

QUESTIONS & ANSWERS

Briefly, why are you applying Joint instead of as Undergraduate or Graduate only?

We are applying as a Joint group because our events are attended by graduate students and undergraduates alike; our officer core includes graduate and undergraduate students; and because the ASSU governing documents mandate that we do so.

Have you applied for Special Fees in the past 3 years? If so, please detail the outcome of each attempt.

2006-2007:
\$123,140.00 approved
2005-2006:
\$112,296.00 approved (plus large budget mod)
2004-2005:
\$147,692.00 approved
2003-2004:
\$141,505.70 approved

How do you plan to publicize your events/programs to the greater Stanford community? Have you registered with Events at Stanford?

events.stanford.edu, grad-announce list, dorm chatlists, ISIS screens, Stanford iTunes, printed fliers, white plaza tabling, Facebook events, and more.

How many members are on your email list?

E-mail List: 500

If you are an umbrella group, please list the groups for which you are applying for Special Fees, their ASSU account numbers, and contact information for their financial officers.

Not an umbrella group.

Please define the services provided by your group with the Special Fee, as per the ASSU Constitution:

The Bureau shall select speakers so as to promote intellectual, political, social, and cultural awareness of differing viewpoints in the Stanford community.

Has your VSO received funding from the ASSU Undergraduate Senate Appropriations Committee in prior years? If so, how much and when?

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Have you registered your events/organizations with events.stanford.edu? (note: registration is mandatory) (yes/no)

Absolutely.

How large is your officer core?

Officer Core: 8

If you applied for Special Fees last year, is there an increase in the amount you're seeking this year? If so, why?

Yup; costs go up.

The Speakers Bureau is requesting an increase in special fees this year, though virtually all of the money is to support honoraria and co-sponsorships. Our honoraria account must increase to accommodate the rising speaker's fees associated with major figures from politics, service, entertainment, technology, the arts, and academia. Moreover, we have already relied heavily on reserve funds over the past year. If the Bureau hopes to continue bringing widely recognized speakers, we must have the financial resources to support it. The Speakers Bureau also seeks to enable other student groups on-campus to plan and organize their own speaker events through our co-sponsorship program. The co-sponsorship program has had increasing applications each year for excellent speaking events, but we frequently could not give as much money as the events deserved. Consequently, we are asking for an increase in our cosponsorship budget.

List separately your group's plan and budget for reaching each target audience for Graduate Students- 1) On-campus, 2) Off-campus, and Undergraduate Students.

See budget line items for marketing copies, distribution in grad residences, etc. Our grad students are also very good about e-mailing their department mailing lists, and we always submit our events to the grad-announce.

Please describe a few past events organized by our VSO (please limit your response to 50-100 words).

Last year's lineup included Seth MacFarlane (Family Guy creator), John Edwards, Sandra Cisneros, Chuck D, and many more.

Please list all: 1) assets, 2) reserves, 3) authorized and unauthorized non-ASSU bank accounts, 4) sources of funding other than Special

- 1) \$3,613.18 in GL2800
- 2) \$18,454.47 in GL2820
- 3) None

3) Ticket revenues, as described in the budget. These are sold to community members and non-special fee paying students.

What are the three largest line item requests in your budget and why?

1. Honoraria - The large majority of our funding is for our honoraria line item. We use this line item to pay the speaker fees that the speakers we bring to Stanford typically charge.
2. Cosponsorships - We provide dozens of student organizations with funding each year for speaking events they plan and undertake.
3. Travel Fares - Most speakers require first class travel and frequently travel from the east coast. However, we try to schedule speakers when they are already on the west coast on a tour or have other speaking engagements to keep costs at a minimum.

What is the average attendance at your events?

Average Event Attendance: 1,000

What is your total membership?

Membership: 18

Please provide four contacts for your group (two undergraduate, two graduate).

These individuals should be prepared to be called by the Undergraduate Senate or the GSC during the evaluation of the group. Please list their name, title in organization, school/degree program, e-mail, and phone.

Danny Arbeiter, Financial Manager, BS MS+E, dbeiter@, 858-254-7968

Justin Liu, Director, BS Bio, jliu85@, 916-730-2211

Suzanne Rivoire, Webmaster, PhD EE, rivoire@, (650) 468-4659

Adam Kahn, Director Emeritus, MS Comm, adamkahn@, 914-714-4416

What events/programs does your group hold throughout the year for the Stanford Community?

We invite many high-profile celebrities to speak each year to the entire Stanford community. The Speakers Bureau also acts as a resource to other groups on campus that need information, logistical help, or funding in order to plan and hold their own speaking events.

What is the fundamental goal/purpose of your VSO (please limit your response to 50-100 words)?

The purpose of the ASSU Speakers Bureau is to provide the Stanford community with relevant and high-profile speakers to talk about the works, life experiences, and issues in which they have been heavily involved. We aim to bring a wide variety of speakers that reflect the diverse interests of the student body while simultaneously ensuring that their special fees are well-budgeted for speakers with a relatively wide appeal. These events are offered at no cost to students who pay their Speakers Bureau special fee. Speakers so far this year included Ralph Nader, Dr. Paul Farmer, and we've still got more than half our lineup to come! A list of past events can be seen on our website at <http://speakers.stanford.edu/>

What percentage of your beneficiaries are (explain basis or how this was determined) graduates and undergraduates?

Our group membership is quite small compared to the number of people that attend our events. In the past, our ticketing distribution was split between White Plaza and the Graduate Community Center, allocating slightly more tickets to White Plaza. Almost everyone who gets tickets at the Graduate Community Center is a graduate student, while those who get tickets in White Plaza are predominantly undergraduates and some graduate students. Using our informal surveys of people who get tickets, we estimate that the attendance at events is 60% undergrad and 40% grad, although we continuously strive to achieve parity between our two constituencies.

What percentage of your total membership is undergraduate?**Graduate?**

Group Membership
75% Undergraduate
25% Graduate

Event Attendance (estimated)

60% undergraduate
40% graduate

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Why are you requesting Special Fees?

We have a large budget, and are obliged to seek special fees by the ASSU governing documents.

When and why was your VSO established (please limit your response to 50-100 words)?

The ASSU Speakers Bureau was established as an ASSU Service Branch through its declaration into existence by the ASSU Governing Documents, to provide intellectual, political, social, and cultural awareness of differing viewpoints in the Stanford community. The Speakers Bureau also acts as a resource to other groups on campus that need information, logistical help, or funding in order to plan and hold their own speaking events.

Your budget includes one or more lines funded from your own accounts. Please detail the circumstances necessitating the modification of your previously awarded funds.

This budget includes a reserve transfer to keep us under the 10% threshold and to comply with the policy against large reserves.

BUDGET DETAIL

	Budgeted	Requested	Recommend	Approved	Petitioned	Elected
Annual Speaker Lineup	\$(125,620.00)	\$121,170.00	\$121,170.00	\$121,170.00		
Throughout the year we continuously carefully craft a lineup of high-profile speakers on a variety of topics.						
6110 Officer Salary (Modification/Modification)	1200=Director 600=FM 6*200=Remaining	\$(3,000.00)	\$2,000.00	\$2,000.00	\$2,000.00	
6110 Officer Salary (Joint Special Fees/Annual)	1200=Director 600=FM 6*200=Remaining	\$(3,000.00)	\$1,000.00	\$1,000.00	\$1,000.00	
6310 Honoraria Fees (Joint Special Fees/Annual)	1 event at \$30,000 1 event at \$20,000 3 event at \$12,000 1 event at \$10,000	\$(96,000.00)	\$96,000.00	\$96,000.00	\$96,000.00	
6320 Technical Services (Joint Special Fees/Annual)	\$1900 for 1 MemAud event \$4800 for 5 Kresge/Cubberly/Dink events	\$(6,700.00)	\$6,700.00	\$6,700.00	\$6,700.00	
6340 Security Services (Joint Special Fees/Annual)	\$500 for public safety officers 2 events * \$250/event	\$(500.00)	\$500.00	\$500.00	\$500.00	
6510 Regular Meeting Food (Joint Special Fees/Annual)	\$1*15people*30weeks	\$(450.00)	\$0.00	\$0.00	\$0.00	
6560 Event Food (Modification/Modification)	Speaker Receptions 6 receptions * 50 students/reception * \$2/person	\$(600.00)	\$600.00	\$600.00	\$600.00	
7010 Discretionary Expenses (Modification/Modification)	\$1000 from ticket revenue for expenses not covered by Special Fees (i.e. facebook advertising, officer dinners, etc.)	\$(1,000.00)	\$0.00	\$0.00	\$0.00	
7130 Postage/Courier (Joint Special Fees/Annual)	Correspondence with agents, and assorted shipments to fulfill contractual obligations (for instance, mailing DVDs of recorded events).	\$(50.00)	\$50.00	\$50.00	\$50.00	
7140 Copies (Not Marketing) (Joint Special Fees/Annual)	Meeting agendas, operational memos, event programs, etc	\$(75.00)	\$75.00	\$75.00	\$75.00	
7150 Office Supplies (Joint Special Fees/Annual)	Office supplies.	\$(100.00)	\$100.00	\$100.00	\$100.00	
7180 Educational Literature (Joint Special Fees/Annual)	Our long-term agreement by which we get drastically reduced accommodation rates requires us to give the hotel a small gift for their collection of momentos corroborating the list of celebrities that have stayed in their hotel. This is usually an autographed copy of the speaker's latest book/movie/work.	\$(150.00)	\$150.00	\$150.00	\$150.00	
7200 General Marketing Expenses (Modification/Modification)	Facebook ads	\$(200.00)	\$200.00	\$200.00	\$200.00	
7220 Marketing Copies / Print Expenses (Joint Special Fees/Annual)	7 events *500 fliers *.07/page	\$(245.00)	\$245.00	\$245.00	\$245.00	
7230 Flyer Distribution Expenses (Modification/Modification)	Flyering in graduate residences and academic department mailboxes	\$(200.00)	\$200.00	\$200.00	\$200.00	
7510 Facilities Rental (Joint Special Fees/Annual)	Facilities Rental for the facilities we occasionally use that charge us.	\$(1,000.00)	\$1,000.00	\$1,000.00	\$1,000.00	
7520 Facilities Janitorial (Joint Special Fees/Annual)	\$600 for 2 MemAud event \$1000 for 5 Kresge/Cubberly/Dink events	\$(1,600.00)	\$1,600.00	\$1,600.00	\$1,600.00	
7710 Travel Fares (Joint Special Fees/Annual)	\$6000 for round trip, first class tickets from the east coast 2 tickets x \$3000/ticket \$3600 for coach tickets 6 tickets x \$600/ticket \$400 for ground transportation for all 6 speakers combined	\$(10,000.00)	\$10,000.00	\$10,000.00	\$10,000.00	
7840 Tickets Expense (Modification/Modification)	\$250 for 1 MemAud event \$500 for 5 Kresge/Dink/Cubberly events (\$100 per event)	\$(750.00)	\$750.00	\$750.00	\$750.00	
Co-Sponsored Events		\$(18,000.00)	\$18,000.00	\$18,000.00	\$18,000.00	
Co-sponsored events with dozens of general fee, special fee, and unfunded VSOs.						
7020 Co-Sponsorship Expenses (Joint Special Fees/Annual)	\$18,000 to be disbursed among other student groups to assist them in bringing their own speakers 24 events x \$750/event	\$(18,000.00)	\$18,000.00	\$18,000.00	\$18,000.00	
APPLICATION TOTALS		\$(143,620.00)	\$139,170.00	\$139,170.00	\$139,170.00	