

Services and Activities Fee Committee
Minutes
January 20, 2021

Called to order:

Christian Castilleja called the meeting to order at 5:30 p.m.

Attendance:

Aubrey Heim, Björn Pellmyr, Brandon Wear-Grimm, Christian Castilleja, Deanna Corsilles, Gregg Schlanger, Jessica Thomas, Joseph Bryant, Josh Hibbard, Lacy Lampkins, Terry Wilson, Yunus Timurtas, Zoe Brown

Excused: Masina Ieremia

Agenda:

MOTION: Brandon Wear-Grimm made a motion to approve the agenda. Björn Pellmyr seconded. Motion carried.

Minutes:

MOTION: Yunus Timurtas made a motion to approve the minutes of January 13, 2021. Zoe Brown seconded. Motion carried.

Reports:

Chair – None.

ASCWU – ASCWU is thinking of doing a survey project for students about S&A. It would see their level of awareness, what services they have used during their academic career, satisfaction with the services, and whether they deem the services to be essential. They can still deem a service essential if they haven't used it. We can see the demographics of use too. Would you like to see it once it is ready? Yes, it would be great to have you present. The easiest way to help is to tell all your friends. We want a high percentage of engaged students to participate.

Advisors – Great job with questions. There is a lot of info in these. I appreciate you making good use of question time and taking diligent notes for deliberation.

There are six presentations tonight – one is a new funding request. Lion Rock has historically come to us for supplemental funding.

Public Comment:

As a senator, I just learned you can request to waive fees. Is there a way to waive or reduce S&A fees? There are a number of fees that can be appealed by Student Success or other areas. S&A is not a formal one, but students can reach out to Joey or the Dean directly. This fee helps all students - including those at the Centers.

New Business:

A. Base Funding Requests – Presentations

- i. Early Childhood Learning Center
ECLE has been a part of campus since 1983, and has two sites on campus. They provide quality childcare services and creative curriculum for the children of students and faculty. They allow children from 1 month to 12 years old. With COVID, they currently have the students all day. They also offer family events throughout the year. There is a long waitlist. The S&A funding goes towards student staff, maintaining operations, salaries, goods and services, repairs, and insurance. There is other revenue from CACFP to provide nutritious meals and snacks. WSAC can provide financial support to eligible parents. 20 student families were awarded grant money in the last academic year. ECLC supports university goals by contributing to recruitment, providing employment, and providing a teaching experience for students. They conduct a parent family survey once a year to help drive their direction and growth.

Presented by: Michelle Hill

Questions: Why was there a difference in student employees between fall and winter? Due to COVID, more students are taking online classes or not returning to Central. Do you charge money to students for this service? It is a daily rate based on the number of days in the quarter. It is charged to their student account. If they receive a WASAC grant, it is also applied to their account. How much? For the student rates, a full day for infants is \$30, the morning is \$20, toddlers is \$28 for a full day, and Brooklane Village is \$26 a day. All students pay the S&A fee and then have to pay a rate to use this, why do we double charge students for use? This is just like if a student is charged the Rec fee and then doesn't use the gym. They are only charged the serviced amount. Half of the waitlist is students, how does prioritization work? It is tricky. Most people stay with us for about 4 years. Students are served first. The waitlist is long. We reach out every quarter but situations are always changing. What is your plan to use the \$88,000 fund balance? We got Brooklane Village new siding last year. New carpets are really needed. It would be great to use the funds to move to a new site. Can you give context of staff to children ratios? DCYF sets the bar for how many children are allowed per worker. We tend to run lower than that. This is extremely important with infants and toddlers.

MOTION: Yunus Timurtas made a motion to extend the questions time allotment by 5 minutes. Jessica Thomas seconded. Motion carried.

Was there an increase in the funding requested? Yes. What was the increase for? Minimum wage increases since we employ a lot of student staff. We are the third largest employer of students on campus. Also from cost of living increases. We did not layoff any student staff. The two vacancies we have were due to COVID, not layoffs. Looks like there was not an increase in the funding request. There was an increase in FY20, but this

request stays flat with FY 20 and 21. What has ECLC done to protect kids and staff? We had a lengthy reopening plan. We worked with the community and Mark Larson. We only allow staff and children in the center. They have to pass a health questionnaire daily. Temperatures are checked and hands are washed. Then the children can go down to the classroom. It is hard for these parents to not see their children engage in the classroom. Parents are required to fill out the MyCWU survey and wear masks. School aged children are also required to wear masks. It appears that half of the revenue is coming from S&A, the other half I assume is from fees? Correct. Do you know what percentage of the parents being served are students? We haven't done the percentage for students. School age is always more faculty because students have younger kids. Is it about 50%? Yes. Have you applied for other funding sources? We do when the grants office passes them off to us. We are working on one and secured a COVID-19 grant for fall.

Any additional questions Joey will collect and send to Michelle. He will report back to the committee next week.

ii. Manastash

Manastash is a bound journal that features art and writing from students of Central. This year was the 30th annual edition of Manastash. It is written by students and for students. To cut costs for students, this year they don't require textbooks, and are working on getting free Adobe for students. Manastash empowers student voices. Readers come to find other voices to identify with through stories and art. The last issue was dedicated to environmental justice. This serves the student body because it is free and available to everyone. The journal is 100% student created and open to entire the student body to submit work. It celebrates diversity, since artistic work often deals with injustice and identities. It is free to all students, even at the centers and online. The \$5,186 is a flat request for printing costs. They can estimate that costs will go up, but they will find a way to make the budget work. They will have additional costs of mailing out physical volumes this year.

Presented by: Xavier Cavazos

Questions: What are the costs? Majority of the costs are printing. We scour for the best prices and use Abbott's Printing. \$500 is about 50 less copies. We typically print about 300,000 copies and they go fast. Usually about \$50-100 goes to the annual launch party. In the last few years, we haven't done that because the costs add up. Two allotments for \$250 each are set aside to bring in guest professional editors to speak to the students and the community. It is important to produce a physical volume so that all of the students with work published have a physical thing they can point to, and it has value to students. What metrics do you have to track impact? We are campus wide. One of my favorite moments is the alumni presentations, and yearly we have a student come back and talk about Manastash. The journal connects students over decades like a cohort. We don't

have data, other than that the issues go fast and are sought out. We can't freely give out unlimited copies to the contributors. There are no concrete numbers. Is there access online? Yes, if you go to the department website. It is not an online journal but we host a PDF on the English Department website. Do you accept other language entries? Yes. We have published multiple languages in past issues. We celebrate all cultures and stories. Since Manastash lives under English and is student run, what role do faculty play? We are the professional advisors for the course. We make sure it is designed in a way so students can determine the criteria of quality writing. We guide the design. We teach best principles of the professional industry. The class is 100% student led, so there are several times where the group disagrees with me and I can't interject as the authority. We see what the students can do on their own, and then when they start to fail I support them to reach the next layer. Is there any extra credit to submit or is it 100% student driven? These students are rarely ever from the English major. A high percentage of students are creative and like to connect through creativity. We get those submissions. This opportunity is sought after by other students. If you look at the contributor intros in the front cover, you will see students from all over the university.

MOTION: Yunus Timurtas made a motion to extend the question time allotment by 1.5 minutes. Björn Pellmyr seconded. Motion carried.

We added the link to the PDF in the chat: <https://www.cwu.edu/english/manastash-student-literary-journal> We are also having the authors read their work this year and embedding the audio in the PDF. You printed 300? 300,000. It changes. Our lowest printing year was 200,000. Some years we have had 500,000. At that high of a level, sometimes it is a small amount of money to get a lot more. There is a tight time constraint to get it back in time for SOURCE.

iii. Lion Rock Visiting Writers Series

This series has come to the committee to request supplemental funding in the past. They bring a diverse range of acclaimed writers to speak on campus and online (even before the pandemic). This series creates a forum for student community engagement. All past events are available on Panopto. They work with collaborators across departments. They have requested \$3,000 annually. This year they spent about \$5,000 from donations they saved from last year. The funding would go toward author fees, PR packages, MEC taping, a reception and dinner for the authors, and lodging. They are planning for five authors at \$2,000 each (higher profile authors) doing two events. The series also has funding from donors, fundraising, grants, and projected partnerships. The total expense is \$12,000 and they are only asking for \$3,000. The student impact is it gives students the opportunity to see and interact with authors. Many of these events are centered on environmental, racial, and social justice. They connect students across the campus, as well as the Ellensburg community.

Presented by: Maya Zeller

Questions: Do the faculty impact how many students are engaged – is attendance incentivized by extra credit? I hope the faculty encourage students to attend. It is not required for classes, and we have students come from other areas. We have about 90 English majors and over 200 chairs are filled at the events. We hope we are reaching more and more people. There is a lot of outreach to students. We do have headcounts, but we cannot tell you the exact breakdown. It is definitely not all English majors. Have you ever tried to create a club to access club funding? It may also lead to more engagement. We do have student clubs in English; they do help with the event and collaborate with us. We have more resources as faculty. We partner with the student clubs. The infrastructure of a visiting writers' series is not conducive to being student run. I think this is more of a supplemental request than S&A funding. That is definitely an S&A discussion. It was mentioned that this puts CWU and Ellensburg on the literary map, how does the community collaborate? It has been great. We were able to collaborate with the library last year (was shut down due to COVID). This has gone well in the past. Because the events are online, anyone can attend. I am not sure what the library funding looks like this year, but it is likely frozen. We will reach out about collaboration when they know more about their budgets. What would be the impact to the program if there were a 15% reduction in the request? We would bring in lower profile authors.

iv. Publicity Center

The Publicity Center was established in 1996 and has served campus for 25 years. Traditionally, students would promote activities and events. This center was created because of a huge increase in demand for support. Departments came together to request a position to oversee the students. The Publicity Center mission is to offer a robust array of creative services for departments, student groups, and organizations to promote events. They give student employees real world experience. The purpose is to engage and inform the campus community and create spaces for students to get involved and feel belonging. The Publicity Center has four professional staff, 16-20 student employees (dependent on the environment at the time), 2-4 summer internships (not able to last year), and 1-2 temporary staff. This year they had a few people not return or graduate, but they did not let any students go in spring. They instead offered lots of professional development through virtual workshops and conferences. Students gain experience in design, writing, advertising, social/digital media (HYPE), street team, video editing, and consultation. The Publicity Center has approval by Public Affairs to work with clubs and departments to use logos and brand guidelines. They are intentional about recruitment and hiring and the staff is currently about 50% people of color.

MOTION: Gregg Schlanger made a motion to extend the presentation time allotment by 2 minutes. Brandon Wear-Grimm seconded. Motion carried.

The request is for \$264,884. They have other funding from the SUB fee, and generate some revenue. This year, the revenue has decreased and costs have increased. They make informed decisions based on surveys and track their projects. This year they supported COVID outreach and messaging. They have partnered with others to provide new professional development opportunities.

Presented by: Lola Gallagher

Questions: If there was a 15% reduction in the request, what would that look like for you? Most of the funding goes to staffing. We do charge for services and have had to adjust that significantly. The biggest impact would be on staffing. Goods and services could be problematic because we have a lot of equipment and we need to upgrade it to run our software. What are the rates? Do you charge other S&A funded groups? Before COVID we had a 3-tier structure. The lowest tier was S&A departments, then Student Success, then other departments. We felt strongly that S&A departments should pay the least. Our rates are on the website, <http://www.cwu.edu/publicity/>. Are students charged to use the Publicity Center? Orgs or clubs? Yes. As the S&A fee is from the students where does the money from the charge to the students go? When we were originally funded we were asked to figure out a revenue schedule with student groups paying the least amount. It is a conversation for S&A to establish what you want us to do. The revenue goes back into the program and helps support student positions and equipment. We have a carryforward from revenues piling up. We are asking for the same allocation even with a large cost increase and income decreasing. We will be pulling from the carryforward.

v. KCWU

Jeffery asked for more presentation time as he is combining the KCWU and WSRN presentations.

MOTION: Jessica Thomas made a motion to combine the time allotment for both presentations and allow 20 minutes each for presentation and questions. Björn Pellmyr seconded. Motion carried.

KCWU is the campus radio station, and has been around since 1958. In 1998 they became KCWU (previously KCAT), and in 2006 they became a part of the SURC. They are one of the most decorated college radio stations in the nation. They are a living learning laboratory for students to get hands on experience. KCWU is student led and if students have ideas, they want to make it happen. They put on roughly 109 events a year and work with a lot of campus and community partners. They currently receive split funding from S&A and the SUB fee. They are asking for a 9.9% increase in funding. They have about 80 volunteers each year with 3,550 volunteer hours. There are 50 recurring radio

programs and they cover 60 athletic events. Over the last four years, they were finalists for 76 national awards. They are the only station in the nation to be nominated seven years in a row for the best college radio station. They do special events and giveaways to provide students with tickets to shows. They did live election coverage on the radio and online. They do a listener survey and found that 88% of students listen to 88.1 three hours a day. The survey helps to guide what they do with music and content. They have internal feedback from volunteer surveys, which helps shift their focus. They also gather employee feedback as well as information on the opportunities they are seeking. They have a good reach on social media and reach roughly one million impressions a year. They provide hands-on learning in technology, radio programming, news, branding and marketing, and have added in video. They help to place students into careers. In last five years 61 students were placed into professional positions. These opportunities are open to everyone on campus. WSRN has shifted to cover more sports and all the home games. This year they shifted the station to keep students on air/employed. Two students took spring off, but they did not lose any more. Students are still on the air and they adapted the station. They took the WSRN team and shifted them to cover lifestyle pieces. They also opened a Twitch page to stream games. There is a 9.9% increase in the request due to music and licensing rights, FCC requirements for equipment, and the minimum wage increase. WSRN has no increase requested. They receive \$197,000 annually from the SUB fund for equipment and one position. In the case of a funding cut, they would try to be flexible but would potentially lose student positions.

Presented by: Jeffery MacMillan

Questions: Why are they two different requests? In 2015, I was a student here and presented WSRN and it can only be used for athletic events. What is the difference between KCWU and the Sports Radio Network; they seem like the same employees? The WSRN funding is going to salaries for the play-by-play commentators. We want that piece of the budget to be exclusively for sports contests. This allows the students to have that unique experience to help get professional positions. How much is the wage for the students? Minimum wage. A couple of students will get incremental bumps based on experience. We try to create as many opportunities as we can to give students the hands on experience. With athletic programs suspended, and a budget being set aside for athletics, what would happen if there were no games? That budget would remain untouched. The budget is exclusively for play-by-play salaries. I don't see any advertising revenue. We don't advertise, we underwrite. We list the services they have, but cannot recommend them. We speak with businesses around the community. They can sign up for packages. We have strict FCC guidelines for underwriting. Is that the self-support money? Yes. If you charge \$1,350 for a basic package, do you have about 12 accounts? 10-12. Everything is up in the air right now. We want to help the community as much as we can. Looks like you have a \$100,000 ending balance? That is the projection

right now. We have to do system upgrades for COVID. We will end up with around \$70,000. We tried to do a 15% reduction in line with campus spending regulations. Is that the repairs and maintenance budget? Yes, we anticipate another 2 years of upgrades. The SUB fee pays for equipment, so why ask for our funding for equipment too? This increase in the request has more to do with music licensing rights, and how we pay for music. The budget for the last quadrennium was based on the music rights costs from 10-20 years ago. There has been a massive cost increase in just licensing rights. This is for public performances, online, and on-air streaming. The equipment increase is for an ESA box that is required by the FCC. The old one stopped working. Do you charge money for student clubs to work with you? Any department that wants to work with us is free. We charge \$88.10 to be at events. We have to pay the staff that go to those events, equipment wear and tear, and the time to update the BMI logs. Charging for events has decreased our events to a much more manageable number. We don't always charge (Welcome Weekend, etc.) How many professional staff are there? Two. You are asking for \$212,000 for professional staff? That would be for three professional staff. How many student employees and volunteers do you have in a normal year? About 100 combined, 35-36 paid students. How many do you retain to the next year? About 50% come back the next year. A lot of the student pool comes from volunteers. Does WSRN receive support from the Athletics Department? No, we want to keep it separate from Athletics to best serve the students.

Old Business:

None.

Other Business: Communications Received

None.

Public Comment

You are all awesome. Thank you for hanging in for these long meetings.

I miss our dinners together.

Adjournment:

MOTION: Jessica Thomas made a motion to adjourn. Brandon Wear-Grimm seconded. Motion carried. Meeting adjourned at 8:06 p.m.

Schedule for Next Meeting:

The next meeting is scheduled for Wednesday, January 27, 2021, online starting at 5:30 p.m.