

Status:

Financial Officer: Alice Nam

APPLICATION SUMMARY

| Application Summary | Budgeted | Requested | Recommended | Approved | Petitioned | Elected |
|--|----------------------|--------------------|-------------|----------|------------|---------|
| APPLICATION TOTALS | \$(26,174.00) | \$12,500.00 | | | | |
| Undergraduate Special Fees | | \$12,500.00 | | | | |
| 7140 - Copies (Not Marketing) | \$(29,853.39) | \$12,500.00 | | | | |
| [All Expense Total] | \$(30,148.39) | | | | | |
| [Revenue GL]1000 - Fund Raising | \$2,374.39 | | | | | |
| [Revenue GL]1000 - Product / Service Sales | \$1,600.00 | | | | | |
| [All Revenue Total] | \$3,974.39 | | | | | |

QUESTIONS & ANSWERS

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

In 2008 – 2009, we applied for Special Fees and did not receive 3/5th approval from the Undergraduate Senate. The leadership of the organization was not as defined at that time, and the decision to apply for Special Fees stemmed from a misunderstanding of how ASSU funding worked. Since then, The Claw staff has resisted applying for Special Fees unless we felt that we merited the extra funding from students.

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

N/A

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

Quite simply, we provide students with the opportunity to both read and be featured in The Claw Magazine, either online or in print.

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

Our only line item request is our printing cost. The cost of the issues is unusually high because we use very bright, lightweight paper to achieve the look of a professional magazine and render the student artwork we print in high quality.

What is the average attendance at your events?

To answer this question in terms of readership: Each quarter, we print 1,500 copies of our print issue and distribute in dorms, Old Union, and student lounges (such as the Women's Center, etc). Although it is difficult to estimate how many of these issues are actually picked up and read, our website (which features daily content) draws 1,000+ visitors (850+ uniques) and 2,200+ page views each week.

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

We are constantly looking for ways to expand our presence on campus. Some strategies we've used in the past are (1) distributing as broadly as possible across dorms and public spaces; (2) spamming e-mail lists, announcing the release of a new issue; and (3) making use of social media to direct traffic to the website. Over the next few weeks, we will be selling posters of artwork in the magazine to further promote the organization.

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

(1) \$1,773.46 (2) 0 (3) N/A (4) None for 2011-2012 except for income generated by Google AdSense on our website and subscription fees to non-Stanford students (i.e. parents of writers)

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

As a publication, we do not host any events per se. However, our office hours are open to the Stanford community, and we edit articles face-to-face rather than the standard submission model used by most publications. This quarter, we've piloted a "Freshman Fellows" system to provide additional support for talented underclassmen who want to learn magazine-style journalism.

Why are you requesting Special Fees?

Until now, The Claw has gotten by with Pub Board and TSF funding. Three considerations convinced us to make the move to Special Fees. (1) Funding from TSF has prevented us at times from publishing critical reportage of donors, and we would like to operate with more independence in the future; (2) we would like to increase the number of pages we print in color, since we publish a great deal of student artwork; and (3) we would like to increase the number of issues we print to 2,000, since we often find ourselves running out of issues.

BUDGET DETAIL

| | | Budgeted | Requested | Recommend | Approved | Petitioned | Elected |
|--|--|----------------------|--------------------|------------------|--------------------|-------------------|----------------|
| Printing | | \$(16,374.39) | \$12,500.00 | | | | |
| MyGroups2 required all Special Fee requests to be linked to an event | | | | | | | |
| Location: | Contact: | | | | Attendance: | 0(total) | |
| Url: | | | | | | UG: 0 | Staff: 0 |
| | | | | | | Grad: 0 | Other: 0 |
| | | Budgeted | Requested | Recommend | Approved | Petitioned | Elected |
| 7140 | <i>2,000 issues once per quarter @ 5458.13; will</i> | <i>\$(16,374.39)</i> | <i>\$12,500.00</i> | | | | |
| Copies (Not Marketing) | <i>make-up difference between special fees and</i> | | | | | | |
| (Undergraduate Special | <i>budget through funding from academic</i> | | | | | | |
| Fees/Annual) | <i>departments and subscription sales</i> | | | | | | |
| APPLICATION TOTALS | | \$(16,374.39) | \$12,500.00 | | | | |

ACCOUNT BALANCES

| Account | | Balance |
|-----------------|--------------------------------|----------------|
| 2-8639-1-0-2800 | THE CLAW | \$0.00 |
| 2-8639-1-0-2830 | THE CLAW STANFORD FUND | \$1,773.46 |
| 2-8639-3-5-7090 | CLAW PUB BD ANN PRIOR YEAR EXP | \$0.00 |