

Status: **Recommended with Modifications**

Financial Officer: Austin Balance

APPLICATION SUMMARY

Application Summary	Budgeted	Requested	Recommended	Approved	Petitioned	Elected
APPLICATION TOTALS	\$(42,006.00)	\$13,388.00	\$12,880.00			
Undergraduate Special Fees		\$13,388.00	\$12,880.00			
6310 - Honoraria Fees	\$(19,500.00)	\$6,500.00	\$6,500.00			
6560 - Event Food	\$(4,320.00)	\$1,560.00	\$1,392.00			
7730 - Car / Van Rental	\$(3,500.00)	\$1,000.00	\$1,000.00			
7740 - Accomodations	\$(3,266.00)	\$1,008.00	\$1,008.00			
7180 - Educational Literature	\$(1,500.00)	\$500.00	\$500.00			
7200 - General Marketing Expenses	\$(120.00)	\$120.00	\$80.00			
7710 - Travel Fares	\$(9,200.00)	\$2,400.00	\$2,100.00			
7100 - General Office Expenses	\$(100.00)	\$50.00	\$50.00			
7130 - Postage/Courier	\$(75.00)	\$50.00	\$50.00			
7140 - Copies (Not Marketing)	\$(425.00)	\$200.00	\$200.00			
[All Expense Total]	\$(42,006.00)					

QUESTIONS & ANSWERS

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

The application process was initiated by a previous Financial Officer, who failed to meet the requirements and convey the information in a timely/organized manner, leaving the club shortchanged for the current academic year. This year, we have gained a large support group of club members and have our "petition mobilization" effort well under way.

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

We have adjusted some of the amounts slightly, but the overall level has decreased, because we have made sure that every item we are requesting is absolutely essential to meeting a concrete goal.

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

Stanford Students in Entertainment is a pre-professional group targeting Stanford students who are interested in pursuing career opportunities in the Film, Music, Television, Gaming, and other entertainment and media-related industries. The group's primary goals are to:

- 1) Make Stanford students aware of potential career paths in these industries through various workshops and on-campus events
- 2) Provide students with assistance in getting summer internships and full-time opportunities
- 3) Build an on-campus community of entertainment pre-professional students with common goals and interests
- 4) Strengthen and maintain ties with alumni in entertainment, and the Stanford in Entertainment alumni group in particular
- 5) Provide students with opportunities to network with alumni, and assist in building their professional networks

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

The Largest Line Items are

- Spring Celebrity Speaker Event
- Alumni Hollywood Conference
- Overhead for quarterly events and workshops

These are the largest items for which we are requesting funding because they make our services beneficial to a very wide range of students/causes. The Spring Speaker event is often coordinated with the ASSU speakers Bureau, and is our event with widest direct impact on the Stanford Community. The Alumni Hollywood Conference is the MOST BENEFICIAL event for the Stanford Undergraduate and Alumni communities; its benefits are more intangible, but it is absolutely CRUCIAL to maintaining strong ties to Alumni, which is the most important step in meeting our goal of helping to place Stanford Students into the industry. It is essential to compete with similar programs and alumni networks offered by Yale and Harvard, and does not simply benefit the attendees, but the entire campus community, as it fosters a strong Stanford Network. It is the single event alumni are most directly involved with. General Overhead is also important, but is a relatively small amount, as we have made clear efforts to limit our spending to the bare necessities for keeping the group functioning with frequent, relevant programming for students.

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

We plan to use our established email networks, facebook group, up-and coming linkedin profile, as well our our website/blog and our Alumni counterpart group's website.

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

All current assets are in our general 2800 account, and are the result of:

1. A small \$400 amount from the Alumni group
2. TSF funding (in process) - for academic literature
3. Film and Media studies Department (in process) - to sponsor 2 students for the Annual Alumni Hollywood Conference

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

As alluded to above and in the line items, our group hosts a variety of events with various goals/impact.

1. Informational Speaker Events to inform students about opportunities in the Entertainment Industry - These are various events (roughly 2 per quarter) where speakers come to campus and bring their experiences to share with students.
2. Career Preparation - We offer internship panels, CDC workshops, and "how to get the most out of your internship" events in each quarter, and help students with the practical aspects of finding jobs/internships and reaching out to alumni.
3. Large-scale Celebrity Speaker Event - Intended to benefit a larger portion of the Stanford community and keep students and the community at large interested in the Entertainment industry.
4. On-campus networking events - Intended to foster a community on campus with the intention of helping students build a Stanford network for the future.
5. Collaborative events with Alumni - Annual Conference, and Summer picnic in Los Angeles. These are the vital intangibles our group provides for maintaining a strong connection to Alumni, with the intention of helping Stanford students find competitive professional positions in the industry.

What is the average attendance at your events?

Average attendance of our events is:

- 25-50 For speaker-series, internship panel, CDC informational sessions, networking events
- 500 for spring speaker event
- 12-15 students and 25-30 Alumni for Annual Alumni Conference

Why are you requesting Special Fees?

We are requesting special fees because short-term funding has not proven to be reliable and adequate, and we feel that our services benefit many different students in the Stanford Community, and foster a very strong connection with Alumni (as is the purpose of the group).

BUDGET DETAIL

		Budgeted	Requested	Recommend	Approved	Petitioned	Elected
Annual Alumni Hollywood Conference		\$(5,368.00)	\$5,368.00	\$4,900.00			
ESSENTIAL TO MAINTAINING ALUMNI NETWORK AND PRESENCE, AND FOR HELPING STUDENTS SECURE INTERNSHIPS. Alumni host a week long conference in Los Angeles for 12-15 members of the group each year. Conference includes 4-5 meetings/day with alumni in various Entertainment Industry positions. Alumni are seeking to expand the size of the program, but do not have any funding, so rely on funding assistance at the undergrad level. Film and Media Studies department funds 2 students to go, and we are requesting funds to assist 12 other students in attending.							
Location:	Los Angeles	Contact:		Yasmine Hamdouche yasmineh@stanford.edu	Attendance:	15(total) UG: 10-12 Staff: Grad: 2-3 Other:	
Url:							
		Budgeted	Requested	Recommend	Approved	Petitioned	Elected
6560	4 days x 12 people x \$20 per diem per person	\$(960.00)	\$960.00	\$792.00			
Event Food (Undergraduate Special Fees/Annual)		fund at 16.50 rate					
7710	12 people x \$200 round trip airfare	\$(2,400.00)	\$2,400.00	\$2,100.00			
Travel Fares (Undergraduate Special Fees/Annual)							
7730	Bus rental for transportation to daily events and alumni meetings. 1000 flat weekly rate. Alumni request this service because too much liability with individual student drivers.	\$(1,000.00)	\$1,000.00	\$1,000.00			
Car / Van Rental (Undergraduate Special Fees/Annual)							
7740	4 nights x \$12 people x \$21 per person = \$1008.00	\$(1,008.00)	\$1,008.00	\$1,008.00			
Accommodations (Undergraduate Special Fees/Annual)							
Annual Spring Quarter Celebrity Speaker Event		\$(5,000.00)	\$5,000.00	\$5,000.00			
Depending on event, combined with allocation for ASSU Speakers Bureau to provide honorarium for the special guest. Usually a mainstream Entertainment industry celebrity (previous years include Sarah Silverman - Comedian, Bill Faye - Producer of "The Dark Knight")							
Location:	MemAud	Contact:		Yasmine Hamdouche yasmineh@stanford.edu	Attendance:	500(total) UG: 350 Staff: 50 Grad: 100 Other:	
Url:							
		Budgeted	Requested	Recommend	Approved	Petitioned	Elected
6310	\$10 Honoraria per attendee. 500 Expected minimum.	\$(5,000.00)	\$5,000.00	\$5,000.00			
Honoraria Fees (Undergraduate Special Fees/Annual)							
General Overhead Expenses		\$(1,520.00)	\$1,520.00	\$1,480.00			
operating expenses							
Location:	Stanford	Contact:		Lisa Kerner lckerner@stanford.edu	Attendance:	(total) UG: Staff: Grad: Other:	
Url:							
		Budgeted	Requested	Recommend	Approved	Petitioned	Elected
6560	Dinner at 2 quarterly events; such as speaker series, quarterly networking events, internship panel, CDC event. 10-30 attendees (20 on average) - \$5/person/event/quarter.	\$(600.00)	\$600.00	\$600.00			
Event Food (Undergraduate Special Fees/Annual)							
7100	Thank You Cards for alumni networking, binders for board members, paper/pencils.	\$(50.00)	\$50.00	\$50.00			
General Office Expenses (Undergraduate Special Fees/Annual)							
7130	On-going thank you cards/letters to alumni and parent group, and mailing release forms for Hollywood trip to parent group.	\$(50.00)	\$50.00	\$50.00			
Postage/Courier (Undergraduate Special Fees/Annual)							
7140	Roughly 2,000 copied pages per year in handouts and informational packets for:	\$(200.00)	\$200.00	\$200.00			
Copies (Not Marketing) (Undergraduate Special Fees/Annual)							
1. Internship Panel 2. CDC/Resume Internship and Job Search tips 3. Making the Most out of your internship informational packet 4. Hollywood trip preparation supplies 5. Speaker Series Handouts from Guest Speakers							
7180	\$240 Subscription to Hollywood Reporter, \$260 subscription to Variety, both periodicals with industry job searching and information.	\$(500.00)	\$500.00	\$500.00			
Educational Literature (Undergraduate Special Fees/Annual)							
7200	\$40/quarter for facebook and linkedin advertising.	\$(120.00)	\$120.00	\$80.00			
General Marketing Expenses (Undergraduate Special Fees/Annual)		40 for FB ad and 40 for flyer					
Speaker Series		\$(1,500.00)	\$1,500.00	\$1,500.00			
Our visiting speakers will give presentations and workshops relevant to their niche in the entertainment industry.							

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Speaker Series	\$(1,500.00)	\$1,500.00	\$1,500.00			

Our visiting speakers will give presentations and workshops relevant to their niche in the entertainment industry.

Location: Stanford Campus
Url:

Contact:

Attendance:

	Budgeted	Requested	Recommend	Approved	Petitioned	Elected
6310						

Honoraria Fees
(Undergraduate Special Fees/Annual)

\$250 per speaker x 2 speakers/quarter x 3 quarters = \$1500. Past speakers include Dreamworks executives, Disney executives, Sundance Award-winning film makers, Producers, etc.

	\$(1,500.00)	\$1,500.00	\$1,500.00			
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APPLICATION TOTALS	\$(13,388.00)	\$13,388.00	\$12,880.00			
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ACCOUNT BALANCES

Account		Balance
2-8006-1-0-2800	STANFORD STUDENTS IN ENTERTAINMENT	\$400.68