## APPLICATION SUMMARY

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Briefly, why are you applying Joint instead of as Undergraduate or Graduate only?
Our membership is approximately 50-50 graduate and undergraduate.

How do you plan to publicize your events/programs to the greater Stanford community? Have you registered with Events at Stanford?
Improved publicizing of events is one of the primary reasons for the existence of the Stanford Outdoors umbrella group. With better communication between groups, we are able to manage email list announcements and have a unified presence at the Activities Fair. We are working to maintain a useful and comprehensive website advertising our groups' offerings, in conjunction with the advertising offered by the Outdoor Education arm of Stanford Athletics.

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.
- Kayak club - 6089 - Karen Shiells, kshiells@stanford.edu
- Windsurfing - 8232 - Flavio Poehlmann, flavio@stanford.edu
- Outdoor Education Program - Adrianne Hughes, adrianne@stanford.edu
- Redwood - 6731 - Brian Scoles, bjscoles@stanford.edu
- Powderbound - 6548 - Ariel Dowling, adowling@stanford.edu
- Stanford Alpine Club - 6951 - Will Harte, wharte@stanford.edu
- Stanford Pre-Orientation Trips Leader-Training - 7714 - James Francescone, jfran@stanford.edu
- Climbing Wall - 7027 - Christopher Elmore, celmore@stanford.edu

Please define the services provided by your group with the Special Fee, as per the ASSU Constitution:
Stanford Outdoors serves the diverse community at Stanford interested in the outdoors. This group (I) promotes relationships and interactions between leaders of outdoor education and recreation groups; (II) provides a unified information source about outdoor recreation and education activities at Stanford; and (III) provides a forum for discussing, planning, and facilitating issues, events, activities, and programs of common interest to the Stanford outdoor 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.
- Dave Johnson, Stanford Outdoors President, Stanford Alpine Club Financial Officer, graduate student, physics, dmsj@stanford.edu
- Paul Cristman, Stanford Outdoors Council member, Kayak Club Officer, graduate student, engineering, cristman@stanford.edu

Have you applied for Special Fees in the past 3 years? If so, please detail the outcome of each attempt.
Two years ago, we first applied for Special Fees, on the order of $145k. $30k was recommended, so we petitioned for $60k and successfully collected signatures from 15% of the student body, indicating the popularity and wide appeal of Stanford Outdoors' offerings. This amount was elected, and in the following year our groups used the increased funding to expand their offerings and reach more students. The following year, we increased our budget 10% to accommodate our increased participation and expanded offerings.

If you applied for Special Fees last year, is there an increase in the amount you're seeking this year? If so, why?
This is our third year applying for Special Fees, and we have reached a point of equilibrium with respect to our funding. We have a good sense of our needs, and in recognition of the student body's apparent dissatisfaction with the increase in Special Fees over the past few years, we are happy to have decreased our funding request by 6% this year. Some of our groups are still experiencing substantial enough growth to need increased funding, but by carefully assessing our needs, we achieved an overall decrease.

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.
- Flyers, posters, and emails are our primary means of advertisement around campus
- We hold open social events each quarter to invite new participants
- All of these apply equally to graduate and undergraduate students.

The simplest, most effective means of communicating our offerings remains the numerous e-mail lists maintained by our member groups. We advertise our e-mail lists at the new student fairs for both undergraduate and graduate students, and actively recruit new members for the lists. This reaches graduate and undergraduate students, on-campus and off-campus, equally well.

Please list all: 1) assets, 2) reserves, 3) authorized and unauthorized non-ASSU bank accounts, 4) sources of funding other than Special
1) 2) You may view all current ASSU assets and reserves through the CapGroup Banking site.
3) None
4) OEP, SAC, Powderbound, Redwood, Kayak Club, SPOT-LT, and Windsurfing all charge participant dues to cover the cost of their activities. We would like to reduce these participant dues as much as possible, as they are a barrier to greater participation in our programs. Redwood, SAC, and Kayak Club all rent gear to students, but this is generally not profitable, as we charge only as much as we need to maintain the rental gear supply. Because of our Special Fees funding, we do not receive any student group funding outside of Special Fees.
What are the three largest line item requests in your budget and why?

7410 Equipment Purchase (Non-Cap): Outdoor recreation is inherently gear-intensive, and all gear wears out over time, especially with the high volume of participants that we see in our programs. This is especially true of gear loaned out to students for training trips. It is makes for a less-enjoyable experience, and is even dangerous, to provide participants with outdated and unreliable gear. We make every effort to make our gear last, and do repairs whenever possible, but equipment eventually needs replacing. We need significant funding to ensure that the gear we provide to participants is high-quality and reliable. Furthermore, as the number of participants grows, additional equipment must be purchased.

6500 Training Materials: Well-trained leaders are absolutely crucial to Stanford Outdoors offering safe and enjoyable classes and trips. Training materials allow us to provide our leaders with appropriate and sufficient training to lead successful events.

6310 Honoraria: As much as possible, the Stanford Outdoors groups rely on the expertise of our more senior members to lead trips and train novices, but we feel that we can offer the richest experience to our participants by occasionally bringing in outside professionals to lead trips and classes, give presentations, and lead training sessions.

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

The groups constituting Stanford Outdoors are large enough and numerous enough that it is impossible to detail all events here. Our most common events are weekend trips (including hiking, backpacking, kayaking, windsurfing, skiing, snowboarding, and rock climbing). Each club puts on many events and trips per quarter, with participation ranging from 5 (for a small weekend trip) to over 100 (for events such as the spring windsurfing class). For example, the Alpine Club teaches rock climbing classes (6-7 times per quarter, with 10-20 participants each), organizes weekend trips, hosts guest speakers several times per quarter (with up to 100 attendees), and gives weekly slideshow presentations (with 20-30 attendees). In total, Stanford Outdoors averages 10+ events each week, not counting larger, irregular events such as Climbing Wall competitions, Powderbound socials, kayaking shows, and skills workshops. We make every effort to advertise our events and trips to the entire Stanford community.

What is the average attendance at your events?

The groups that make up Stanford Outdoors hold very different types of events, with different frequency, and with different numbers of participants, but on average, each group puts on an event once per week, with an average attendance of 25. This equates to 200+ participants per week. Counting larger, irregular events such as the Climbing wall competition, Alpine Club guest speakers, Powderbound socials, and the September SPOT trips, Stanford Outdoors has perhaps 11,000 nonunique participants each year. Our email lists, which may be the best way of measuring our total interest pool, add up to roughly 3200 addresses. Almost all of our events are open to everyone, and we do our best to advertise widely. Unfortunately, it is difficult to accurately predict our overall attendance because there are so many groups in Stanford Outdoors, and the groups offer such a large variety of events to such a large body of students.

Why are you requesting Special Fees?

Three years ago, Stanford Outdoors had grown too large to rely on ASSU General Funds, and began applying for Special Fees. Our funding shortage under General Funds inhibited program growth, limited outreach attempts, and forced us to use worn-out and unreliable equipment and charge high participant fees for all activities. We did not have the resources to train our trip leaders with essential first-aid and risk management skills. With the larger budget available under Special Fees, Stanford Outdoors has been able to address these shortcomings, and grow to meet the increasing demand for outdoor recreation. We are also be able to improve marketing and outreach efforts to make our events and trips known to the entire graduate and undergraduate community.

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

Our best estimate for the total Stanford Outdoors community is 50% graduate students and 50% undergraduates. This is based on information provided by the officers of each group, who are familiar with the active members of their respective groups. We extrapolate the graduate-undergraduate ratios of each group’s interest email list from the known demographic of the active participants. Most groups fall between 30% and 70% graduate.
## BUDGET DETAIL

### Climbing Wall Spring Competition
Open invite competition

- **Location:** Stanford Climbing Wall
- **Url:**
- **Contact:** Chris Elmore
  celmore@stanford.edu
- **Budgeted:** $(650.00)
- **Requested:** $650.00
- **Recommended:** $650.00
- **Approved:** $650.00
- **Petitioned:** 
- **Elected:** 
- **Attendance:** (total)
  - **UG:** 
  - **Grad:** 
  - **Staff:** 
  - **Other:**

#### Routesetting: 40 routes * $10/route. Honoraria

- **Budgeted:** $(400.00)
- **Requested:** $400.00
- **Recommended:** $400.00
- **Approved:** $400.00

#### Lunch for competitors at the gym, expect 50 competitors*5 each

- **Budgeted:** $(250.00)
- **Requested:** $250.00
- **Recommended:** $250.00
- **Approved:** $250.00

#### Staff:
- **Other:**

#### Other:
- **Elected:
- **Petitioned:
- **Approved:
- **Recommended:

#### Attendance:
- **(total):

### Kayak Club
all Kayak club expenses

- **Location:**
- **Url:**
- **Contact:**
- **Budgeted:** $(8,360.00)
- **Requested:** $8,360.00
- **Recommended:** $7,260.00
- **Approved:** $7,260.00
- **Petitioned:** 
- **Elected:** 
- **Attendance:** (total)
  - **UG:** 
  - **Grad:** 
  - **Staff:** 
  - **Other:**

### Kayak Club expenses

- **Budgeted:** $(7,260.00)
- **Requested:** $7,260.00
- **Recommended:** $8,360.00
- **Approved:** $8,360.00
- **Petitioned:** 
- **Elected:** 
- **Attendance:** (total)
  - **UG:** 
  - **Grad:** 
  - **Staff:** 
  - **Other:**

#### Routesetting: 40 routes * $10/route. Honoraria

- **Budgeted:** $(900.00)
- **Requested:** $900.00
- **Recommended:** $900.00
- **Approved:** $900.00

#### Lifeguard during training sessions, 30 sessions*30

- **Budgeted:** $(150.00)
- **Requested:** $150.00
- **Recommended:** $150.00
- **Approved:** $150.00

#### Equipment Purchase

- **Budgeted:** $(4,500.00)
- **Requested:** $4,500.00
- **Recommended:** $4,500.00
- **Approved:** $4,500.00
- **Petitioned:** 
- **Elected:** 
- **Attendance:** (total)
  - **UG:** 
  - **Grad:** 
  - **Staff:** 
  - **Other:**

#### Equipment Purchase: 6 backpacks x $250 = $1500
- **Budgeted:** $(1,500.00)
- **Requested:** $1,500.00
- **Recommended:** $400.00
- **Approved:** $400.00

#### Equipment Purchase: 2 tents (4 person, 4 season) x $800 = $1600
- **Budgeted:** $(4,500.00)
- **Requested:** $4,500.00
- **Recommended:** $4,500.00
- **Approved:** $4,500.00

#### Equipment Purchase: 4 sleeping bags (0 degree) x $200 = $800
- **Budgeted:** $(4,500.00)
- **Requested:** $4,500.00
- **Recommended:** $4,500.00
- **Approved:** $4,500.00

#### Equipment Purchase: 4 sleeping pads x $25 = $100
- **Budgeted:** $(1,935.00)
- **Requested:** $1,935.00
- **Recommended:** $1,935.00
- **Approved:** $1,935.00

#### Equipment Purchase: 6 over-mitts x $56.50 = $340
- **Budgeted:** $(705.00)
- **Requested:** $705.00
- **Recommended:** $400.00
- ** Approved:** $400.00

#### Equipment Purchase: 1 drysuit $600
- **Budgeted:** $(798.00)
- **Requested:** $798.00
- **Recommended:** $7,736.00
- **Approved:** $7,736.00

#### Equipment Purchase: Shed maintenance (includes lighting system) = $200
- **Budgeted:** $(798.00)
- **Requested:** $798.00
- **Recommended:** $7,736.00
- **Approved:** $7,736.00

#### Equipment Purchase: Website development and maintenance: used for cabin booking
- **Budgeted:** $(250.00)
- **Requested:** $250.00
- **Recommended:** $0.00
- **Approved:** $0.00

#### Equipment Purchase: Food for weekends at cabin; 12 weekends x 2 days x 18 people x $5.50 = $2,376
- **Budgeted:** $(2,376.00)
- **Requested:** $2,376.00
- **Recommended:** $2,376.00
- **Approved:** $2,376.00

### OEP
all OEP expenses

- **Location:**
- **Url:**
- **Contact:**
- **Budgeted:** $(7,290.00)
- **Requested:** $7,290.00
- **Recommended:** $6,985.00
- **Approved:** $6,985.00
- **Petitioned:** 
- **Elected:** 
- **Attendance:** (total)
  - **UG:** 
  - **Grad:** 
  - **Staff:** 
  - **Other:**

#### Registration expense: 2 ACA training at $200 each = $400
- **Budgeted:** $(1,500.00)
- **Requested:** $1,500.00
- **Recommended:** $400.00
- **Approved:** $400.00

#### Registration expense: 5 Swift water rescue at $100 each = $500
- **Budgeted:** $(1,935.00)
- **Requested:** $1,935.00
- **Recommended:** $1,935.00
- **Approved:** $1,935.00

#### Registration expense: 10 WFA + CPR at $60 each = $600
- **Budgeted:** $(798.00)
- **Requested:** $798.00
- **Recommended:** $7,736.00
- **Approved:** $7,736.00

### Powederbound
all Powderbound expenses

- **Location:**
- **Url:**
- **Contact:**
- **Budgeted:** $(7,986.00)
- **Requested:** $7,986.00
- **Recommended:** $7,736.00
- **Approved:** $7,736.00
- **Petitioned:** 
- **Elected:** 
- **Attendance:** (total)
  - **UG:** 
  - **Grad:** 
  - **Staff:** 
  - **Other:**

#### Honoraria Fees
- **Budgeted:** $(3,320.00)
- **Requested:** $3,320.00
- **Recommended:** $3,320.00
- **Approved:** $3,320.00

#### Technical Services
- **Budgeted:** $(250.00)
- **Requested:** $250.00
- **Recommended:** $0.00
- **Approved:** $0.00

#### Event Food
- **Budgeted:** $(2,376.00)
- **Requested:** $2,376.00
- **Recommended:** $2,376.00
- **Approved:** $2,376.00

### Stanford Outdoors 7695
ASSU Special Fees - Application [#4635] Page 4 of 7
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<td>12 members getting WFA certification * $100 per member</td>
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<td><strong>$(1,200.00)</strong></td>
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### Stanford Alpine Club Expenses

- **Honoraria Fees**
  - Budgeted: $1,500.00
  - Requested: $1,500.00
  - Recommended: $1,500.00
  - Approved: $1,500.00
  - **Total:** $1,500.00

- **Equipment Purchase (Non-Cap)**
  - Budgeted: $2,610.00
  - Requested: $2,610.00
  - Recommended: $2,610.00
  - Approved: $2,610.00
  - **Total:** $2,610.00

- **Equipment Maintenance**
  - Budgeted: $721.00
  - Requested: $721.00
  - Recommended: $721.00
  - Approved: $721.00
  - **Total:** $721.00

- **Equipment Rental**
  - Budgeted: $6,647.00
  - Requested: $6,647.00
  - Recommended: $6,647.00
  - Approved: $6,647.00
  - **Total:** $6,647.00

- **Guest speakers: 1 speaker / quarter @ $500/speaker (~$10/student x 50+ students)**
  - Budgeted: $1,500.00
  - Requested: $1,500.00
  - Recommended: $1,500.00
  - Approved: $1,500.00
  - **Total:** $1,500.00

- **Crampons 3*150=450, SPOT emergency beacon 150, climbing skins for skis 2*150=300, ice screws 6*50=300, ice tool picks 2 sets * 100=200, rope ascenders 150, Daisy chains 4*25 = 100, etriers 4*40=160, helmets 6*60=360, ice axes 4*85=340, slings 20*5=100**
  - Budgeted: $1,000.00
  - Requested: $1,000.00
  - Recommended: $1,000.00
  - Approved: $1,000.00
  - **Total:** $1,000.00

- **First Aid training for instructors: Wilderness First Aid training: (6x$100), Climbing instructor certifications (9x$150)**
  - Budgeted: $1,345.00
  - Requested: $1,345.00
  - Recommended: $1,215.00
  - Approved: $1,215.00
  - **Total:** $1,215.00

### Stanford Outdoors Expenses

- **Event Food**
  - Budgeted: $920.00
  - Requested: $920.00
  - Recommended: $920.00
  - Approved: $920.00
  - **Total:** $920.00

- **Marketing Copies / Print Expenses**
  - Budgeted: $210.00
  - Requested: $210.00
  - Recommended: $80.00
  - Approved: $80.00
  - **Total:** $80.00

- **Propane grill rental for Sept. BBQ**
  - Budgeted: $215.00
  - Requested: $215.00
  - Recommended: $215.00
  - Approved: $215.00
  - **Total:** $215.00

- **End of year cookout, $9/person * 50 people**
  - Budgeted: $450.00
  - Requested: $450.00
  - Recommended: $0.00
  - Approved: $0.00
  - **Total:** $0.00

- **Sails $500*4=$2000, Boards $1500*2=$3000, Masts $269x3=$807, storage/construction materials $300**
  - Budgeted: $6,647.00
  - Requested: $6,647.00
  - Recommended: $6,647.00
  - Approved: $6,647.00
  - **Total:** $6,647.00

- **Epoxy repair packs (10x$15=$150), Sail repair tape (4x$14=$56), Sandpaper for orbital ($15), Professional sail repair (5x$100=$500)**
  - Budgeted: $721.00
  - Requested: $721.00
  - Recommended: $721.00
  - Approved: $721.00
  - **Total:** $721.00

### Application Totals

- **Budgeted:** $62,158.00
- **Requested:** $62,158.00
- **Recommended:** $60,600.00
- **Approved:** $60,600.00

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**Stanford Outdoors 7695**

**ASSU Special Fees**

3/26/2010

**APPLICATION TOTALS**

$62,158.00   $62,158.00   $60,600.00   $60,600.00
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