

Collegiate Readership Program (CRP) Student Activity Fee Application 2018-2020

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

Physical Locations at the time of distribution

21 Campus Locations:

- | | | |
|----------------------|-----------------------------------|--|
| 1. Alice Cooke House | 9. Hans Bethe House | 15. Libe Café |
| 2. Appel Commons | 10. Kay Hall | 16. Risley Hall |
| 3. Balch Hall | 11. Keeton Hall | 17. Robert Purcell
Community Center |
| 4. Carl Becker House | 12. Mann Library
Walkway | 18. Statler Hall |
| 5. Clara Dickson | 13. Martha Van
Rensselaer Hall | 19. Trillium Dining |
| 6. Duffield Hall | 14. Mary Donlon Hall | 20. Willard Straight Hall |
| 7. Flora Rose | | 21. Goldie's Café |

Cornell student feedback & surveys (unknown date/method of administration)

80% believed that newspapers were important/very important to their education

93% said availability of newspapers on central campus would contribute to reading a newspaper on a regular basis

94% believed that reading the newspaper on a regular basis increases knowledge of national/international news

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.

2017 -2018 School Year

There will be a surplus in this school year. The purchase of the WSJ will offset that surplus, but one will remain nonetheless.

Current Campus Locations:

1. Duffield Hall
 2. Hans Bethe
 3. Robert Purcell Community Center
 4. Klarman Hall
 5. Trillium Dining
 6. Undecided
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SUMMARY OF REQUEST

The Collegiate Readership Program requests a **reduction of funding to \$4.75/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.

	2016-17 Budget	YTD Expense	Balance
Collegiate Readership Program	\$202,320.92	\$72,860.03	\$129,460.89

	Students	Rate	2017-18 Allocation
NYT	14,927	\$ 5.00	\$ 74,635.00
WSJ	14,927	\$ 1.75	\$ 26,122.25

	Students	Rate	2018-20 Budget
NYT	14927	\$ 2.86	\$ 42,691.22
WSJ	14927	\$ 1.75	\$ 26,122.25
Total:	14927	\$ 4.61	\$ 68,813.47

WSJ (w/ grad)	14927	\$ 1.50	\$ 22,390.50
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*The balance is \$137,923.29 in the account

FINANCIAL STATEMENTS

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

APPENDIX

Web Archive of SA '16-'18 CRP Allocation:

<http://web.archive.org/web/20170614200430/http://assembly.cornell.edu/uploads/SA/SAF1618APP-Collegiate-Readership-Program.pdf>