TO: Services and Activities Fee Committee  
FROM: Eagle Entertainment  
DATE: February 15, 2011  
SUBJECT: Budget Meeting and Questionnaire

The following questions should be submitted to the Services and Activities Fee Committee 48 hours prior to your budget meeting. EMAIL them to asewufinancevp@ewu.edu or deliver them in hard copy to the Dean of Students Office in PUB 320. 

These questions provide the basic information for the Committee to evaluate the request. All questions should be answered to the best of your ability and as completely as possible. Please answer each question individually. Programs may also submit an additional narrative outlining their proposal as well as any materials which will assist the Committee in its deliberations.

**Budget Questions**

1. Please provide an explanation of how the program plans to spend the budget in each line item of the SAF Allocation Budget Request Form, including an explanation of increases or decreases from the previous year’s request. Items that are vague, such as “contact services” should be clearly explained.

   **Salaries:** This provides the salary and benefits for the student coordinators for Eagle Entertainment. The past fiscal year we reduced the staffing by two coordinators. The increase requested is to provide more summer hours for our coordinators in an effort to pre-plan for the 2011-2012 academic year.

   **Personal Contracts:** The increase in this line item is to build upon our pilot project this past year of a winter coffee house series. We would like to offer more noon time concerts throughout the 2011-2012 academic year. Additionally, we are requesting additional resources for Homecoming to bring a performer. The types of things that we spend money on for personal contract:
• Concerts: Music performances
• Comedy: Typically we have one comedy show a quarter
• Lecturers: Try to bring at least two lecturers a year
• Homecoming Week: Kick-Off Event, team challenges, etc.
• Drag Show
• Fall, Winter, and Spring event focus on students with families and the community
• Multi-cultural events such as Cultural Explosion
• Family Weekend featuring Club Vegas
• Spring Fling
• WYSIWYG- variety of entertainment events provided bi-monthly on Thursday evenings

Travel
• For Eagle Entertainment coordinators to attend the regional NACA conference. This allows up to book performers at a discounted rate.
• Membership to NACA
• Professional development travel and memberships to national organizations for professional staff.
• Eagle Entertainment staff development retreat(s).

Supplies
• Slight increase in the request of office supplies. We miscalculated last year in our request for marketing/promo supplies. Typical things that we use out of this line items are: paper, printing cost, MARS lab, homecoming and family weekend promotions, computer or software upgrades, office phones, and printer cartridges. The office supplies also support Sound Productions.

2. **How many students utilize the services and activities provided by your program?**
   Describe how statistics are obtained and provide demographics on graduate, undergraduate, male, female or other categories you believe important and relevant to your unit.

Last year we had over 10,000 students attend our events. We currently hand count attendance at specific events that we put on. It is also hard to calculate the number of attendees at numerous outdoor events because students come and go. We have been in the process of implementing a scan card ready system that would allow us to obtain demographic information.

3. **Does your program provide employment opportunities for students? Please explain the nature of student employment within your unit, including total FTE and number of students employed.**

We currently have seven student employees for Eagle Entertainment. These student employees have specialized areas of focus in providing a wide variety of entertainment options for the campus community.
4. How do you gauge the effectiveness of the services and activities you provide to students? Is student input collected and used in this process? If your unit has an advisory committee, in what capacity is it involved in your budgeting process?

This is one of the action items we identified in the CAS assessment. We informally get feedback by asking attendees at our events and completing a self evaluation at the conclusion of an event.

5. How do you ensure that student fees do not subsidize non-student uses? If previous requests have included statistical analysis on this point, please provide similar analysis using this year’s demographics.

Our events are free to students and the marketing efforts will continue to be student focused. If we charge for an event (which is rare), we make sure there is a student discount. For example, for the MMA event last year, we had free tickets for the first 800 students and then provided a discounted rate compared to the community at large fee.

6. Have alternative (non-S&A Fee) funding sources been pursued to the fullest possible extent? If yes, please elaborate. To what extent does your unit rely on earned income? How much of that revenue is obtained directly from students?

We maximize getting small donations for giveaways for a variety of our events.

7. Are there any long-term obligations associated with this funding request? No

8. Was your 2010-2011 S&A Fee allotment increased, decreased or unchanged from the 2009-10 budget? What was the overall impact on your organization and its ability to serve students? How closely did your actual expenditures align with the budget presented to last year’s Committee?

Our budget decreased from the 2009-10. We were able to make adjustments to continue to meet students’ needs because of the carry forward funds, combining of the dialogues budget to Eagle Entertainment, new requests we made to ASEWU, and not doing a large concert. We will not have carry forward funds available to help offset this decrease in the future.

9. What is the impact to service to students if your request is not funded or lowered?

We provide positive experiences for students that directly impacts student satisfaction of their collegiate experience. Our services provide alternatives to high-risk behaviors, educational and leadership development, and guidance to sororities, fraternities, clubs and organizations on risk management practices. Lowering or not funding this request would greatly impact our ability to provide for students a positive and developmental learning experience outside of the classroom. Additionally it would impact the student retention efforts of the university.
10. What are three new initiatives for future years?

1.) Coffee House Series. Build upon our pilot project from this past Winter.
2.) Provide a performer for the homecoming week activities.
3.) Build upon our successful programs and move them to different venues. Examples include moving the Drag Show and MMA to Reese Court.

11. Will you be purchasing T-Shirts and Clothing?
We will be purchasing T-shirts/clothing for marketing our events and office.