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
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

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

- Increased 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