

Status: **Recommended with Modifications**

Financial Officer: Kevin Hardekopf

APPLICATION SUMMARY

Application Summary	Budgeted	Requested	Recommended	Approved	Petitioned	Elected
APPLICATION TOTALS	\$(10,480.00)	\$10,480.00	\$7,580.00	\$7,580.00		
Undergraduate Special Fees		\$10,480.00	\$7,580.00	\$7,580.00		
6310 - Honoraria Fees	\$(1,500.00)	\$1,500.00	\$1,200.00	\$1,200.00		
6560 - Event Food	\$(1,800.00)	\$1,800.00	\$1,450.00	\$1,450.00		
7100 - General Office Expenses	\$(50.00)	\$50.00	\$50.00	\$50.00		
7130 - Postage/Courier	\$(50.00)	\$50.00	\$50.00	\$50.00		
7140 - Copies (Not Marketing)	\$(200.00)	\$200.00	\$150.00	\$150.00		
7180 - Educational Literature	\$(500.00)	\$500.00	\$0.00	\$0.00		
7200 - General Marketing Expenses	\$(620.00)	\$620.00	\$240.00	\$240.00		
7710 - Travel Fares	\$(2,400.00)	\$2,400.00	\$1,080.00	\$1,080.00		
7730 - Car / Van Rental	\$(2,100.00)	\$2,100.00	\$2,100.00	\$2,100.00		
7740 - Accomodations	\$(1,260.00)	\$1,260.00	\$1,260.00	\$1,260.00		
[All Expense Total]	\$(10,480.00)					

QUESTIONS & ANSWERS

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

Yes and always successful through petitioning

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

No there isn't, there is a decrease because we are not holding a big speakers event in the spring anymore

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

Stanford Students in Entertainment(S.S.I.E.) aims to expose pre-professional students in Entertainment to all possible career paths in the industry, and to build a strong network in which students gain the confidence and knowledge needed to achieve their goals.

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

Travel Fares and Car Rental and Accomodations, to fund the travel expenses for Hollywood Trip. Our current planning for the event in spring quarter confirms these amounts.

What is the average attendance at your events?

20-30 people for info sessions/internship panels, 50 or more at speaker events

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

flyering, email, facebook ads.

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.

NO we are not an umbrella group

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

1) \$13,388.00

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

Fall Quarter:

Internship Reflection Panel
 Career Prep Series - Speaker (DreamWorks Intern Coordinator)
 DreamWorks Tour
 Speaker Series

Winter:

Career Prep Series- CDC Trip (resume workshop, handouts, resources at library)
 Prepare Hollywood Trip
 Speaker Series

Spring:

Hollywood Trip
 Career Prep Series- Internship Panel (applying for/securing internships)
 Speaker Series
 Social Event- gathering for those going to Hollywood/NYC to coordinate for housing

Why are you requesting Special Fees?

Especially the cost of the Annual Hollywood Conference cannot be funded out of regular sources alone.

BUDGET DETAIL

		Budgeted	Requested	Recommend	Approved	Petitioned	Elected
Annual Alumni Hollywood Conference spring 2011		\$(6,960.00)	\$6,960.00	\$5,640.00	\$5,640.00		
Hollywood Trip							
Location:	Contact:				Attendance:	12(total)	
Url:						UG: 12	Staff: 0
						Grad: 0	Other: 0
		Budgeted	Requested	Recommend	Approved	Petitioned	Elected
6560	5 days x 12 people x \$20 per diem per person	\$(1,200.00)	\$1,200.00	\$1,200.00	\$1,200.00		
Event Food (Undergraduate Special Fees/Annual)							
7710	12 people x \$200 round trip airfare	\$(2,400.00)	\$2,400.00	\$1,080.00	\$1,080.00		
Travel Fares (Undergraduate Special Fees/Annual)							
7730	Bus rental for transportation to daily events and alumni meetings. Alumni request this service because too much liability with individual student drivers.	\$(2,100.00)	\$2,100.00	\$2,100.00	\$2,100.00		
Car / Van Rental (Undergraduate Special Fees/Annual)							
7740	5 nights x \$12 people x \$21 per person = \$1008.00	\$(1,260.00)	\$1,260.00	\$1,260.00	\$1,260.00		
Accommodations (Undergraduate Special Fees/Annual)							
General Overhead Expenses		\$(2,020.00)	\$2,020.00	\$740.00	\$740.00		
operating expenses							
Location:	Contact:				Attendance:	(total)	
Url:	Lisa Kerner lckerner@stanford.edu					UG:	Staff:
						Grad:	Other:
		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	\$250.00	\$250.00		
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	\$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	\$50.00		
Postage/Courier (Undergraduate Special Fees/Annual)							
7140	Roughly 2,000 copied pages per year in handouts and informational packets for: 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	\$(200.00)	\$200.00	\$150.00	\$150.00		
Copies (Not Marketing) (Undergraduate Special Fees/Annual)							
7180	\$240 Subscription to Hollywood Reporter, \$260 subscription to Variety, both periodicals with industry job searching and information.	\$(500.00)	\$500.00	\$0.00	\$0.00		
Educational Literature (Undergraduate Special Fees/Annual)							
7200	\$40/quarter for facebook and linkedin advertising. The cost of copies is very high and the volume is needed to raise awareness of events	\$(620.00)	\$620.00	\$240.00	\$240.00		
General Marketing Expenses (Undergraduate Special Fees/Annual)							
Speaker Series		\$(1,500.00)	\$1,500.00	\$1,200.00	\$1,200.00		
Our visiting speakers will give presentations and workshops relevant to their niche in the entertainment industry.							
Location:	Contact:				Attendance:		
Url:							
		Budgeted	Requested	Recommend	Approved	Petitioned	Elected
6310	\$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	\$1,200.00	\$1,200.00		
Honoraria Fees (Undergraduate Special Fees/Annual)							
APPLICATION TOTALS		\$(10,480.00)	\$10,480.00	\$7,580.00	\$7,580.00		

ACCOUNT BALANCES

Account		Balance
2-8006-1-0-2800	STANFORD STUDENTS IN ENTERTAINMENT	\$194.56
2-8006-1-0-2830	SSIE STANFORD FUND	\$235.00
2-8006-2-5-6310	SSE SPEC FEE HONORARIA FEES	\$6,395.25
2-8006-2-5-6560	SSE SPEC FEE EVENT FOOD	\$1,200.12
2-8006-2-5-7100	SSE SPEC FEE GENERAL OFFICE EXPENSES	\$50.00
2-8006-2-5-7130	SSE SPEC FEE POSTAGE/COURIER	\$50.00
2-8006-2-5-7140	SSE SPEC FEE COPIES (NOT MKTG)	\$200.00
2-8006-2-5-7180	SSE SPEC FEE EDUCATIONAL LITERATURE	\$500.00
2-8006-2-5-7200	SSE SPEC FEE GNERAL MARKETING EXPENSES	\$80.00
2-8006-2-5-7710	SSE SPEC FEE TRAVEL FARES	\$600.00
2-8006-2-5-7730	SSE SPEC FEE CAR/VAN RENTAL	\$0.00
2-8006-2-5-7740	SSE SPEC FEE ACCOMODATIONS	\$0.00