

CAMPUS FEE ADVISORY COMMITTEE

April 8, 2022

MINUTES

ATTENDEES

Members:	Ashley Tejada	Alexia Oduro
	David Ely	Amanda Fuller
	Mary Anne Kremicki	Carlos Fitch
	Rashmi Praba	Stephen Jackson
	T'Ante Sims	Mark Bruno
	Erika Gutierrez	Jennifer Schenkenfelder
	Karina Esteban	Savanna Schuermann
	Shawki Moore	

Non-Voting Members: Crystal Little

Guests:	Brian Arnold	Kurt Kroeber
	Beth Warren	Ceceli Rizzo-Drecksell
	Leticia Comaduran	Yesenia Acosta
	Maribel Madero	Carlos Careaga
	Ted Gonzalez	

The meeting was called to order 11:01 A.M. by T'Ante Sims, CFAC Chair.

Review and Approval of March 25, 2022, Meeting Minutes

Mr. Sims asked for comments, discussion or feedback on the minutes. Ms. Schuermann clarified her inquiry about communication regarding the campus president's decision on the Accelerating Technology and Sustainability fee and had asked how the final decision was going to be communicated to the rest of the campus community. Mr. Sims asked for these minutes to be updated accordingly. Mr. Sims asked for a motion to approve the minutes. Ms. Schenkenfelder motioned to approve the minutes and Mr. Fitch seconded. The minutes were approved unanimously.

Informational Items

a. 2022/23 IRA Budget Proposal (Attachment 2)

Ms. Acosta presented the 2022/23 IRA Budget Proposal (attachment 2); the first column on the attachment displays the 21/22 CFAC approved budget, the second column are the actuals as of 3/24/22, the third column is for 21/22 projections, which is where we expect to be at the end of the fiscal year, with a deficit of \$115,131, and the last and fourth column is the proposed budget for 22/23. The 22/23 revenues are based on enrollment projections as of 1/25/22. With this budget there is some flexibility for program allocations. There are

ongoing program allocations for academic affairs and athletics, including athletics insurance. The newest program allocations are for The Daily Aztec and KCR college radio, which are currently on the third year of a three-year allocation plan; their allocations were increased to accommodate the minimum wage increase. The proposed budget is to provide for ongoing needs towards program allocations and the projected deficit will be covered by reserves. This is a conservative budget based on the first IRA that was approved. We are currently on IRA4 and IRA increases are referenced for information. There is a general fund allocation going towards Athletics and Academic Affairs which is split on IRA 2; the Total Projected 22/23 IRA Fee Distribution shows how the funds are to be distributed. Ms. Little clarified that IRA2, 3 and 4 are not included for CFAC's approval because those were designated when the fees were originally approved; the committee is only considering the IRA1 allocation for approval because it includes dollars that don't have a specific designation, although they have ongoing commitments and there is some flexibility for the committee to weigh in, whereas IRA2, 3 and 4, were designated when approved and therefore there is no flexibility for the committee to make different decisions. Mr. Sims asked if there were any other questions or comments for Ms. Acosta. Mr. Bruno asked what amount are we trying to approve? Ms. Acosta responded that the amount seeking approval is the 22/23 projected budget noting a negative balance of \$96,437.

Ms. Schuermann asked The Daily Aztec and KCR Radio if the money being requested is enough to cover the minimum wage increase without cutting hours. Mr. Kroeber, student media coordinator from The Daily Aztec responded that he helps create the budgets for the Daily Aztec and KCR and the increase is a wonderful addition for the minimum wage without cutting hours, since they have kept staffing low.

Ms. Schuermann asked about the guidelines on how the Academic Affairs allocation is spent. Ms. Kremicki responded that there are parameters on the website and there are student facing projects, like PSFA productions sponsored with these IRA funds. It is not quite a competitive of a process like the student success fee with student projects that change every year. This program allocation provides some funds for ongoing needs, such as productions, special projects and engineering; it's definitely for some good student facing needs.

Mr. Fitch inquired about the IRA fee increase for IVC on the proposed budget. Ms. Acosta explained that the IVC increase is not part of the proposed budget, and the commitments and program allocations are for the main campus without touching IVC revenues. The IVC revenue line from IRA1 is expected to be spent within IVC and any unspent funds go back to IVC. Ms. Little clarified the increase in the IRA fee in totality for IVC is reflected on the summary information page, the IRA4 IVC increase is to support the cultural centers and the IRA2 IVC increase will support academic support staffing for IV.

Ms. Tejada commented that she very much supports The Daily Aztec and KCR in this process, since they have been incredibly overworked, especially over COVID and they are very deserving of further financial support. News reporting and media only become more important on campus as time goes on, especially with the need to expand and make sure that KCR and The Daily Aztec are able to be dynamic with the times.

Ms. Fuller asked if the Student Media Advisory Committee (SMAC) was consulted when looking at the Daily Aztec and KCR budgets and asked for a contact person from SMAC for an updated roster. Mr. Moore responded that he currently serves as chair of SMAC and mentioned that this committee is also comprised of several A.S. leaders, including Ms. Tejada. He believes that The Daily Aztec and KCR present their budgets to this committee at the beginning of the year. Mr. Careaga, A.S. Finance Director, confirmed that The Daily Aztec and KCR present their budgets to SMAC, as well as the Financial Affairs Committee, which is the A.S. approval mechanism for their budgets. Ms. Fuller will work with Mr. Moore regarding an updated roster for SMAC.

Mr. Sims asked if there were any other questions or comments regarding the IRA Budget Proposal, The Daily Aztec or KCR. Mr. Careaga stated that the Daily Aztec and KCR each has a 5-minute presentation.

Mr. Arnold, the Advertising Director for The Daily Aztec, is also a senior in The Fowler College of Business who will be graduating this semester. He shared his experience, background and brief history of The Daily Aztec. This year they had 27 newspapers for print production; 16 of these were special issues like Women's History and March Madness. The Daily Aztec has 18 paid staff members, including editor in chief, managing editors, nine section editors, two multimedia, two designers and three advertising along with 100 volunteers who write articles for The Daily Aztec and the online newsletter. Some of The Daily Aztec awards include the San Diego SPJ (Society of Professional Journalists) and the CCMA (California College Media Association). Mr. Arnold shared success stories such as former Editor in Chief Bella Ross, who wrote an article for The San Diego Union Tribune on her experience at The Daily Aztec and how it helped her have a successful career in journalism; she is now a writer for The San Diego Union Tribune. Mr. Arnold shared some analytics for the last nine months on their website, which is projected to hit half a million users or sessions over the course of a year; he also shared social media follower numbers. Mr. Arnold gave an overview of their budget and added that for the 21/22 school year they tried to keep production and staffing costs as low as possible and they were able to print the newspaper every week like they intended to. For 22/23 they are hoping to increase staffing and advertising revenues. This year they were able to offset production costs with advertising revenue and anticipate to increase revenue in the future, also factoring in the minimum wage increase. Looking into the future the IRA funding makes it possible for six distinct things:

1. It allows us to pay staff for their hard work and dedication.

2. Increase advertising revenue
3. Continue to print and publish the newspaper weekly
4. Prioritize multimedia, social media and podcasts to meet our audience where they are.
5. Promote alumni engagement with the A.S. initiative
6. Prepare students for a wide variety of professional careers in the journalism industry.

Mr. Arnold shared one more success story from Catlan, who served as Editor in Chief this 21/22 school year and is moving on to a large production company in Seattle for a position she wanted; she made it clear she wouldn't have been able to achieve that without the help from The Daily Aztec.

Ms. Riffo-Drecksell, General Manager for KCR is also a senior graduating this year. She gave an overview of KCR, which has been in operation since 1969 and just transitioned their streaming platform to TuneIn to Radio Fx to increase listenership and user ability for listeners to a platform that allows for more interaction with those who listen. The general manager position is now a paid position that oversees a staff of at least 70 over the past 2 semesters; she also oversees directors for all departments, which include programming, video production, marketing, social media, sports blog and engineering. They have been focused on creation of technology guides and how-tos, which is always a work in progress. They have been working on campus marketing initiatives which ties into moving to Radio FX to promote the station. They also have the IBS Awards (Intercollegiate Broadcasting System awards); they placed in two different categories and won best comedy program state to state. The program has 70 plus members, around 40 live shows and 10 podcasts. She showed some analytics for the new Radio FX app where listenership has skyrocketed this semester and the plan is for these numbers and social media following to continue to increase with continued on campus marketing and increased listenership. The KCR budget for 22/23 kept staffing costs low to focus on services and equipment and Radio Fx has allowed KCR to increase advertising revenue. Ms. Riffo-Drecksell stated that looking into the future IRA funding will make it possible for these to continue:

1. To have the general manager role to remain a paid position.
2. Provide a budgetary nest egg for studio and technological renovations for updates to all equipment. Updates are costly, however necessary in keeping up to date with the industry standards.
3. Expand marketing efforts on campus to promote the radio station.
4. Further develop sponsor relationships.
5. Increased alumni engagement alongside A.S. initiative.
6. Prepare students for their next steps and professional careers as part of radio broadcasting or podcast industries. Recent alumni have gone on to successful careers at IHeartRadio and KPBS.

Mr. Sims asked if there were any additional questions for today's guests. There were no additional questions regarding informational item a. 2022/23 IRA Budget Proposal.

b. Accelerating Tech & Sustainability (ATS) fee

Ms. Little notified the committee that the campus president does support the committee's recommendation to not approve the ATS fee, so this fee will not move forward; the confirmation was received this week. Ms. Little shared the challenges to continue to fund IT and sustainability moving forward; as it relates to some of the technology that is at risk of being not funded, a request will be submitted for one-time funds to the President's Budget Advisory Committee for critical technologies that need to be maintained on an ongoing basis. The one-time fund request will get us through another year and will continue to have conversations on how to fund these as base going forward. Ms. Little informed Ms. Schuermann that she will follow up once she knows how fee outcome will be more broadly communicated to the campus.

Ms. Little mentioned that the 22/23 IRA proposal will be an action item at the final CFAC meeting on April 22nd.

Mr. Sims asked if there were any public comments. Ms. Schuermann thanked Ms. Tejada and Ms. Schenkenfelder for their leadership roles and congratulated Mr. Moore for his role as president in the coming year.

Mr. Sims made a motion to adjourn the CFAC meeting. Ms. Schenkenfelder motioned to adjourn. Ms. Schuermann seconded; the meeting was adjourned at 11:37am.

Reminder: Next and final meeting is scheduled for Friday, April 22nd, at 11:00 am via Zoom