Importance of The California Aggie

- Integral part of UC Davis community since 1915
  - Provides a history of UC Davis and city of Davis
- 140 staffers (3.5x the size of 2014)
- Only hands-on journalism 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

• 2017–18 income from fee: $240,000
• 2018–19 income from fee: $258,500
Profits

453.21% Difference from Last Year

Profit Margin from 2017–18 to 2018–19
Recent Expenses

-18.29% Difference from Last Year

2017 - 2018 Expenses: $124,242


Decrease in expenses from 2017–18 to 2018–19
Staff Salaries

Increase in staff salaries from 2017–18 to 2018–19

2017 - 2018 Salaries: $194,518

2018 - 2019 Proposed Salaries: $220,033
Breakdown of The Aggie Fee Revenue Usage:

• Staff pay: $189,038 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

• Greater publicity for student resources

• Expanded access to advertising for student groups and local businesses
Breakdown of Income from The Aggie’s Fee 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 Another Fee Initiative

- Expanded advertising, marketing and editorial staffs
  - Commissionable advertising sales reps
- Increasing costs of printing
- Equipment needs
- Increased recharge fees
- Funding conferences for editors, such as the UC Newspaper Conference
- Maintaining The Aggie well into the future, not just the next year
  - The Aggie’s current fee initiative ends in June of 2021
Yearly Stipend Increase

- Stipend salaries to increase by 12.5% each year
- Unable to cut higher paid positions
- If we lack resources, the smaller jobs are the first to go
- Increase number of staff positions
- Need to anticipate if the university moves pay over from stipend to hourly wages