

Status: **Recommended As-is**

Financial Officer: Greg Gaskin

APPLICATION SUMMARY

Application Summary	Budgeted	Requested	Recommended	Approved	Petitioned	Elected
APPLICATION TOTALS	\$(176,582.00)	\$174,412.00	\$174,412.00			
Modification		\$12,700.00	\$12,700.00			
7010 - Discretionary Expenses	2-5052-9-0-2820	\$(1,000.00)	\$0.00	\$0.00		
7200 - General Marketing Expenses	2-5052-9-0-2820	\$(100.00)	\$100.00	\$100.00		
7840 - Tickets Expense	2-5052-9-0-2820	\$(2,000.00)	\$2,000.00	\$2,000.00		
6340 - Security Services	2-5052-9-0-2820	\$(2,500.00)	\$1,500.00	\$1,500.00		
6510 - Regular Meeting Food	2-5052-9-0-2820	\$(450.00)	\$0.00	\$0.00		
6560 - Event Food	2-5052-9-0-2820	\$(600.00)	\$600.00	\$600.00		
6110 - Officer Salary	2-5052-9-0-2820	\$(3,000.00)	\$1,500.00	\$1,500.00		
6310 - Honoraria Fees	2-5052-9-0-2820	\$(117,920.00)	\$5,000.00	\$5,000.00		
6320 - Technical Services	2-5052-9-0-2820	\$(12,000.00)	\$2,000.00	\$2,000.00		
Joint Special Fees			\$161,712.00	\$161,712.00		
7710 - Travel Fares		\$(13,000.00)	\$13,000.00	\$13,000.00		
7220 - Marketing Copies / Print Expenses		\$(112.00)	\$112.00	\$112.00		
7510 - Facilities Rental		\$(1,000.00)	\$1,000.00	\$1,000.00		
7520 - Facilities Janitorial		\$(1,600.00)	\$1,600.00	\$1,600.00		
7140 - Copies (Not Marketing)		\$(100.00)	\$100.00	\$100.00		
7150 - Office Supplies		\$(100.00)	\$100.00	\$100.00		
7180 - Educational Literature		\$(250.00)	\$250.00	\$250.00		
6340 - Security Services		\$(2,500.00)	\$1,000.00	\$1,000.00		
7020 - Co-Sponsorship Expenses		\$(21,000.00)	\$21,000.00	\$21,000.00		
7130 - Postage/Courier		\$(50.00)	\$50.00	\$50.00		
6110 - Officer Salary		\$(3,000.00)	\$1,500.00	\$1,500.00		
6310 - Honoraria Fees		\$(117,920.00)	\$112,000.00	\$112,000.00		
6320 - Technical Services		\$(12,000.00)	\$10,000.00	\$10,000.00		
[All Expense Total]		\$(177,582.00)				
[Revenue GL]1000 - Ticket Sales		\$1,000.00				
[All Revenue Total]		\$1,000.00				

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. In past years our officer core has included graduate as well as undergraduate students. Additionally, the ASSU governing documents mandate that we do so.

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, Stanford iTunes, printed flyers, White Plaza tabling, Facebook events and more.

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.

N/A

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 to differing viewpoints in the Stanford community.

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.

Greg Gaskin, Financial Manager, BS STS, glgaskin@, 530-314-9330
Carrie Mlynarczyk, Director, BS Economics, BS Biology, carriem@, 636-346-7340

Peter Tu, Community Relations Officer, BS Public Policy, petertu@, 512-653-5558

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

2008-2009:
\$148,643.00 approved jointly
2007-2008:
\$135,420.00 approved jointly
2006-2007:
\$123,140.00 approved jointly
2005-2006:
\$112,296.00 approved jointly (plus large budget mod)
2004-2005:
\$147,692.00 approved jointly
2003-2004:
\$141,505.70 approved jointly

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

Yes, the Speakers Bureau is requesting an increase in special fees this year, though virtually all of that money is going to support honoraria and travel fares. Our honoraria and travel fares accounts must increase to accommodate the rising speaker's fees and costs associated with major figures from politics, service, entertainment, technology, the arts and academia. If the Bureau hopes to continue bringing widely recognized speakers, we must have the financial resources to support it. Additionally, Speakers Bureau also counts on cosponsorships with many student groups and university departments to financially support bringing these well-known speakers to campus. However, with the current budget crisis, we are aware that many university departments have instituted a spending freeze on their discretionary accounts, reducing the amount of financial aid we can expect from those sources.

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 and academic buildings. Our grad members and partners are also very good about e-mailing their department mailing lists, as are the student service officers of the academic departments we partner with. We also submit our events to grad-announce and are looking at strategies to expand our ticketing beyond the GCC and White Plaza to graduate student friendly areas like near Bytes cafe or other similar areas.

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

- 1) 13,157.89 in GL2800
- 2) 22,338.42 in GL2820
- 3) None
- 4) Ticket revenue 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 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 events/programs does your group hold throughout the year for the Stanford Community?

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

What is the average attendance at your events?

1,000 graduate and undergraduate students

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

Group Membership:
90% undergraduate
10% graduate

Why are you requesting Special Fees?

We have a large budget and because we obligated to seek Joint Special Fees by the ASSU governing documents.

Event Attendance (estimated)
60% undergraduate
40% graduate

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 picks up tickets at the Graduate Community Center is a graduate student, while those who pick up tickets in White Plaza are predominantly undergraduates and some graduate students. We are looking at ways to expand our ticketing outreach more towards graduate students, one option we are exploring is ticketing in more graduate friendly areas, such as outside of Bytes cafe. Using our informal surveys of people who get tickets, we estimate that the attendance at events is 60% undergraduates and 40% graduates although we continuously strive to achieve parity between our constituencies.

BUDGET DETAIL

		Budgeted	Requested	Recommend	Approved	Petitioned	Elected
Annual Speaker Lineup		\$(289,362.00)	\$153,412.00	\$153,412.00			
Throughout the year we continuously carefully craft a lineup of high-profile speakers on a variety of topics.							
Location:	MemAud, Kresge, and Dink	Contact:		Attendance:			
Url:	http://speakers.stanford.edu						
		Budgeted	Requested	Recommend	Approved	Petitioned	Elected
6110	1200=Director, 600=FM, 6*200=remaining	\$(3,000.00)	\$1,500.00	\$1,500.00			
Officer Salary (Joint Special Fees/Annual)							
6110	1200=Director, 600=FM, 6*200=remaining	\$(3,000.00)	\$1,500.00	\$1,500.00			
Officer Salary (Modification/Modification)							
6310	1 event at \$40,000. 1 event at \$35,000, 1 event at \$20,000, 2 events at \$11,000	\$(117,000.00)	\$112,000.00	\$112,000.00			
Honoraria Fees (Joint Special Fees/Annual)							
6310	1 event at \$40,000. 1 event at \$35,000, 1 event at \$20,000, 2 events at \$11,000	\$(117,000.00)	\$5,000.00	\$5,000.00			
Honoraria Fees (Modification/Modification)							
6320	2 MemAud events for \$2500/each, 5 Kresge/Cubberly/Dink events	\$(12,000.00)	\$2,000.00	\$2,000.00			
Technical Services (Modification/Modification)							
6320	2 MemAud events for \$2500/each, 5 Kresge/Cubberly/Dink events	\$(12,000.00)	\$10,000.00	\$10,000.00			
Technical Services (Joint Special Fees/Annual)							
6340	Sworn Officers and SEPs at 2-3 events, SEPs at 2-3 events	\$(2,500.00)	\$1,000.00	\$1,000.00			
Security Services (Joint Special Fees/Annual)							
6340	Sworn Officers and SEPs at 2-3 events, SEPs at 2-3 events	\$(2,500.00)	\$1,500.00	\$1,500.00			
Security Services (Modification/Modification)							
6510	\$1.5*10 people*30 weeks	\$(450.00)	\$0.00	\$0.00			
Regular Meeting Food (Modification/Modification)							
6560	Speaker receptions 6 receptions *50 students/reception*\$2/person	\$(600.00)	\$600.00	\$600.00			
Event Food (Modification/Modification)							
7010	\$1000 from ticket revenue for expenses non covered by Special Fees (i.e. pre-event receptions, etc.)	\$(1,000.00)	\$0.00	\$0.00			
Discretionary Expenses (Modification/Modification)							
7130	Correspondence with agents and assorted shipments to fulfill contractual obligations (for example, mailing DVDs of recorded events).	\$(50.00)	\$50.00	\$50.00			
Postage/Courier (Joint Special Fees/Annual)							
7140	Meeting agendas, operational memos, event programs, etc.	\$(100.00)	\$100.00	\$100.00			
Copies (Not Marketing) (Joint Special Fees/Annual)							
7150	Office Supplies	\$(100.00)	\$100.00	\$100.00			
Office Supplies (Joint Special Fees/Annual)							
7180	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 mementos 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.	\$(250.00)	\$250.00	\$250.00			
Educational Literature (Joint Special Fees/Annual)							
7200	Facebook Ads	\$(100.00)	\$100.00	\$100.00			
General Marketing Expenses (Modification/Modification)							
7220	4 events*400 fliers*\$0.07/copy	\$(112.00)	\$112.00	\$112.00			
Marketing Copies / Print Expenses (Joint Special Fees/Annual)							
7510	For the occasional times that we use facilities with rental costs.	\$(1,000.00)	\$1,000.00	\$1,000.00			
Facilities Rental (Joint Special Fees/Annual)							
7520	\$600 for 2 MemAud events, \$1000 for 5 Kresge/Dink/Cubberly events	\$(1,600.00)	\$1,600.00	\$1,600.00			
Facilities Janitorial (Joint Special Fees/Annual)							
7710	\$7000 for 2 round trip, first class tickets from the East Coast. \$5000 for 6 coach tickets. \$1000 for ground transportation for all 6 speakers combined.	\$(13,000.00)	\$13,000.00	\$13,000.00			
Travel Fares (Joint Special Fees/Annual)							
7840	\$500 for 2 MemAud events, \$500 for 5 Kresge/Dink/Cubberly Events	\$(1,000.00)	\$1,000.00	\$1,000.00			
Tickets Expense (Modification/Modification)							
7840	\$500 for 2 MemAud events, \$500 for 5 Kresge/Dink/Cubberly events	\$(1,000.00)	\$1,000.00	\$1,000.00			
Tickets Expense (Modification/Modification)							

	Budgeted	Requested	Recommend	Approved	Petitioned	Elected
Co-Sponsored Events	\$(21,000.00)	\$21,000.00	\$21,000.00			

Co-sponsored events with dozens of general fee, special fee, and unfunded VSOs.

Location: Tresidder Oak, Kresge	Contact:	Attendance:
Url: http://speakers.stanford.edu		

	Budgeted	Requested	Recommend	Approved	Petitioned	Elected
7020						
Co-Sponsorship Expenses (Joint Special Fees/Annual)	\$(21,000.00)	\$21,000.00	\$21,000.00			
<i>\$21,000 to be disbursed among other student groups to assist them in bringing their own speakers. 28 events x \$750/event.</i>						

APPLICATION TOTALS	\$(310,362.00)	\$174,412.00	\$174,412.00			
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ACCOUNT BALANCES

Account		Balance
2-5052-1-0-2800	SPEAKERS BUREAU	\$2,916.74
2-5052-1-0-9010	SPEAKERS BUREAU O/S PURCHASE ORDER	\$8,214.08
2-5052-2-5-6110	SPEAKERS SPEC FEE OFFICER SALARY	\$3,000.00
2-5052-2-5-6310	SPEAKERS SPEC FEE HONORARIA FEES	\$32,975.00
2-5052-2-5-6320	SPEAKERS SPEC FEE TECHNICAL SERVICES	\$5,250.42
2-5052-2-5-6340	SPEAKERS SPEC FEE SECURITY SERVICES	\$0.00
2-5052-2-5-6560	SPEAKERS SPEC FEE EVENT FOOD	\$228.06
2-5052-2-5-7020	SPEAKERS SPEC FEE COSPONSORSHIP EXP	\$11,550.00
2-5052-2-5-7090	SPEAKERS SPEC FEE PRIOR YEAR EXP	-\$559.40
2-5052-2-5-7120	SPEAKERS SPEC FEE PHONE	-\$392.25
2-5052-2-5-7130	SPEAKERS SPEC FEE POSTAGE/COURIER	\$32.50
2-5052-2-5-7140	SPEAKERS SPEC FEE COPIES (NOT MKTG)	\$72.65
2-5052-2-5-7150	SPEAKERS SPEC FEE OFFICE SUPPLIES	\$0.00
2-5052-2-5-7180	SPEAKERS SPEC FEE ED LITERATURE	\$250.00
2-5052-2-5-7200	SPEAKERS SPEC FEE GEN MKTG EXP	\$200.00
2-5052-2-5-7220	SPEAKERS SPEC FEE MKTG COPIES/PRINT EXP	\$343.00
2-5052-2-5-7230	SPEAKERS SPEC FEE FLYER DIST EXP	\$1,200.00
2-5052-2-5-7510	SPEAKERS SPEC FEE FACILITIES RENTAL	\$970.00
2-5052-2-5-7520	SPEAKERS SPEC FEE FACILITIES JANITORIAL	\$778.50
2-5052-2-5-7710	SPEAKERS SPEC FEE TRAVEL FARES	\$247.10
2-5052-2-5-7840	SPEAKERS SPEC FEE TICKETS EXP	\$57.00
2-5052-7-5-6310	SPEAKERS SIG SPEC FEE HONORARIA FEES	\$20,000.00
2-5052-7-5-6320	SPEAKERS SIG SPEC FEE TECHNICAL SERVICES	\$1,346.50
2-5052-9-0-2820	SPEAKERS BUREAU RESERVE	\$22,338.42