



Student Fee Review Board Application Checklist

Cover Sheet

Executive Summary

Application Questions

Budget Form A

Budget Form B (**one-time requests**)

Budget Form C (**non-SFRB funding**)

Please submit an electronic version of this application via email to SFRB@unm.edu and 13 hard copies of this application to the **GPSA Office**, Student Union Building suite 1021.

**Student Fee Review Board
Funding Application for Fiscal Year
2020-2021**

Student Publications

Name of Unit

Daven Quelle

Business Manager

Dean/Director

Title

MSC03 2230; Marron Hall, Room 107

Campus Address

277-5656

Campus Phone

daven@unm.edu

E-mail Address

\$ 75,000

Total Amount Requested

daven.quelle@dailylobo.com

Alternate Email Address

One-Time Funding **Recurring** **Requesting Increase**

CERTIFICATION

I certify that the statements herein are true and complete to the best of my knowledge and accept the obligation to comply with the terms and conditions of the Student Fee Review Board. I understand that the SFRB is a **recommendation** body and that its funding allocations are subject to revision by the Budget Leadership Team before final approval.

Daven Quelle

Submitted By (Print Name)



Department Head Signature

09/06/19

Date

Please submit an electronic version of this application via email to SFRB@unm.edu and 13 hard copies of this application to the GPSA Office, Student Union Building suite 1021.

DEADLINE September 6, 2019, 5:00 PM.

***Late applications will not be accepted**

Student Publications
SFRB Application 2020-21
Executive Summary

The UNM Department of Student Publications supports students who participate in and learn from the opportunities offered in its publications: *Daily Lobo*, *Conceptions Southwest* and *Best Student Essays*. Each publication is created entirely by students with the target audience of the University of New Mexico students, faculty, staff and community.

The *Daily Lobo* is the University of New Mexico's only recognized student newspaper. The *Daily Lobo* employs 75-90 students each year to produce the newspaper and support its operations. Students are involved in all aspects of producing a newspaper and its operations—delivery, accounting, advertising sales, design, layout, reporting, photography, videography and editing.

The role of the *Daily Lobo* is (1) to provide a learning environment where students can develop skills in all aspects of newspaper operations including journalism and advertising; (2) to give students, faculty, staff, departments and student organizations access to the university community via letters to the editor, calendar events and both free and paid advertising; (3) to provide news, information, entertainment and forums for the dissemination of ideas to readers in the university community. All editorial policy is determined by the editor-in-chief, who is a student. Content is published at the discretion of *Daily Lobo* editors, without prior review or consideration by staff or administration. The role of journalism is essential to a representative government—democracy depends on informed citizens. It is more critical than ever that young journalists acquire the working skills necessary to enter the job market and contribute to journalism and democracy.

The majority of revenue for Student Publications has been self-generated through advertising sales in *Daily Lobo* newspaper, website and products. The *Daily Lobo* continues to experience the challenges that newspapers are facing nationwide—dramatic increases in availability of digital new sources and a plethora of social media outlets has created declines in print advertising sales without the ability to monetize digital and social media to replace the revenue at the same levels. While actual construction of A.R.T. along Central Avenue is complete, buses are still not running and traffic has not returned to previous levels. Businesses that were once the core of *Daily Lobo* advertising have not recovered from the disruption. Reductions in budgets to the University have dramatically decreased advertising budgets for campus departments. While the *Daily Lobo* will continue to seek and develop new revenue streams, the availability of advertising funds from local businesses and campus departments continues to diminish.

Student Publications does receive a percentage of student fees collected by ASUNM from undergraduate students, as per the ASUNM constitution (Article VI, Section 3, B2). The exact amount of the allocation is determined by current undergraduate enrollment. The Student Publication Board allocates \$12,800 of this money to its two magazines, *Conceptions Southwest* and *Best Student Essays*; each receiving \$6,400. The income for these magazines is spent on editor stipends and printing costs.

To continue providing students with opportunities to gain real-world experience, and providing the community with coverage of events taking place within the campus, the *Daily Lobo* needs support from the University. For FY19 and again in for FY20 the *Daily Lobo* asked for recurring funding of \$75,000 to ensure that student jobs were funded and not dependent on the vagaries of advertising revenue. SFRB granted a one-time funding of \$25,000 for FY19 and one-time funding of \$15,000 for FY20. For FY21 the *Daily Lobo* renews its application for recurring funding of \$75,000 for funding of student salaries.

Student Publications
SFRB Application 2020-21
Application Questions

1. Describe the history and mission of your unit, and how its services support the mission of the University.

The UNM Department of Student Publications supports students who participate in and learn from the opportunities offered in its publications: *Daily Lobo*, *Conceptions Southwest* and *Best Student Essays*. Each publication is created entirely by students with the target audience of the University of New Mexico students, faculty, staff and community. Student Publications contracts with commercial printers for each publication. Each publication is distributed to the university community free of charge.

Mission: The UNM Department of Student Publications supports students who participate in and learn from the opportunities offered in its publications. The department provides an environment and the professional resources to ensure an optimal learning experience as an adjunct to formal classroom instruction. The primary objective is to build a broad base of student writers, editors, photographers, designers and advertising professionals for the future.

The *Daily Lobo* is the University of New Mexico's only recognized student newspaper. The *Daily Lobo* employs 75-90 students each year to produce the newspaper and support its operations. Students are involved in all aspects of producing a newspaper and its operations—delivery, accounting, advertising sales, design, layout, reporting, photography, videography and editing.

The role of the *Daily Lobo* is (1) to provide news, information, entertainment and forums for the dissemination of ideas to the university community; (2) to provide a learning environment where students can develop skills in all aspects of newspaper operations including journalism and advertising. All editorial policy is determined by the editor-in-chief, who is a student. Content is published at the discretion of *Daily Lobo* editors, without prior review or consideration by administration. The role of journalism is essential to a representative government—democracy depends on informed citizens. It is more critical than ever that young journalists acquire the working skills necessary to enter the job market and contribute to journalism and democracy.

The first iteration of the student newspaper was *The Cactus* in 1895. Renamed *The Mirage* in 1898, the newspaper published weekly until 1909 when it became U.N.M Weekly. In 1923, the name was again changed to *New Mexico Lobo*. At that time, *The Mirage* became the name of the yearbook published by Student Publications from 1906-1975. In the 1960s, the *New Mexico Lobo* began publishing the newspaper daily during the fall and spring semesters, and the name was changed 1974 to *Daily Lobo* to reflect the frequency of publications. The *Daily Lobo* introduced its website, dailylobo.com in the 1990s. In 2015, the *Daily Lobo* continued to publish daily on its website, and prints newspapers twice weekly throughout the fall and spring semesters.

Conceptions Southwest (CSW) is a student-produced annual art and literary magazine for the

University of New Mexico. *CSW* has been publishing since 1978. A student editor recruits a volunteer staff of 15-20 students who seek submissions, select pieces for publication, and designs the magazine for print.

In 1989, Student Publications introduced non-fiction magazine for the university community—*Best Student Essays (BSE)*. *BSE* is a student-produced bi-annual non-fiction magazine of essays written by students and nominated by professors. A student editor recruits a volunteer staff of 10-12 students who seek submissions, select pieces for publication, and designs the magazine for print. In 2018, the magazine changed to an annual publication to aid in the submission process achieve a more professional product within the same budget.

a. What services does your unit specialize in that are not offered in a similar form elsewhere within the University?

Daily Lobo, *Conceptions Southwest* and *Best Student Essays* are the only publications of their kind on campus. Each publication is created entirely by students with the target audience of the University of New Mexico students, faculty, staff and community. Each publication provides a unique opportunity to work and/or be published. As the independent voice of UNM, the *Daily Lobo* strives to cover news and events taking place on campus and of interest to students. The *Daily Lobo* provides opportunities for student groups, campus departments, and local businesses to purchase advertising to market their programs and events. Student groups and campus departments are included in the calendar of events curated and published by the *Daily Lobo* in print, online and on our mobile app. Individual students are given free ads in several categories in the classified section of the *Daily Lobo* in print and online. Further, the *Daily Lobo* accepts and publishes letters from individuals within the university community, giving the community even more access to the student newspaper.

b. How does your unit serve the University's commitment to diversity?

Daily Lobo, *Conceptions Southwest* and *Best Student Essays* reflect the various views of the student body. Each editor works to solicit and or cover a balanced array of submissions or coverage.

The more than 100 students who work among our three publications roughly mirror the diversity of UNM's student population demographics, based on a recent data report provided by the Office of Student Affairs, based on banner ids of 126 students who were employed at Student Publications between July 1, 2018 and June 30, 2019. For example, approximately 52% of our students are female, 39% are Hispanic and 23% are first generation students. We employ both undergraduate and graduate students, and students come from a variety of academic programs. Certainly Student Publications, in particular the *Daily Lobo*, attract Journalism and Mass Communication students, but this field of study represents only 17-20% of majors declared by our students—from the same data report referenced above, 40 different majors were declared by our 126 students. Our students come from a varied economic background as well. Approximately 32% our students have received federal Pell Grant awards.

2. Briefly describe each program/project in your unit that is funded specifically by student fees. What are the outcomes, so far, of each program/project? What, if any, changes do you plan to make to these programs/projects?

Student Publications does receive a percentage of student fees collected by ASUNM from undergraduate students, as per the ASUNM constitution (Article VI, Section 3, B2). Funding from student fees is allocated for student salaries. Funding from SFRB is also allocated for student salaries. Funding from student fees and a fully funded SFRB request would fund our student salary budget.

Students are involved in all aspects of producing a newspaper and its operations—delivery, accounting, advertising sales, design, layout, reporting, photography, videography and editing. All of these positions are paid positions. As students increasingly engage with their world through digital and social media, the *Daily Lobo* must evolve to better meet the needs of readers, advertisers and student staff, who are the future of journalism. Producing multimedia content, digital packages, social media engagement and podcasts are necessary in a modern newsroom, and the *Daily Lobo* must offer educational opportunities for student staff in order to provide quality experiential learning. Funding for student salaries for both print and new digital/social platforms allows for the continuation of the educational mission of Student Publications.

3. Does your unit have an SFRB balance forward? If so, please justify this balance forward and describe how you will utilize it.

Student Publications does not have an SFRB balance forward.

4. Describe any increase in SFRB funding you are requesting, and provide justification detailing how raising student fees will improve your unit's impact on the student population. If requesting increases for multiple programs/projects, which program/project is your top priority? If requesting an increase, please state any reserves in your unit's budget and provide justification for not using said reserves for the requested increase.

To continue providing students with opportunities to gain real-world experience, and providing the community with coverage of events taking place within the campus, the *Daily Lobo* needs support from the University. For FY19 and again in for FY20 the *Daily Lobo* asked for recurring funding of \$75,000 to ensure that student jobs were funded and not dependent on the vagaries of advertising revenue. SFRB granted a one-time funding of \$25,000 for FY19 and one-time funding of \$15,000 for FY20. For FY21 the *Daily Lobo* renews its application for recurring funding of \$75,000 for funding of student salaries.

Funding for the *Daily Lobo* is important to ensure that the university's student newspaper is able to continue to provide student learning and access to information for the UNM community in the future. Historically the *Daily Lobo* has been able to adequately cover its expenses with revenue from advertising, with a measure of support from student fees via the ASUNM constitution. Unfortunately, as print revenues decline, digital revenues replace only a fraction of the lost revenue. The *Daily Lobo* has reduced expenses where possible, without cutting student positions and now

must seek support for student salaries to continue. For FY19, student salaries at the *Daily Lobo* were \$119,113. SFRB funding, along with ASUNM fees, would ensure that student salaries are protected at the *Daily Lobo*.

5. What are your unit's current non-SFRB sources of funding (e.g. Instructional & General, state or federal grants, self-generated revenue), and if applicable, what additional funding sources are you seeking this fiscal year?

The majority of revenue for Student Publications is self-generated through advertising sales in *Daily Lobo* newspaper, website and products such as the *Lobo Deals* magazine.

Student Publications also receives 8.5 percent of student fees collected by ASUNM from undergraduate students, as per the ASUNM constitution (Article VI, Section 3, B2). The exact amount of the allocation is determined by current undergraduate enrollment. The Student Publication Board allocates \$12,800 of this money to its two magazines, *Conceptions Southwest* and *Best Student Essays*; each receiving \$6,400. The majority of this income for these magazines is spent on editor stipends printing costs.

The remainder of the student fee allocation is used to fund undergraduate subscriptions by providing for student salaries for the *Daily Lobo*.

a. What increases or decreases from non-SFRB funding sources do you anticipate compared to your budget last year?

The *Daily Lobo* continues to experience the challenges that newspapers are facing nationwide—dramatic increases in availability of digital new sources and a plethora of social media outlets creating declines in print advertising sales. After much discussion and deliberation the Student Publications Board voted to reduce print frequency from five to two days a week for FY16, but to publish content digitally five days a week. With a new print contract with the Santa Fe New Mexican, and dropping the Associated Press subscription, the *Daily Lobo* reduced its overall budget by \$129,000 from FY15. However, print sales continued to decline. The majority of college newspapers in the United States have reduced print frequency in the face of disruptive digital and social media innovation. Competition for reader's attention in the digital realm is fierce, and newspapers are not able to monetize digital products in the way print products can be leveraged. Ad blocking technology on websites has further undermined the industry's ability to monetize digital news outlets.

As it became apparent that the *Daily Lobo* was going to have another year in which expenses exceeded revenue for fiscal year 2016, and there were no longer reserves to cover deficits, the Student Publications Board met to discuss best options moving forward. The Associate Director retired in February, and the Student Publications Board voted to restructure the department, and increase responsibilities of the two remaining professional staff members. With help from Kim Kloeppel in Student Affairs, the restructuring was put in place. At the end of the fiscal year, *Daily Lobo* index 410000 had a deficit balance of \$60,000.

With a restructured professional staff, a tightened budget for expenses, and reduced revenue expectations for advertising sales, Student Publications expected that fiscal year 2017 would have a positive balance toward its deficit. However, advertising sales revenue continues to slide. The economy in the state is still lagging, and businesses who advertise with the *Daily Lobo* have not recovered from the recession. The A.R.T. construction along Central Avenue has devastated the small businesses that were once the core of Daily Lobo advertising. Reductions in budgets to the University have dramatically decreased advertising budgets for campus departments. The *Daily Lobo* once again did not meet projected revenue budgets, and fiscal year 2017 ended with another deficit of \$38,000.

Even with these actions, revenue from print continues to slide dramatically, and digital revenue only replaces a fraction of the revenue. For FY18, Student Publications ended with another deficit, bringing the total deficit to \$161,000. The *Daily Lobo* restructured student positions in the advertising office to better address the falling revenue, and reduced the rate for campus departments and student organizations as a way to generate advertising. For FY19, Student Publications ended with a total deficit of \$247,663.

The *Daily Lobo* reduced revenue expectations again, and has a deficit reduction plan in place with Student Affairs, and is continuing to look for ways to generate more revenue and decrease expenses. For example, wherever possible, pay structures have been revised to allow Student Publications to hire work study students. Kim Kloeppe has identified a job-sharing opportunity for our Unit Administrator that will begin in September of 2019.

b. Please complete Budget Form C for non-SFRB income.

Completed and attached.

6. Describe student participation in your unit, and any plans to improve it, addressing each of the following bullet points.

The vision of Student Publications is to provide student-generated news, advertising and information for the University of New Mexico community while serving as a learning laboratory for the students we serve. To this end, students are an integral part of the department. Student Publications has two professional staff members, and 75-110 students. Students make all content decisions for each of the publications, as well as recruiting, hiring, and training peers to work in various student staff positions. Student Publications is creating an alumni network to provide workshops and mentoring on an ongoing basis as part of the educational environment.

a. How are students involved in the governance/decision-making of your unit?

Below is an excerpt from the Student Publications policy statement which describes the governance of our department:

The UNM Student Publications Board, hereafter known as the Board, is publisher of the student

publications: Conceptions Southwest, Best Student Essays, and the New Mexico Daily Lobo. As such the Board is an advocate for the interests and well-being of the students who comprise the respective staffs and has ultimate responsibility for the financial integrity of the student publications. In addition, the Board has the authority to determine policy, to select the editors, to maintain the editorial freedom of these publications and to assure that these publications serve the students of the University of New Mexico, subject to the statutory and constitutional authority placed in the Board of Regents.

Content is the product of student effort and is controlled by student editors and managers. The student press at the University of New Mexico is free of censorship and advance approval of content. Students alone are responsible for the content, design and character of the publications they produce.

The Student Publications Board shall be composed of the following members:

- 1. One member selected from among the ASUNM Senate by the ASUNM vice president;*
- 2. Two members selected from among the undergraduate students by the ASUNM president;*
- 3. One member selected from among undergraduate students by the UNM student chapter of the Society of Professional Journalists.*
- 4. One person selected from among graduate students by the president of the Graduate and Professional Students Association;*
- 5. Two faculty members appointed by the president of the Faculty Senate;*
- 6. One person selected from among the University staff and administration by the president of the University;*
- 7. One journalist, otherwise unaffiliated with the University, who shall be appointed by the president of the New Mexico Press Association.*

Students make up the majority of the Student Publications Board. The makeup of the Board was carefully designed to reflect various constituencies within the university community.

b. How many students do you employ (including graduate assistants, interns, etc.)?

Student Publications typically employs 75-100 students, primarily at the *Daily Lobo*. For the year July 1, 2018-June 30, 2018, we had 126 students employed. There are another 15-20 students who work with the magazines on a volunteer basis.

7. Describe specific improvements your unit has made in the last fiscal year to the visibility/accessibility of its services, and any plans to further improve visibility/accessibility.

The *Daily Lobo* continues to push its presence on social media. Each reporter is asked to have a Twitter account and be active. The *Daily Lobo* sends a daily email to 1,200 subscribers with the events on campus, as well as having that calendar be available in print, online and on our mobile app. The *Daily Lobo* has created podcasts, which are available on dailylobo.com, as well as on iTunes. The *Daily Lobo* has hired a multimedia editor to start creating videos on the website.

Conceptions Southwest and *Best Student Essays* attend Publications Fairs on campus to recruit staff, and provide exposure for their magazines. Student Publications is creating an alumni network to provide workshops and mentoring on an ongoing basis as part of the educational environment.

8. How does your unit collaborate with other campus units and/or off-campus entities?

Student Publications collaborates with other departments within Student Affairs at regular meetings. The *Daily Lobo* works with departments, student government, student organizations and local businesses for news articles and advertising. The *Daily Lobo* participates in Discover UNM at new student orientation sessions. The *Daily Lobo* presents to Journalism classes, and has occasional worked informally with classes who are producing content and submitting pieces for consideration. There is no formal tie between the Communication and Journalism department and the *Daily Lobo*. *Daily Lobo* editors are regular guests on KUNM.

9. What methods have been used in evaluating your unit's impact on the student population (e.g. surveys, focus groups, interviews), and how effective have those methods been? Please provide any data collected if it pertains to the application.

Online traffic of the Daily Lobo website has increased 20%, over the last year. based on analytics provided by Google. Returns of print publications from distribution points across campus remains 3-5%.

10. If your unit received specific recommendations from last year's SFRB, what are your unit's current plans to address these recommendations?

Student Publications did not receive any recommendations from last year's SFRB, and recommendations on the SFRB website are current only through FY18.

11. Provide any other information or a narrative that will assist the SFRB in making its decision to fund your unit.

Student Publications has been able to maintain the operations of a newspaper and magazines with the model of a percentage of student fees and advertising revenues until very recently. The digital shift in media consumption has changed the business model for newspapers. The pressures of decreased revenue from economic forces, and the necessary shift to digital platforms that are difficult to monetize have created an untenable financial situation for Student Publications and the *Daily Lobo*. As we continue to shift into more digital and social media platforms, the *Daily Lobo* will need to invest in infrastructure to support this change. While we continue to try to innovate, create new revenue streams, and cut expenses, Student Publications is asking for institutional support from SFRB. Further cuts in expenses to mirror declining revenue will result in cuts to content, which would negatively impact the entire university community, and to our students, who gain valuable real-world experience at the *Daily Lobo*. The *Daily Lobo* budgeted \$140,000 for student salaries. Due to unrealized content and work study allocations, the *Daily Lobo*'s actual expense line for student salaries in FY19 was \$119,000. Student Publications and

the *Daily Lobo* ask for funding from SFRB to support student salaries.

SFRB funding should not be used to fill deficits. Student Publications is not asking for funding for this purpose. Rather, Student Publications is asking for support for students at the *Daily Lobo* for the future, with funding adequate to ensure that student salaries are not impacted. With this funding secure, the *Daily Lobo* can continue to provide the information the community relies on, and the training for future journalists, designers and business professionals. The role of journalism is essential to a representative government—democracy depends on informed citizens. It is more critical than ever that young journalists acquire the working skills necessary to enter the job market and contribute to journalism and democracy.

Form A

SFRB Funding Request Form

STUDENT FEE REVIEW BOARD				DEPARTMENT			
FISCAL YEAR 2020-2021				VICE PRESIDENT	INDEX #		
		A	B	C	D	E	F
DESCRIPTION	ORGANIZATION OPERATING BUDGET 2018-2019	TOTAL BUDGET 2019 - 2020	SFRB BUDGET 2019 - 2020	TOTAL BUDGET 2020 - 2021	SFRB BUDGET REQUESTED 2020-2021	SFRB FUNDING INCREASE/DECREASE REQUEST 2020 - 2021	
1 Faculty salaries							-
2 Staff salaries	107,529.00	104,740.00		104,740			
3 SUBTOTAL NON-STUDENT SALARIES (Line 1+2)	\$ 107,529.00	\$ 104,740.00	\$ -	\$ 104,740.00	\$ -	\$ -	
4 Student (student employment & workstudy)	119,113.00	140,465	15,000	140,465	75,000		
5 GA, TA, RA - Pay and Benefits							
6 Fringe Benefits on Staff & Faculty salaries	41,235.93	40,899		40,899			
7 TOTAL COMPENSATION (Lines 3 - 6)	\$ 267,877.93	\$ 286,104.00	\$ 15,000.00	\$ 286,104.00	\$ 75,000.00	\$ 60,000.00	
	GENERAL EXPENSES						-
8 Office Supplies	1,345.73	500		500			
10 Student Travel	443.17	400		400			
11 Telecom	2,565.00	2,550		2,550			
12 Long Distance	40.71	46		46			
13 Voice Mail	900.00	900		900			
14 Computers - internet, software, supplies	2,666.49	2,400		2,400			
15 Copying	944.12	1,000		1,000			
16 Media services	445.00	1,250		1,250			
17 Travel	776.31	750		750			
18 Dues/Memberships	250.00	250		250			
19 Foundation Charge	1,836.78	2,000		2,000			
20 Postage	5,850.83	4,000		4,000			
21 Bad debt expense	-	250		250			
22 Conference/event Fees	300.00	350		350			
23 Promotional	495.00	500		500			
24 Plant Repairs and Maintenance	67.00	250		250			
25 Printing/Binding fees	4,884.05	5,150		5,150			
26 Banking Fees	2,116	2,000		2,000			
27 Other Professional Services	15,516	12,000		12,000			
28 Printing of The Daily Lobo	62,605	60,000		60,000			
29 Media Supplies		300		300			
30 Non Capital equipment		250		250			
							-
32 TOTAL GENERAL EXPENSES (Line 8 - 30)	\$ 104,048.14	\$ 97,096.00	\$ -	\$ 97,096.00	\$ -	\$ -	
34 GRAND TOTAL EXPENSES (Line 7+32)	\$ 371,926.07	\$ 383,200.00	\$ 15,000.00	\$ 383,200.00	\$ 75,000.00	\$ 60,000.00	

Form C

External Funding Sources

This form is used **ONLY** if you have **EXTERNAL FUNDING SOURCES**

DEPARTMENT Student Publications
 VICE PRESIDENT Dr. Eliseo Torres
 INDEX(es) # 410000

STUDENT FEE REVIEW BOARD
 FISCAL YEAR 2020-2021

	FUNDING SOURCE	2019-2020 BUDGET	2020-2021 FORECASTED BUDGET	Funding Increase Request for 2020-2021
1	Student Fee Review Board (SFRB)	15,000	75,000	75,000
2	UNM Instruction & General			-
3	Private Donations			-
4	Fundraising/Foundation/Development			-
5	State Funding			-
6	Federal Funding			-
7	Grants (including federal and private)			-
8	Self-Generated Revenue	304,000	225,000	
9				-
10	If Other(s), please list below:			-
11				-
12	ASUNM allocation	62,000	62,000	-
13				-
14				-
15				-
16				-
17				-
18				-
19				-
20				
21				
22				
23				
24				
25				-
26				-
27				-
28				
29				-
30				-
TOTAL OPERATING INCOME/REVENUE		\$ 381,000.00	\$ 362,000.00	\$ 75,000.00

*The narrative response to question #5 must reflect this information