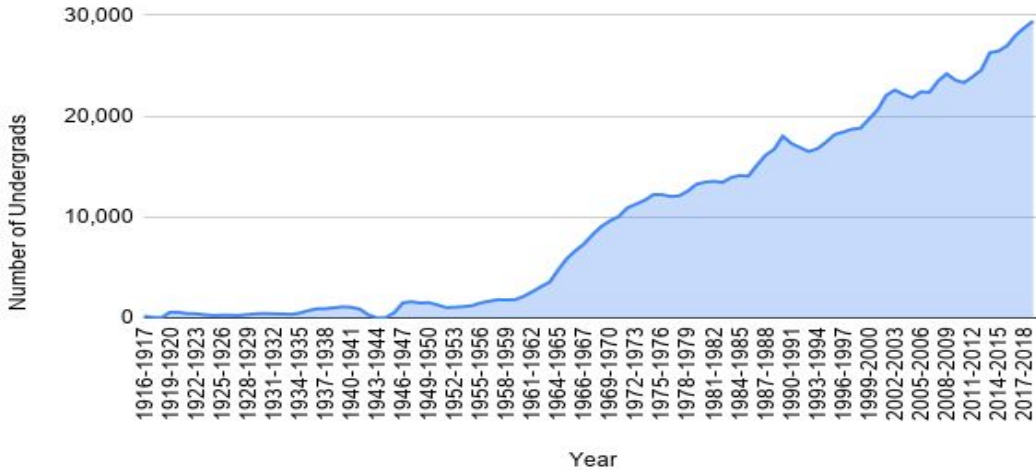


Student Fees (the ASUCD Base Fee)

Specific unit fees (The Aggie, Unitrans)

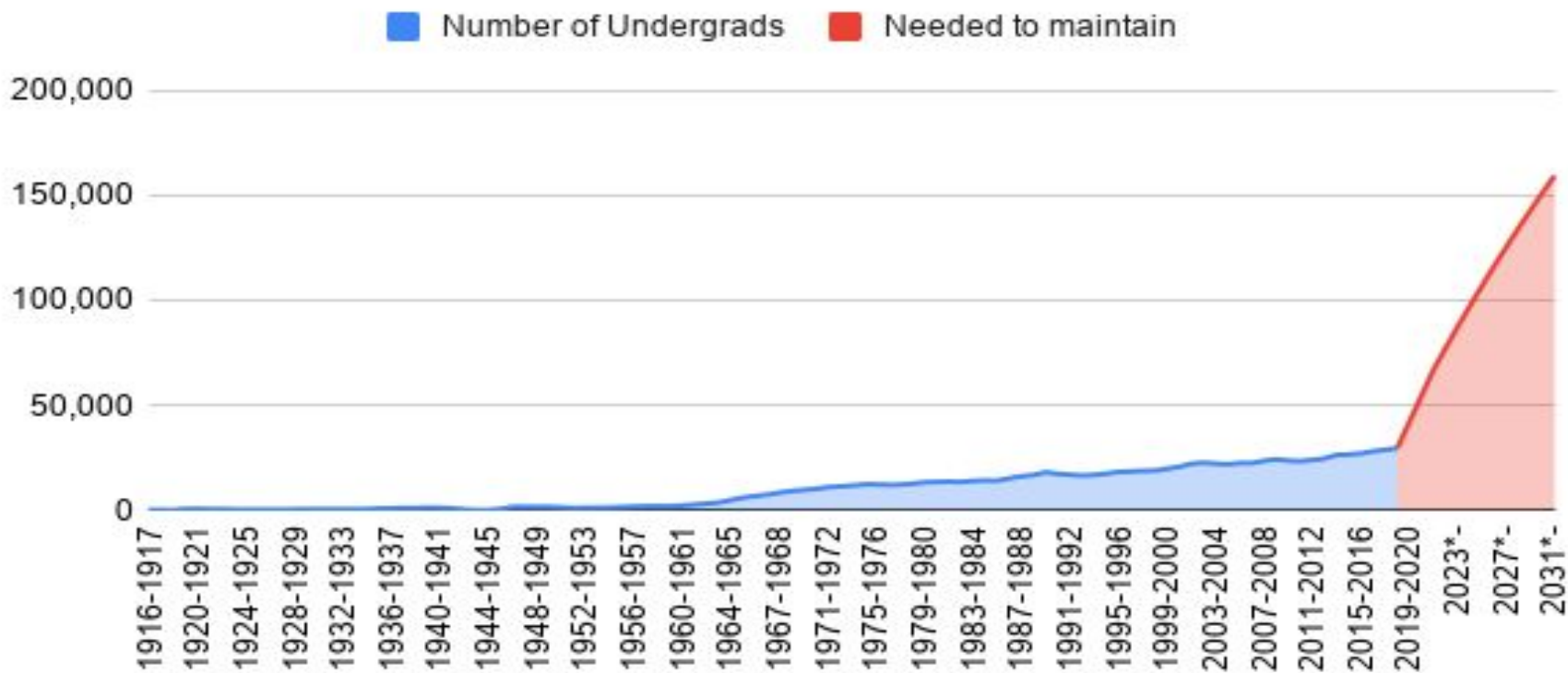
# History of the Base Fee

Number of Undergrads vs. Year



Year	# of Students	Fee per student per quarter
1916	181	\$2.50
1926	262	\$5.00
1974	11,659	\$7.00
1979	12,581	\$8.00
2019	29,431	\$8.00

## Number of Undergraduates Observed vs. Needed to maintain 2019 level of service





Since 1979...

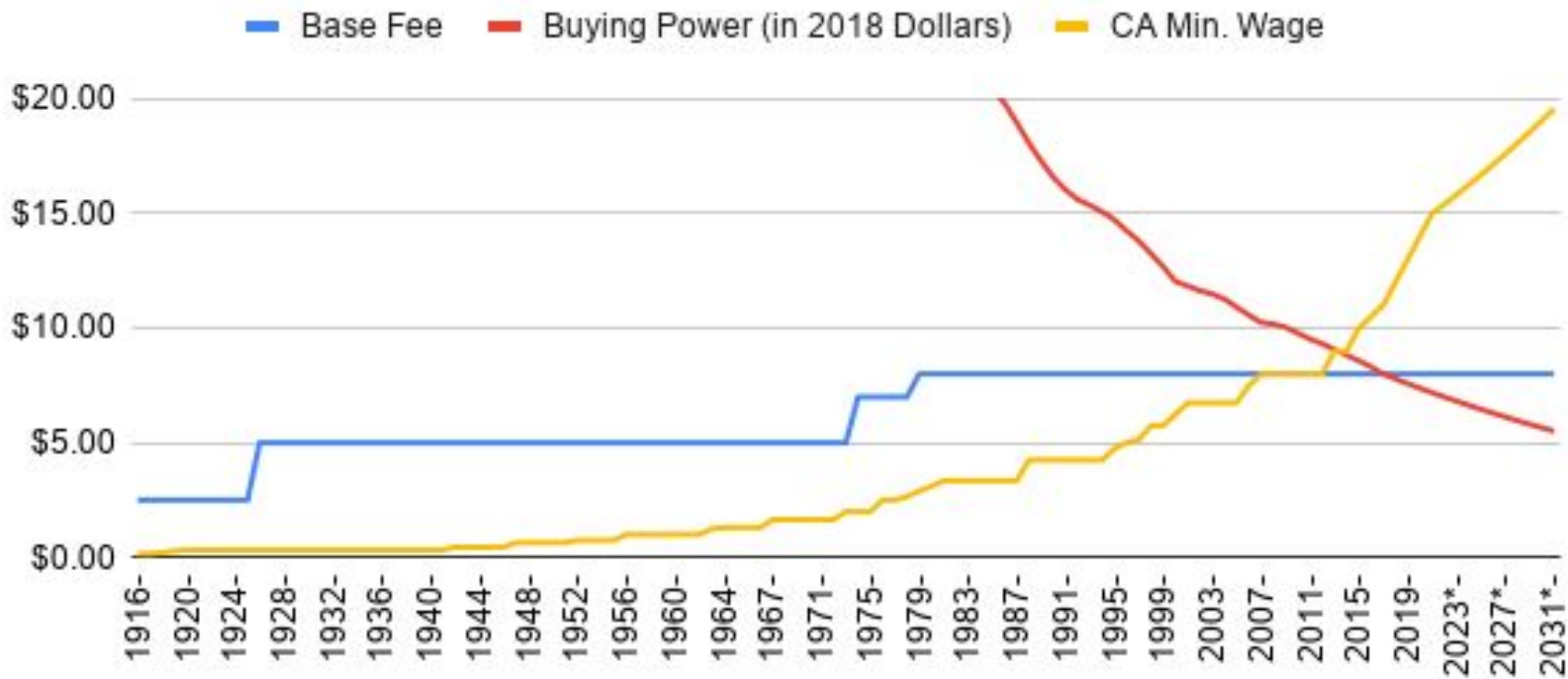
Employ  
upwards of  
1,000 students

Minimum  
wage has  
increased

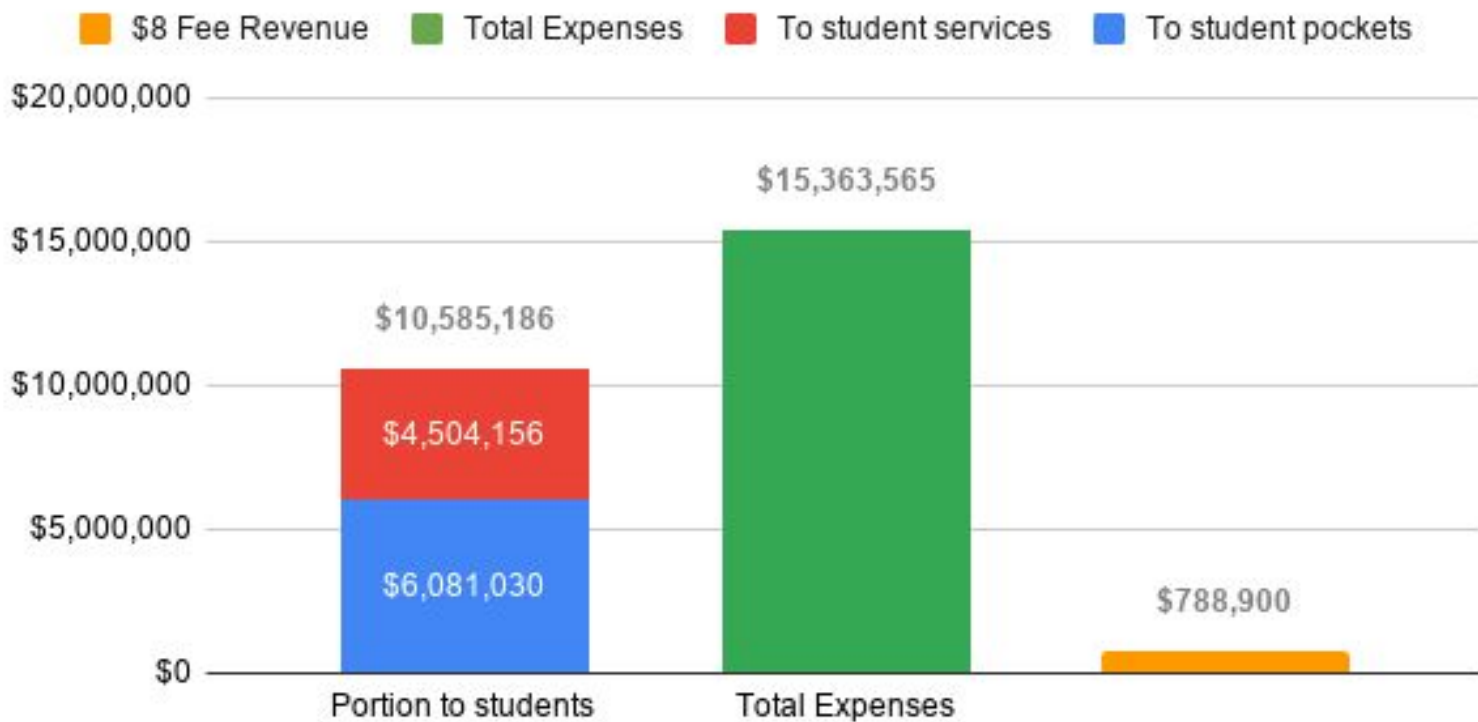
Increase in  
advocacy

Increase in  
basic needs  
services

## ASUCD Base Fee vs Buying Power and CA Minimum Wage

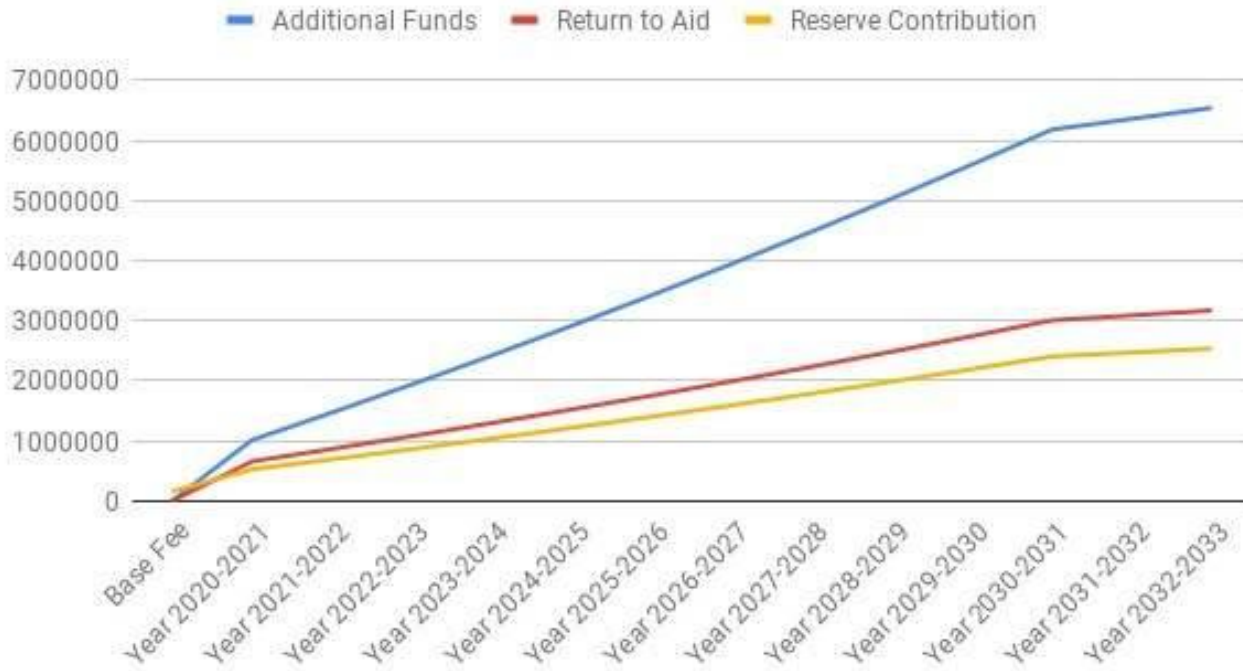


## Portion of ASUCD Funds going back to Students compared to \$8 investment



# ASUCD's proposal: increasing the ASUCD Base Fee

## Increases in funding+financial aid+reserve contributions



Year 1: \$8.00 to \$26.00 plus CPI adjustment

Years 2-11: \$7.50 increase, plus CPI adjustment

Years 11 and beyond: CPI



# Allocation of excess revenue

---

Projected Timeline:

Fall 2019: Approval of Fee Referendum

Spring 2020: Student vote on Fee Referendum

Fall 2020: Fee Referendum takes effect!

# The 10 Year Plan

- Reforming business practices
- In-house counsel and legal compliance trainings
- HR/Historia/Student Business Manager
- ASUCD Student Accountants
- Creative Media Overhaul
- The Academy
- Open Access Inventory Database
- Budget System Overhaul
- System-Wide Task Management, Legislative Pipeline
- Potential Business Expansion



# Thank You!

Questions?