COSAF CPI Increase
2019

History

- Campus institution since 1915
- 109 student staffers and one full-time career staffer
- Journalism experience and media training for:
  - Reporters
  - Creative writers
  - Editors
  - Digital media developers
  - Photographers and videographers
  - Graphic designers
  - Layout artists
  - Sales and marketing
The Fee

- $3.73 per quarter beginning Fall 2016
- $2.80 to The Aggie, $0.93 Return to Aid
  - UCOP Policy 80.00
- Fee charged in Fall, Winter, Spring quarters
  - Summer Sessions excluded
- 2018-2019 income from fee: $258,500

Budgets

- 2018-2019 projected income: $479,900
- 2018-2019 projected expenses: $319,900
- 2018-2019 transfer to reserve: $178,355
Fee Initiative Use

- Staff pay: $220,033 to over 60 staffers
- Weekly print publication: $38,000 for 30 issues
  - 4,000 full-color broadsheet issues to 40 campus and city distribution points
  - Printed at The Sacramento Bee
  - News, arts, sports, science, features, opinion
  - Primary focus on student, campus, local news
  - Access to advertising for student groups, local businesses

Fee Initiative Use

- New equipment: $6,000
  - Photography, videography equipment
- Recharge fees
  - Creative Media recharge: $10,000
    - Website services, technology
  - Admin recharge: $6,102
    - Accounting services provided by ASUCD
Fee Initiative Use

- Full-time business development manager hired in January 2017
- Pursues innovative revenue-generating strategies
- Provides guidance and input on business, financial & marketing functions
- Generates revenue from advertising, outreach to donors, etc.

Need for CPI Increase

- Expanded staff capacity
  - More paid editorial staff
  - Addition of marketing staff member
  - Staff retention, growth
- Five-year sunset clause
  - Limited time to save for self-sustainability
- Equipment replacement, increase
- Increased recharge fees