

Collegiate Readership Program (CRP) Student Activity Fee Application 2020-2022

MISSION STATEMENT

The Collegiate Readership Program (CRP) seeks to enhance the learning environment on Cornell's campus through a daily newspaper program. In addition, CRP seeks to integrate daily news into students' classroom and residential experiences. CRP helps to bring current events and real-world experiences into the classroom, residence halls, and everyday conversations.

CRP encourages lifelong learning, creating a newspaper readership habit, and increasing student awareness of local, national, and international events. These goals compliment Cornell's mission to "foster personal discovery and growth, nurture scholarship and creativity across a broad range of common knowledge, and affirm the value to individuals and society of the cultivation of the human mind and spirit."

CONSTITUTION, CHARTER, BYLAWS

CONSTITUTION OF THE CORNELL COLLEGIATE READERSHIP PROGRAM

PREAMBLE

We, the members of the Cornell Collegiate Readership Program team, do hereby pledge ourselves to each other and to the good of the administration and student body at Cornell University. We are committed to the success of a campus newspaper readership program and strive to enrich the education of those attending the university.

ARTICLE I This organization shall be known as the Cornell Collegiate Readership Program.

ARTICLE II

The Collegiate Readership Program seeks to enhance the learning environment on university campuses through a daily newspaper program, customized Web content, and by promoting innovative on-campus activities to integrate daily news into students' classroom and residential experiences. The Cornell Collegiate Readership Program's purpose and aim shall be to promote the ideals of scholarship, leadership and civic responsibility at Cornell University. Positive interaction and exceptional service will characterize our relationships with the university administration and student body.

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ARTICLE III Membership Section I The Cornell Collegiate Readership Program task force shall be composed of representatives from participating publications such as USA TODAY and The New York Times along with members from the Student Assembly and university administration.

The Cornell Collegiate Readership is to be led and represented by the Executive Vice President of the Student Assembly.

Section II Participating newspapers shall be selected and approved by the Student Assembly prior to beginning a readership program. USA TODAY will serve as the newspaper distributor for the program and will provide biannual billing to the university.

ARTICLE IV Amendments and Governance Section I The Cornell Collegiate Readership Program will be governed by the Student Assembly under Appendix B of the SA Charter. Section II This constitution may be amended at any meeting by a two-thirds vote by the Student Assembly., provided that the proposed amendment was presented in writing at a meeting at least one week prior to the final vote.

GROUP PROFILE & HISTORY

2003

The Collegiate Readership Program was approved by the Cornell SA for byline funding in Fall 2003. A unanimous vote by the SA resulted in \$5.00 being allocated toward CRP for the 2004-2006 byline cycle.

April 2005

Ken Paulson, Editor of USA Today, spoke on "Freedom with Responsibility" - Referenced 1940 address by Cornell Professor of History Carl Becker

<http://www.usatoday.com/educate/college/readership/newsletters/Spr06.pdf>

April 2008

USA Today CEO Forum held on campus featuring Kenneth I. Chenault, Chairman & CEO, American Express

- Event introduced by Cornell President David J. Skorton

http://www.usatoday.com/money/companies/management/2008-04-08-american-express-kenneth-chenault_N.htm

USA Today's Sr. Diplomatic Reporter, Barbara Slavin

- Spoke at IVY Council conference at Columbia at request of SA

Cornell Professor of Marketing, Dr. Brian Wansink

- Worked with USA Today's Resource team to develop national case study of healthy eating

- The John Dyson Professor of Consumer Behavior o Directs the Cornell Food & Brand Lab **Cornell Campus Newspaper Display Map**

- Developed and distributed to incoming freshman at one point in time

USA Today Collegiate Newsletter

- 3 students have been spotlighted

2016-2017 School Year Resolution 16: Modernizing the Cornell Collegiate Readership Program Student Assembly voted to end the relationship with "The Collegiate Readership Program" which was run by USA Today. This program had given access to USA Today and the NYT in paper copies. The SA voted to commence purchase of an annual Academic Site License from the New York Times. This would include full online access to all undergraduates as well as newspapers in six locations. **Resolution 22: Amendments to Appendix B for Collegiate Readership Changes** Online access was added as well as the requirement that the CRP liaison should yearly provide a list of publications available through online access or delivery to Ithaca. **Resolution 35: Addressing the Collegiate Readership Program Surplus** All surplus funds were to be transferred to the SA Special Projects Fund. This was meant specifically for the School Year 2016-2017.

SUMMARY OF REQUEST

The Collegiate Readership Program requests an **increase in funding to \$3.00/student**. The New York Times has a cost of about \$2.86/student. The Wall Street Journal has a cost of about \$1.75/student. If graduate students join, the cost would be \$1.50/student.

As is shown in the financial statements below, even with the surplus that CRP had the last time it applied for funding, the surplus has depleted, and with a \$3.00/student allocation, we will only have a \$5,000 surplus by the end of 2022. The AppsComm report for CRP from the last funding cycle recommended that we spend down the surplus and request more funding in the future. We now are in need of more funding, so that the program can sustain itself.

2017-2018	Income	FY18 Student Activity Fee Disbursement (actual)	\$ 65,778.00
		Beginning Cash Balance (Rollover)	\$ 137,923.29
		Total	\$ 203,701.29
	Expenses	NYT	\$ 40,940.90
		WSJ	\$ 19,325.25
		Total	\$ 60,266.15
Balance	Rollover to 2018-2019 (Income - Expenses)	\$ 143,435.14	
2018-2019	Income	FY19 Student Activity Fee Disbursement (estimate)	\$ 14,270.47
		Beginning Cash Balance (Rollover)	\$ 143,435.14
		Total	\$ 157,705.61
	Expenses	NYT	\$ 42,634.02
		WSJ	\$ 20,124.45
		Total	\$ 62,758.47
Balance	Rollover to 2019-2020	\$ 94,947.14	
2019-2020	Income	FY20 Student Activity Fee Disbursement (estimate)	\$ 14,455.23
		Beginning Cash Balance (Rollover)	\$ 94,947.14
		Total	\$ 109,402.37
	Expenses	NYT	\$ 43,186.00
		WSJ	\$ 20,385.00
		Total	\$ 63,571.00
Balance	Rollover to 2020-2021	\$ 45,831.37	
2020-2021	Income	FY21 Student Activity Fee Disbursement (estimate)	\$ 43,652.88
		Beginning Cash Balance (Rollover)	\$ 45,831.37
		Total	\$ 89,484.25
	Expenses	NYT	\$ 43,472.00
		WSJ	\$ 20,520.00
		Total	\$ 63,992.00
Balance	Rollover to 2021-2022	\$ 25,492.25	
2021-2022	Income	FY22 Student Activity Fee Disbursement (estimate)	\$ 43,940.07
		Beginning Cash Balance (Rollover)	\$ 25,492.25
		Total	\$ 69,432.32
	Expenses	NYT	\$ 43,758.00
		WSJ	\$ 20,655.00
		Total	\$ 64,413.00
Balance	Rollover to 2022-2023	\$ 5,019.32	

<i>Cost of Newspapers</i>		Students	WSJ Fee	WSJ Cost	NYT Fee	NYT Cost
	2017-2018	14,315	\$ 1.35	\$ 19,325.25	\$ 2.86	\$ 40,940.90
	2018-2019	<u>14,907</u>	\$ 1.35	\$ 20,124.45	\$ 2.86	\$ 42,634.02
	2018-2019	15,100	\$ 1.35	\$ 20,385.00	\$ 2.86	\$ 43,186.00
	2019-2020	15,200	\$ 1.35	\$ 20,520.00	\$ 2.86	\$ 43,472.00
	2020-2021	<u>15,300</u>	\$ 1.35	\$ 20,655.00	\$ 2.86	\$ 43,758.00
<i>Activity Fee Estimate</i>		Students	SAF	Allocation		
	2017-2018	14,907	\$ 5.00	\$ 71,352.36		
	2018-2019	14,907	\$ 1.00	\$ 14,270.47		
	2018-2019	15,100	\$ 1.00	\$ 14,455.23		
	2019-2020	15,200	\$ 3.00	\$ 43,652.88		
	2020-2021	15,300	\$ 3.00	\$ 43,940.07		

2004: Launch of program. Unanimous approval & 8 locations on campus. 2004-2006: SA allocation \$5.00 per student per year 2006-2008: SA allocation \$6.00 per student per year National Education Rate = \$0.35/\$0.38 USA TODAY and \$0.40 NYT 2008-2010: SA allocation \$5.50 per student per year

National Education Rate = \$0.40/\$0.42 USA TODAY and \$0.45 NYT 2010-2012: SA allocation \$6.00 per student per year National Education Rate = \$0.45 USA TODAY and \$0.50 NYT 2012-2014: SA Allocation \$6.00 per student per year

National Education Rate = \$0.45 USA TODAY and \$0.50/\$0.60 NYT 2014-2016: SA Allocation \$6.00 per student per year National Education Rate = \$0.45/\$0.55 USA TODAY and \$0.60/\$0.70 NYT