Integral part of UC Davis community since 1915

140 staffers (3.5x the size of 2014)

Only hands-on journalism experience for:

- Writers
- Editors
- Copyreaders
- New Media developers
- Photographers
- Graphic designers
- Layout Artists
- Salespeople
- Videographers
The Fee

- $3.83 per quarter beginning Fall Quarter 2017
  - Total of $11.49 per year
- $2.88 per quarter to The Aggie
- $0.95 per quarter for Return to Aid

- Fee charged for Fall, Winter and Spring quarters only
  - Summer sessions excluded

- 2017-2018 income from fee: $240,000

Recent budgets

2017-2018 transfer to savings: $53,240
Breakdown of Fee Revenue usage:

- **Staff pay**: $165,911 to 70 staffers  
  - One of largest student employers on campus

- **Weekly print publication**: $42,000 for 30 issues  
  - 4,000 color copies to 40 distribution points
  - Human-interest articles, "news that you can use"
  - Greater publicity for student resources
  - Expanded access to advertising for student groups and local businesses

- **New equipment**: $6,000
  - Photography: cameras, lenses, flashes
  - Software: Photography/video editing, page layout

- **Recharge fees**:
  - Network recharge: $10,000
    - Website services from Creative Media
  - Admin recharge: $6,102
    - Accounting services provided by ASUCD
Breakdown of Income from Initiative

- Full-time Business/Advertising Manager
  - Hired in January 2017
  - Explores and pursues innovative and exploratory ways to generate revenue
  - Provides guidance and input regarding all business-related functions
  - Generates revenue from advertising, grants and outreach to potential donors

Need for CPI Increase

- Expanded advertising, marketing and editorial staffs
  - Commissionable advertising sales reps
- Five-year sunset clause
  - Small window to save for self-sustainability
- Increasing costs of printing
- Equipment needs
- Increased recharge fees
Yearly Stipend Increase

- Stipend salaries must increase by 12.5% each year
- Unable to cut higher paid positions
- If we lack resources, the smaller jobs are the first to go
- CPI increase will help mitigate that problem

![chart showing pay increase year-to-year from 2017-18 to 2023-24]