



THE CALIFORNIA AGGIE

COSAF Presentation 2020-21

Importance of The California Aggie

- Integral part of UC Davis community since 1915
 - First UC undergraduate newspaper to digitize entire collection
- Staff of about 100 (47 paid staffers)
- Only hands-on journalism (and management) experience for:
 - Editors
 - Staff Writers
 - Photographers
 - Graphic Designers
 - Layout Artists
 - Copyreaders
 - New Media Developers
 - Sales Staff

UC DAVIS CHANCELLOR GARY MAY RECEIVES VACCINATION, ENCOURAGES PEOPLE OF COLOR TO TRUST VACCINE

May and UC Davis Health's Dr. David Tom Cooke said they hope that their vaccinations will ease skepticism about the vaccine in communities of color

BY ISABELLA BRINI-WALLACE
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The Jan. 5, Chancellor Gary May spoke in The California Aggie about his decision to be vaccinated against COVID-19. He said he was vaccinated against COVID-19 to show his support for the Black community. He said he was inspired by the Black community's role in the fight against the pandemic. He said he was inspired by the Black community's role in the fight against the pandemic. He said he was inspired by the Black community's role in the fight against the pandemic.



Chancellor Gary May receives COVID-19 vaccine. (Chancellor May's personal Twitter account / Courtesy)

DAVIS AWARDED PLATINUM STATUS FOR ITS BIKE-FRIENDLY CULTURE

Practitioners explain biking benefits and how Davis can still improve

BY SHRADDDHA JHINJHAN
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After the winter appreciation an editorial, the City of Davis has been awarded Platinum Status for its bike-friendly culture. The City of Davis has been awarded Platinum Status for its bike-friendly culture. The City of Davis has been awarded Platinum Status for its bike-friendly culture.



Members of the community at attending the Davis Platinum on Saturday, Nov. 8, 2019 at the Steven Merrill/Grove Theater in Davis, Calif. (Justin Chen / Aggie)

PICNIC DAY BOARD OF DIRECTORS 'DISCOVER SILVER LININGS' IN PLANNING

2021 board shares preparations for the event

BY NORA FARAHDEL
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The board of directors shared in the excitement of planning for the 2021 Picnic Day. The board of directors shared in the excitement of planning for the 2021 Picnic Day. The board of directors shared in the excitement of planning for the 2021 Picnic Day.



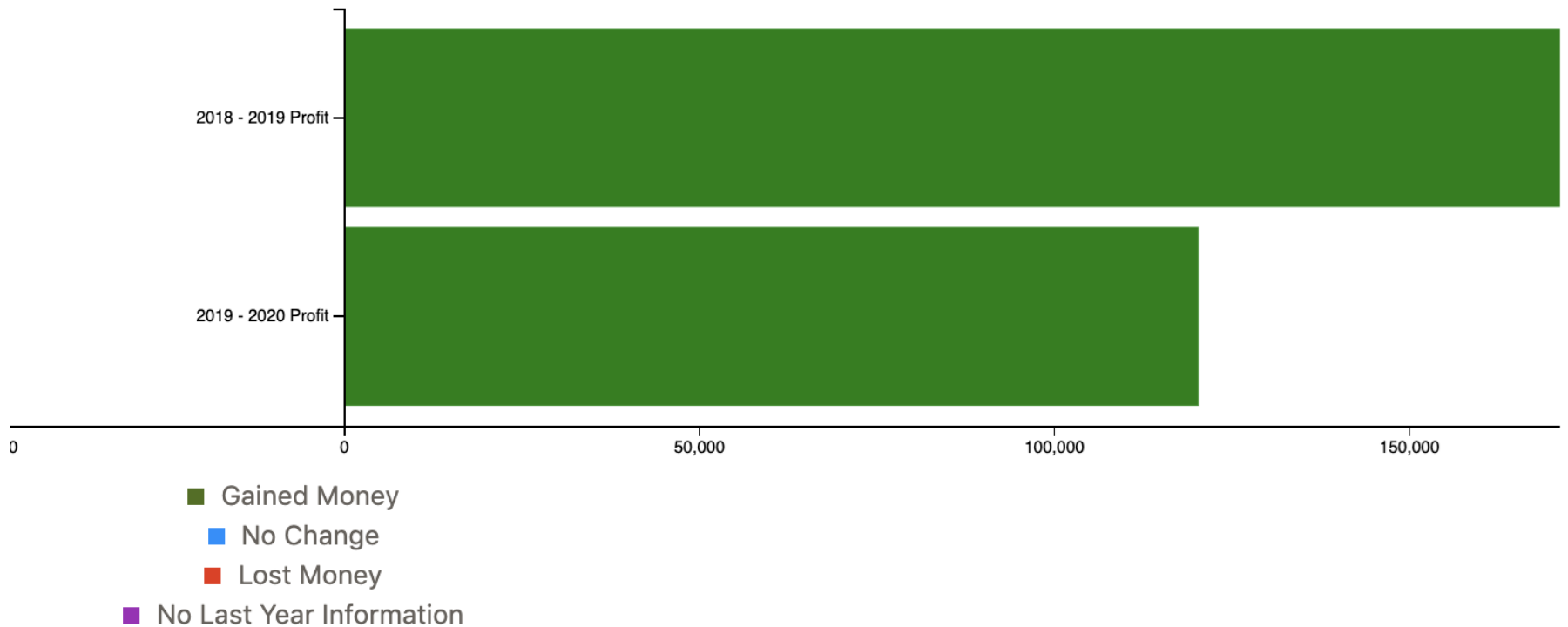
KATLYN PANG / AGGIE

The Aggie's Fee Initiative

- \$3.73 per quarter beginning Fall Quarter 2016
- \$2.80 to The Aggie
- \$0.93 per quarter for Return to Aid
 - UCOP Policy 80.00
- Fee charged for Fall, Winter and Spring quarters only
 - Summer sessions excluded
- 2018–19 income from fee: \$258,500
- 2019–20 income from fee: \$268,582
- 2020–21 income from fee: \$268,582

Profits

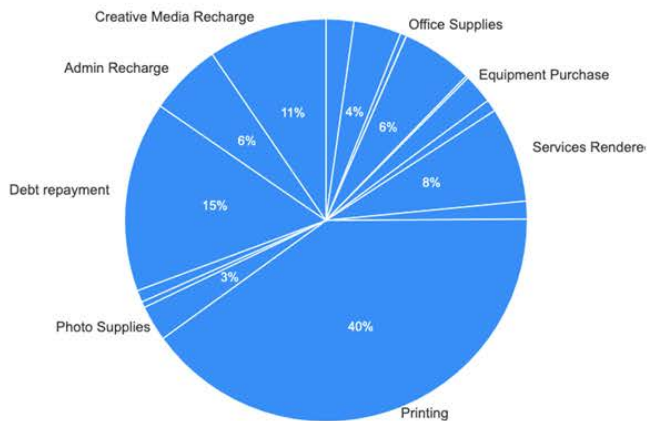
-32.5% Difference from Last Year



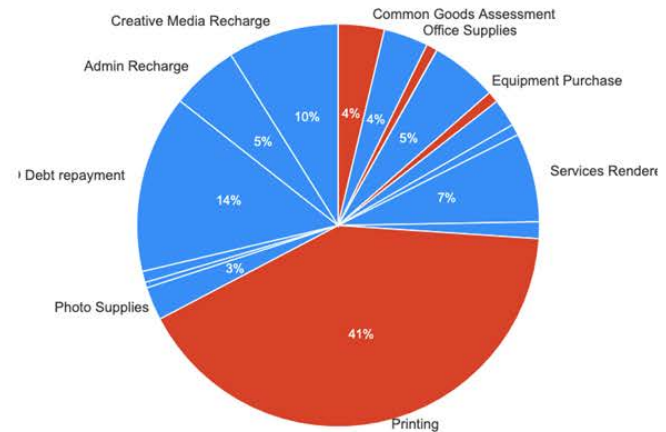
Profit Margin from 2018 –19 to 2019–20

Recent Expenses

-6.99% Difference from Last Year



2019 - 2020 Expenses: \$104,662



2020 - 2021 Proposed Expenses: \$111,975

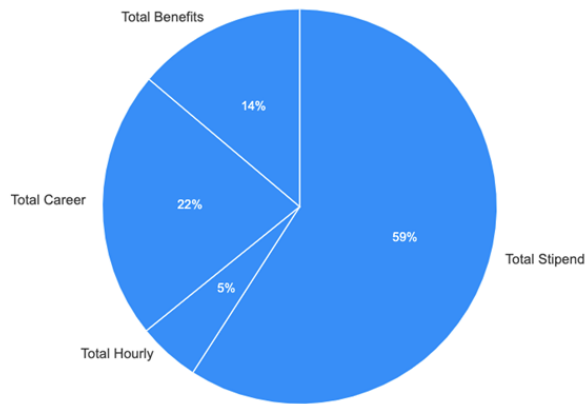


Increase in expenses (proposed) from 2019 -20 to 2020-21

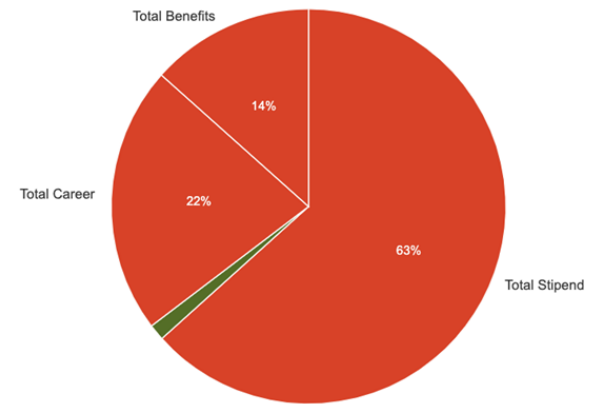
- primarily due to increased costs for printing, but due to COVID-19, printing has been paused

Staff Salaries

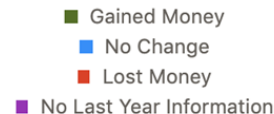
-3.25% Difference from Last Year



2019 - 2020 Salaries: \$239,923



2020 - 2021 Proposed Salaries: \$247,721



Increase in total staff salaries from 2019 –20 to 2020-21

- Decreased stipends for certain positions due to Chapter Twenty-Three, section 2305 of ASUCD Bylaws

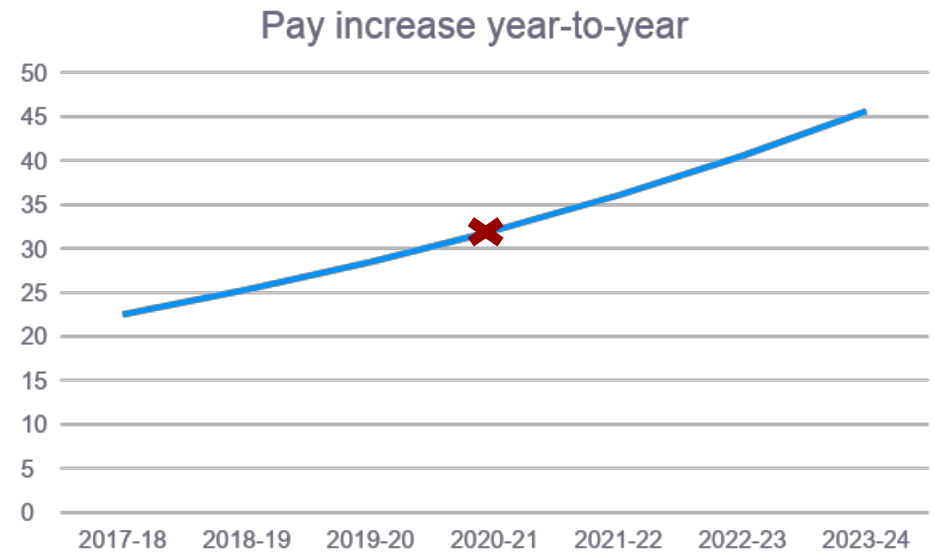
Breakdown of The Aggie Fee

Revenue Usage:

- Staff pay: \$153,850 in stipend to (student) staffers
 - One of largest student employers on campus
- Full-time business development manager salary – \$54,347 + benefits
- Weekly print publication: \$42,000 for 30 issues
 - 4,000 color copies to ~40 distribution points
 - Weekly online issue on issuu.com
 - Greater publicity for student resources
 - Expanded access to advertising for student groups and local businesses
 - As of 2019-20

Yearly Stipend Increase

- Stipend salaries increased by 12.5% each year until 2020-21
 - ASUCD Bylaws: Chapter Twenty-Three, section 2305.
- Unable to cut higher paid positions
- If we lack resources, the smaller jobs will be the first to go
- We've started anticipating the move from stipend to hourly wages



Joining The ASUCD Base Fee

Things to keep in mind

- Increasing costs of printing
- Equipment needs
- Recharge fees
- Funding conferences for editors, such as the UC Newspaper Conference
- Maintaining The Aggie well into the future —in print and digitally





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