ASUCD
Student Fee Referendum
10 Year Plan
How ASUCD generates its revenue

- Student Fees (the ASUCD Base Fee)
- Specific unit fees (The Aggie, Unitrans)

Revenue generated through units
History of the Base Fee

<table>
<thead>
<tr>
<th>Year</th>
<th># of Students</th>
<th>Fee per student per quarter</th>
</tr>
</thead>
<tbody>
<tr>
<td>1916</td>
<td>181</td>
<td>$2.50</td>
</tr>
<tr>
<td>1926</td>
<td>262</td>
<td>$5.00</td>
</tr>
<tr>
<td>1974</td>
<td>11,659</td>
<td>$7.00</td>
</tr>
<tr>
<td>1979</td>
<td>12,581</td>
<td>$8.00</td>
</tr>
<tr>
<td>2019</td>
<td>29,431</td>
<td>$8.00</td>
</tr>
</tbody>
</table>
Bob Black bought two double-decker English buses and started Unitrans in 1968. The Coffee House was started in the same year, and the two units now receive 82% of the ASUCD budget. 10 years from now, the 1979 base ASUCD fee will not be able to sustain ASUCD and its services.
Since 1979...

- Employ upwards of 1,000 students
- Minimum wage has increased
- Increase in advocacy
- Increase in basic needs services
Portion of ASUCD Funds going back to Students compared to $8 investment

- $8 Fee Revenue
- Total Expenses
- To student services
- To student pockets

$20,000,000

$15,363,565

$10,585,186

$4,504,156

$6,081,030

$788,900

$0

Portion to students

Total Expenses
ASUCD's proposal: increasing the ASUCD Base Fee

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?