

SAF Annual Proposal Form

Question 1. * (Indicates a required field)

Proposing Group

(i.e. Career Services, Sustainability Club, Campus Events Board, etc.)

Student Media

Question 2. *

Department/Organization

(i.e. Recreation and Wellness, First Year Pre-Major Programs, Student Engagement and Activities, School of Business, etc.)

Student Engagement and Activities

Question 3. *

Contact Person

This person will be the sole point of contact for any questions or additional information requests from the SAF Committee regarding your proposal.

Namoka Trice (UWave Radio General Manager, UWB Student)

Question 4. *

Contact Email

This person will be the sole point of contact for any questions or additional information requests from the SAF Committee regarding your proposal.

Please include a regularly checked email as the SAF Committee contacts groups primarily through email.

moka@uw.edu

Question 5. *

Contact Phone

Please include the phone number of the contact person. This person will be the sole point of contact for any questions or additional information requests from the SAF Committee regarding your proposal.

(206) 403-3028

Question 6. *

Faculty/Staff Member

Please discuss your request with a staff or faculty member (i.e. Student Affairs Staff or faculty adviser) before submitting your request and include the name and title (i.e. John Smith, Club Adviser) of that individual. **IMPORTANT: This person will also be listed as the budget owner.**

Amaranth Borsuk, IAS, faculty mentor to Clamor
Kristin Gustafson, IAS, faculty mentor to Husky Herald
Amoshaun Toft, IAS, faculty mentor to UWave
Valery Richardson, Associate Dean of Student Affairs

Question 7. *

Faculty/Staff Member Email

Please provide the email of the faculty or staff member you discussed your request with. **Please ensure the faculty or staff member understands they will be the budget owner and responsible for managing a SAF allocation.**

valeryr@uw.edu

Question 8. *

Executive Summary of Your Proposal

Please provide a concise overview of the program, activity, or service for which you seek funding. How does your proposal support the 21C initiatives?

Please reference the University of Washington Bothell's 21st Century Initiatives at the following website and, if and where appropriate, please refer to the applicable initiatives:

<http://www.uwb.edu/21stcentury>

UW Bothell is the home to several high-impact student-led media initiatives that give students the opportunity to both gain professional media production experience and give back to the Bothell community. These media initiatives include *Clamor*, UWB's student-run literary and arts journal, *Husky Herald*, the student-generated news publication, and *UWAVE Radio*, our campus's student-produced radio station, with new publications and media productions growing annually.

In order to support these initiatives and others that are sure to follow, we have formed a Student Media Advisory Board consisting of advanced students involved in media production and faculty and staff from across the disciplines who can offer additional perspectives on these student projects and how we can deepen their impact. Under the advice of these mentors, we are applying to SAF to hire an **Assistant Director for Student Media** to support student-led media projects. This position would be supervised by the Director of Student Engagement and Activities and the Associate Dean of Student Affairs.

While the membership of each club shifts over time as students graduate from UWB, and while faculty mentors may change due to sabbatical and other leaves, the needs of these clubs remain the same. **The Assistant Director for Student Media** will be instrumental in providing continuity and institutional memory, as well as in ensuring the continued success of these wonderful and professional-grade student media initiatives. By taking on the administrative tasks these clubs require--like applying for SAF funding annually, working with Club Council to promote and publicize their work, and understanding copyright and fair use regulations, the **Assistant Director of Student Media** will empower students to better understand and take part in the administration of their clubs and create richer opportunities for collaboration across student media.

This proposal directly contributes to a number of UWB's 21st-century campus initiatives including:

- **Supporting the new undergraduate majors and minors in high-demand areas of Visual, Literary and Performing Arts (VLPA)** by supporting students across the disciplines who are involved in media production.
- **Providing enhanced advising and career services for undergraduate students** who are involved in student media and who may wish to pursue media production after college.
- **Addressing student-life issues via social and recreational opportunities** by building a community around the arts, media, and world issues on campus.
- **Broadening impact by reaching out to diverse regional, statewide, and global communities** by raising the campus's public profile through a well-publicized literary journal; a newspaper that brings local, national, and world news to our students; and a radio station that can be heard across the region and on the internet.
- **Building our reputation by demonstrating our distinctiveness and telling our story** through high-impact, public facing student publications.
- **Supporting collaborative, interdisciplinary, and cross-program initiatives** that get students from across the disciplines to work together and engage with the community in these highly collaborative media projects.
- **Promoting innovative teaching methods that foster student/faculty interactions** through these high-contact projects in which students have agency over the outcome and build close connections to the faculty who mentor them--something students cite frequently as an important benefit of working on *Clamor*, *Husky Herald*, and *UWave Radio*. These faculty serve as mentors, friends, and professional references after they graduate.

Question 9. *

Need for this Program/Service

In 200 words or less, please do the following:

- Describe the need for this program or service. Explicitly describe how does this program directly and indirectly benefit our community campus?
- If possible, include any data that might support your proposal (i.e. surveys indicating a need for your initiative).
- If you have tracked the success of this program or service in the past, please provide that information here.

Student media provide UW Bothell students with opportunities to build dialog across difference through news, analysis, and creative expression as well as hands-on experience. However, these student projects have suffered from minimal institutional support and challenges designing and implementing long-range planning due to the transient nature of student involvement and the steep learning curve related to policies and procedures.

While students are driven to create these high-impact projects, and faculty mentors help facilitate their success, they face the challenge of:

- changing staff/student leadership annually
- annual budget requests
- publicizing their endeavors to reach as many students as possible
- free speech / liability / Copyright concerns
- producing media regularly and on time while learning the fundamentals of these crafts

Funding a staff position to support student publications would free up students to do the hard/passionate work of producing a suite of student media projects that can truly flourish at UW Bothell.

NOTE: If the UWave radio station remains digital, these advising needs can be met by the re-alignment proposed in the Student Engagement and Activities SAF proposal. This assistant director level position will be required, however, if UWave converts to FM radio.

Question 10. *

New Request or Previously Funded

Has this request been funded in the past? If yes, please indicate what part of the proposal was previously funded by SAF and what is a request for new allocations.

A similar proposal was funded last year at 30%. The SAF committee was moved by strong student leadership in applying for and acquiring an FM License from the FCC to broadcast at 104.9, and understood that the staff position was not only a necessary component of adequate support for student media across campus, but that the position was necessary if the Chancellor were to approve construction of the station at the UW Bothell campus. UWave Radio sacrificed student staff funding to pay for this 30%. Despite a commitment to moving the project forward, Student Affairs was unable to secure matching funding for the position for the current year due to the budget crisis and hiring freeze in Summer and Fall 2016. We are currently seeking approval from the SAF committee to spend the funds to hire a temporary employee with reduced responsibilities at 60% through the rest of the budget cycle. This temporary hire will be housed in the Student Success Center or

Interdisciplinary Arts and Sciences as a stop-gap measure until Student Affairs is sufficiently staffed to oversee the position starting in July 2017 (supervised by the Director of Student Engagement and Activities and the Associate Dean of Student Affairs).

We hope this SAF cycle to have the position fully funded and housed in Student Affairs in order to support not just UWave, but all student media projects.

NOTE: This proposal is based on the assumption that the campus leadership/Regents will approve the current proposal to support an FM station (v. digital) for UWave radio. If the FM station is approved, it will require more complex regulatory and management oversight. As such, 50% of this FTE's time will be dedicated to radio with the remaining 50% distributed amongst the other media organizations, their administrative needs, and the development of their student leaders. If leadership **does not** approve the FM station, then the duties of this position can be performed at the Program Manager level, in concert with other student activities related duties, as described in the Student Engagement and Activities 2017-18 SAF request.

Question 11. *

Estimate number of students that will benefit from your proposed program/service.

In 200 words or less, please do the following:

- Indicate the benefits of your proposed program for students.
- Estimate how many currently enrolled students will likely benefit from your proposed service or program.
- Estimate the number of any other individuals (and indicate their affiliation) that might benefit from this service or program.

In keeping with the 21st-century initiative, the campus as a whole will benefit from the thriving arts community the **Assistant Director of Student Media** will facilitate by ensuring student media are produced at a high caliber and with broad reach. By improving their efficacy, the Assistant Director will raise awareness in the greater Seattle area and beyond of the excellent work being done by our students.

In addition, the readers of *Clamor* (950 print copies in 2016 and 2000 website visitors/year) and the *Husky Herald* (600 copies of each printed issue, as well as social media presence of 613 Facebook followers and 34 Twitter followers), and the listeners of *UWAVE* Radio (hundreds online, expanding to 300,000 when the FM signal comes online), will benefit from the improved support. Our approximately 125 annual student contributors will benefit from improved communication and greater visibility of their poems, artwork, music, news articles, public service announcements, and radio shows. And the 40–50 students each year who lead these initiatives through membership in clubs and enrollment in supporting classes will benefit from direct advising from the **Assistant Director**, who will provide training and mentoring focused on problem-solving, budget management, team dynamics, strategic planning, and inclusive work environments.

For a detailed breakdown of the individual student publications, see Q13.

Question 12. *

How do you plan to assess the program or service?

How do you plan to track the effects of this program or service?

For example, how would you track how the event/program/service went? How would you track how successful it was and what you could change in the future?

The student media advisory board and the assistant director will work with the student leaders involved in each media group to identify learning outcomes that are a) common for all student leaders involved in media and b) specific to each media organization. These learning outcomes will be tied to the Undergraduate Learning Goals and the Student Affairs Core Values, and assessed through pre- and post surveys of student leaders involved in the media initiatives. This survey can also include questions related to the quality and effectiveness of the logistical support, administrative support, and training support students are receiving from their advisor(s).

In addition, each student media organization will work to assess their relationship to their audience and the breadth of their reach, with the goal of increasing student awareness and access to the multiple student media outlets.

Question 13.

Additional Information

If needed, please include any other information you feel is relevant to your request. (There is no character limit on this field.)

Because the impact of this position is so broad, we wanted to provide a thorough breakdown of who it will reach.

Clamor's editorial board consists of 10–15 students each year who gain invaluable professional experience in soliciting, selecting, editing, and publishing the best artistic work being done on our campus. Those students will benefit directly from this position, as will our numerous submitters (approximately 275 per year), who will see improved communication; the artists we publish (approximately 50 per year), who will experience greater visibility of their work; and our numerous readers (we distributed 950 copies of the journal this year at campus events, in the library and Writing and Communication Center, and in class visits where student editors talk directly to their peers about the journal). Thousands of additional readers visit *Clamor's* website each year (averaging 2000 visitors/year for the last two years), extending the reach of the journal and our students' work into the broader art world--an essential aspect of professional development for those hoping to pursue writing and the arts beyond college.

Husky Herald is run by a group of about 10 students per quarter who gain experience in researching, interviewing, editing, layout, print and social media publication, and representing the UW Bothell

community through informative and evocative stories. In addition to the *Husky Herald* students that will benefit from this position, there are students in “Intro to Journalism” and “Community Media Practice” courses who are often asked to contribute work (approximately 25 per quarter). There are also students and faculty who read our print issues (about 600 print copies of every print issue). *Husky Herald* regularly collaborates with other club organizations such as *Clamor* and *UWave*. It serves as a platform for promoting club and school events. *Husky Herald* has a strong social media presence, with 613 Facebook followers, and 34 Twitter followers. A *Husky Herald* website is in construction, which would allow a greater volume of stories to be published and further extend the scope of our publication.

UWave Radio is run by a robust student leadership team, a number of committed radio programmers (DJs), and a wide ranging listening audience. The leadership team is typically around 10–15 people, last year we had more than 50 programmers on our internet-only station, and we estimate our cumulative listening audience in the hundreds. The FM signal will cover the Kenmore, Bothell, Woodinville and Canyon Park communities, with an estimated 200,000-300,000 residential listeners. *UWave* has a large social media following which includes over 30 Instagram followers, 200 twitter followers, and more than 570 Facebook followers. *UWave Radio* also hosts numerous outdoor events each year (playing music at events hosted by other groups on campus, and hosting our own events in the courtyard). *UWave* gained more than 540 supporters on our petition to go FM in Spring 2015. In addition to this, *UWave* collaborates with members of other student organizations such as *Husky Herald*, *Clamor*, S.E.N.S.E, Resident Hall Association, Club Council, and other student-run groups who benefit from the exposure that we can provide for promotion of their activities and events. A campus radio station is an outlet for all students. With an FM station broadcasting to the Bothell community and beyond, listeners outside UWB are also able to take part in *UWave*’s unique mission to represent the voice of the student body and its community. In its almost five-year history *UWave Radio* has had several graduating alumni employed in the radio industry, and we maintain close connections with our alums and other area community radio workers.

Student impact is particularly compelling when looking at the value of student media. What follows is one testimonial from a student leader in *UWave* and *Clamor*, that demonstrates the compelling value that student participants experience across all student media.

“UWave Radio is an incredibly valuable asset to UWB, it's student's and the surrounding community. Due to the nature of the organization having multiple facets for participation you can find yourself working on a variety of projects from promotions to business, tech and programming. UWave teaches students that there is so much more to radio than just being on the air. The moving pieces that happen within the organization are done entirely by students with support from a faculty advisor and some monetary support from UWB. The skills that you can learn in UWave are transferable to jobs of all types, not just ones with in media or radio. When working at UWave Radio you have the opportunity to find your passion through many different avenues. Aside from the skills I was able to learn while working in and with the various departments at UWave Radio, I felt a true sense of community and like I was a part of something by being involved in UWave. I started to realize how important the idea of community is and how we have the tools to help build up the community, to help create the community and teach the community while being deeply entrenched in the issues and concerns that surround our community.” (Gracelynn Scott, former *UWave Radio* Station Manager and *Clamor* Editorial Board member, current Member Relations

Coordinator with KNKX public radio)

Question 14.

Salary/Wages

Describe the funds you are requesting in detail below. Benefits will be calculated on the spreadsheet accordingly. Please detail the number of positions, hours per week/salary, salary, etc. If there are differences or distinctions in positions, please explain. Please show your math; for example: (1 student working X# hours per week at \$X per hour for X weeks).

Assistant Director Salary - \$58,000 (+ 32.4% in benefits)

Question 15.

Programming/Events

Describe the funds you are requesting in detail below.

Please put total dollar amount of programming/events in the bottom of this box. Please include in this box costs relating to security, honorarium, hospitality, and contracted costs, etc. Please put total dollar amount of programming/events in the bottom of this box and on the spreadsheet.

Question 16.

Facilities Rentals/Set-Ups

Describe the funds you are requesting in detail below.

If you require facilities rentals/set-ups, please indicate it here. Take into account custodial fees and clean up. If you need assistance with estimated costs, please speak to a staff/faculty member. Please put total dollar amount of facilities in the bottom of this box and on the spreadsheet.

Question 17.

Printing & Photocopying

Describe the funds you are requesting in detail below.

Please put total dollar amount of printing/photocopying in the bottom of this box and on the spreadsheet.

Question 18.

Office Supplies

Describe the funds you are requesting in detail below.

Please put total dollar amount of office supplies in the bottom of this box and on the spreadsheet.

Question 19.

Food/Refreshments

Describe the funds you are requesting in detail.

Please review the food policy/food form for the University policies before submitting your request at the following link:

<http://www.uwb.edu/getattachment/food/food-approval-form-and-cover-1.pdf>

Please put total dollar amount of food refreshments in the bottom of this box and on the spreadsheet.

Question 20.

Equipment Rentals/Purchase

Describe the funds you are requesting in detail below. Include information on the purpose/need for this equipment as it relates to your program or service.

Please put the total dollar amount of equipment rentals/purchase in the bottom of this box and on the spreadsheet.

Question 21.

Transportation

Describe the funds you are requesting in detail below (indicate in state/out of state, as well as type of transportation). Please note that flight bookings are done through the University. Please provide justification for out of state travel. Please put total dollar amount of transportation in the bottom of this box and on the spreadsheet.

Question 22.

Meals and Lodging for Travel

Describe the funds you are requesting in detail below. Please insure that you are in compliance with applicable per diem rates for meals. The rates are available at them following link: <http://www.gsa.gov/portal/category/21287>

Please note that hotel bookings are typically done through the University.

Please put the total dollar amount of meals and lodging in the bottom of this box and on the spreadsheet.

Included in Professional Development request.

Question 23.

Operations

Describe the funds you are requesting in detail below.

Please put the total dollar amount of telecommunications, business cards, computer purchases, equipment, new hire packages, etc. in the bottom of this box and on the spreadsheet.

Phone lines should be calculated at \$10 per line per month.

<https://itconnect.uw.edu/service/campus-telephone-services/>

New hire package (computer, business cards, etc.) - \$2,500

Question 24.

Other

Please include any other expenses that don't fall under any of the above categories in detail. Please distinguish between "training" and "professional development" dollars here. Please put the total dollar amount of other in the bottom of this box and on the spreadsheet.

Professional development funding for the Assistant Director for Student Media - \$1,500

Question 25. *

Total Amount Requested

Please list your total amount requested, please make sure all line items are on the spreadsheet. Enter the total from the spreadsheet here. These numbers should match line item for line item.

\$80,792

Question 26. *

Terms and Conditions

By submitting this application, you are agreeing to the terms and conditions below:

- I have read and agree with the terms and conditions of the SAF Bylaws: <http://www.uwb.edu/studentaffairs/safc/safbylaws>
- I understand that once submitted, adjustments cannot be made to the total amount requested above.
- I understand that hearings will be held between 8:00am and 11:00am, tentatively scheduled for Friday, February 3, 2017 and Friday, February 10, 2017. Someone from my group will be available to attend a brief hearing scheduled during that time frame.