

# Departmental Report to the Council on Student Affairs and Fees 2019-20 The California Aggie Fee

Department Name: The California Aggie

**REFERENDUM VERBIAGE FOR ALLOCATIONS TO THIS DEPARTMENT:**

*Passing this ballot measure will enable The Aggie to once again be a print newspaper. The Aggie would have the funds necessary to publish once a week in print to complement its daily online content. The Aggie would be able to publish and distribute 10 issues each quarter for students, in addition to special holiday issues, with a weekly circulation of around 8,000 newspapers*

**1. PLEASE LIST THE DEPARTMENT’S SPECIFIC PROGRAMS, SERVICES OR FACILITIES FUNDED BY THE AGGIE FEE:**

The Aggie fee funds the majority of the operations of the California Aggie newspaper and online media, including printing, staff pay, equipment, ASUCD services, business development, marketing and other necessary expenses.

**2. 2018-19 USE OF FEE / 2019-20 PROJECTED USE OF FEE**  
(ADJUST EXPENSE TYPES AS NEEDED)

Expense	2018-19 Actuals	2019-20 Estimated Allocation
Student Salaries (plus benefits)	\$114,844	\$138,604
Staff Salaries (plus benefits)	\$ 79,674	\$ 79,784
Programs, Admin, IT, Travel	\$ 92,992	\$ 69,410
Facility Expenses and Maintenance	\$	\$
Fixed Expense (debt service)	\$ 31,250	\$ 31,102
Other (please list)	\$101,512	\$101.512
Contribution to Reserves	\$178,355	\$120,397
<b>TOTAL Fee Revenue:</b>	<b>\$497,707</b>	<b>\$451,450</b>

**3. PLEASE PROVIDE INFORMATION ON ANY SUBSTANTIAL VARIANCE BETWEEN 2018-19 AND 2019-20:**

Advertising revenue is on the rise, online ad inventory is often sold out. We continue to increase Aggie visibility in print and online. The sharp decline in revenue last year was caused by the cancellation of cannabis related advertising through a new campus policy. That represented over 45% of our ad revenue and we continue to try to

**4. DO YOU HAVE PLANS TO USE ANY AGGIE FEE FUNDS FOR ITEMS NOT INTENDED BY THE REFERENDUM? IF SO, PLEASE EXPLAIN:**

No. All funds will be used to sustain and improve the Aggie.

**5. IF APPLICABLE, PLEASE PROVIDE PLANS FOR USE OF RESERVES LISTED UNDER ITEM #2:**

The Aggie's fee referendum 2016-2021 expires soon, and we intend to use the reserves at that time (if necessary) to continue to publish the Aggie and employ students as long as possible.

**6. PLEASE DESCRIBE THE NEED FOR A CPI ADJUSTMENT AND INCLUDE THE DEPARTMENTAL PLAN IF CPI IS NOT APPLIED FOR NEXT YEAR:**

The Aggie's Admin Recharge fee increases every year, and salary costs likewise increase with minimum wage raises and yearly calculated increases in stipend pay. Next year, The Aggie will continue to absorb the rising costs of salaries, equipment and supplies as well as the initial costs of investing in equipment to grow our digital and print presence and engagement, which will be vital in increasing revenue in the long term.

**7. IS THERE INFORMATION YOU WOULD LIKE TO PROVIDE REGARDING THE SCOPE OF STUDENT USE OF THE PROGRAMS/SERVICES/FACILITIES FUNDED BY THE AGGIE FEE?**

The Aggie employs 140 students who work hard to produce a weekly newspaper and daily website. They are provided with on-the-job, paid opportunities to learn and gain work experience, while providing the campus with a voice that the students need. They all directly benefit from the fee's funding, but more importantly, the presence of a student newspaper on campus, supported by students, is a benefit to the entire student body.

The use of both print and digital advertising is necessary, the weekly newspaper gives us unlimited print advertising space - which represents over 60% of all advertising revenue, and it also provides a visible branding tool for the California Aggie media products with over 40 newsstands located on campus and in the city of Davis. Digital readership is very high (60k-80k views per month) but that advertising inventory is limited and often sold out, and we can't rely on that ad revenue alone, so we continue to publish both and watch the industry for new trends and changes.

Our 115+ year archive of Aggie newspapers will soon be available in a digitized, searchable format online, which will provide an incredible history to students, staff and alumni that has never been seen before. The access to this historical information will be invaluable to all of UC Davis.