



## Funding Application for Fiscal Year 2022-2023

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

daven.quelle@dailylobo.com

Alternate Email Address

\$ 65,000

**Total Amount Requested**

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.

Submitted By (Print Name)

*Daven Quelle*

09/10/21

Department Head Signature

Date

Please submit an electronic version of this application via email to [SFRB@unm.edu](mailto:SFRB@unm.edu)

**Student Publications**  
***SFRB Application 2022-23***  
**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 *Limina*, *UNM Nonfiction Review*. 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, 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 critical 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 is self-generated through advertising sales in *Daily Lobo's* 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. The disruption of A.R.T., followed by the pandemic, decimated local the local economy, and as businesses closed and then opened in limited capacities. University departments also faced budget cuts. From March to June of 2019, the *Daily Lobo* ceased publishing, which resulted in no income for those months. The *Daily Lobo* pivoted in April 2019 to produce an email newsletter, and has grown to nearly 17,000 subscribers. Advertising revenue during 2020-21 was less than half of what we budgeted, even with new email newsletter advertising revenue of nearly \$20,000. Student Publications applied for and received HEERF funding to offset revenue losses due to COVID19.

Student Publications receives 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 *Limina*, *UNM Nonfiction Review*; each receiving \$6,400 for 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, FY20 and FY21 Student Publications 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 one-time funding of \$25,000 for FY19; \$15,000 for FY20 and \$13,500 for FY21. For FY22 Student Publications applied for \$85,000 and received \$65,000 of recurring funding. For FY23, we are renewing our applications for recurring funding of \$65,000.

**Student Publications**  
***SFRB Application 2022-23***  
**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 *Limina*, *UNM Nonfiction Review*. 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 75-100 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 UNM 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](http://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. The *Daily Lobo* ceased print publications from March through July of 2020, when campus closed due to the pandemic. In April 2020, the *Daily Lobo* pivoted to an email newsletter, which was published on Mondays, Wednesdays and Fridays. In 2020-21, the *Daily Lobo* printed weekly on Mondays. for

2021-22, the *Daily Lobo* will continue to print weekly on Mondays, and has added a fourth day (Tuesday) of the email newsletter, which now has a subscriber base of nearly 17,000.

*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*. After research and debate, in 2019 the magazine was renamed *Limina, UNM Nonfiction Review*. *Limina* 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 *Limina, UNM Nonfiction Review* 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. UNM 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. All advertising in the *Daily Lobo* and its products are sold by the student advertising staff.

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

*Daily Lobo, Conceptions Southwest* and *Limina, UNM Nonfiction Review* 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 and SFRB request would fund our student salary budget and support advertising sales so that we may continue to train students and provide a service to the community. The *Daily Lobo* will continue to grow its email newsletter both in numbers of subscribers and advertising revenue opportunities within. Tuesday's email newsletter will be entitled *Lobo Perspective* and focus on UNM staff, faculty and students and their unique points of view. The addition of this fourth day will allow for more options to bring in additional advertising revenue.

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.**

Student Publications is not asking for an increase in funding.

**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, email newsletter 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 *Limina, UNM Nonfiction Review*; 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 and advertising sales support for the *Daily Lobo*.

Student Affairs provides \$15,000 of funding to address Student Publications deficit.

**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. From FY16-FY21, Student Publications decreased its budget each year by as much as \$130,000, by altering print frequency, trimming expenses, and reorganizing staff within the department. Every year the revenue slide has outpaced the expense reduction. Unsurprisingly, advertising revenue for FY21 was devastated by closures and classes operating remotely. Fortunately HEERF funding, totaling \$187,601, created a positive balance for the fiscal year, as well addressing our accumulated budget slightly. The outlook for FY22 is positive with support from SFRB, expenses cut, print frequency weekly, and new revenue possibilities.

**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 now has one professional staff member, and 95-125 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?**

Students make all content decisions for each of their respective publications, without prior review from staff, or consideration from administration. Students also recruit, hire, and train peers to work in various student staff positions for each of the publications.

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, 2020-June 30, 2021, we had 102 students employed. Students are involved in all aspects of producing a newspaper and its operations—delivery, accounting, advertising sales, design, layout, reporting, photography, videography and editing. 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* has grown our email newsletter that is sent on Mondays, Wednesdays, and Fridays from 1,300 to nearly 17,000 subscribers. The addition of Tuesday's *Lobo Perspective* will increase visibility of both the newsletter and the UNM community member it features. The *Daily Lobo* continues to push its presence on social media, and the advertising staff has created its own social media channels for promotions. Each reporter is asked to have a Twitter account to engage with their audience, and the multimedia editor posts and reposts in the main *Daily Lobo* social media accounts. Daily Lobo Twitter account has more than 7,000 followers. *Conceptions Southwest* and *Limina* 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 occasionally 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 and KNME.

**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 400% during the pandemic, based on analytics provided by Google. Returns of print publications from distribution points across campus remains 3-5%. The *Daily Lobo* collaborated with a graduate market research class from Anderson in the spring to conduct market research on the ways in which student consume news. The *Daily Lobo* will use information from this research to ensure we are positioned to reach students at UNM.

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

SFRB asked for detailed breakdown of student salaries. FY21 student salary breakdown for the *Daily Lobo* is provided below:

<i>Position/Content</i>	<i>Pay Rate</i>	<i>FY21</i>
Editor in Chief	\$1140/monthly	12 months: \$13,680.00
Managing Editor (podcast)	\$50/weekly	10 weeks: \$500

<i>Position/Content</i>	<i>Pay Rate</i>	<i>FY21</i>
Multimedia Editor	\$100/weekly	47.16 weeks: \$4,716
Data Editor (COVID tracker)	\$50/weekly	20 weeks: \$1,000
Editing by desk editors	\$8/story	385 stories: \$3,080
Photo editing	\$4/photo	242 photos \$968
Copy editing	\$4/piece	393 pieces: \$1,592
Copy editing	\$1/cutline	544 cutlines: \$544
Copy editor	\$10/print night	34 print nights: \$340
Freelance Reporter	\$16/story	133 stories: \$2,128
Beat Reporter	\$18/story	64 stories: \$1,152
Senior Reporter	\$20/story	123 stories: \$2,460
Freelance Photographer	\$12/photo	49 photos: \$588
Staff Photographer	\$15/photo	100 photos: \$1,500
Photo Gallery	\$36/gallery	50 galleries: \$1,800
Cartoonist	\$15/cartoon	151 cartoons: \$2,265
Brief/Review/Column	\$10/piece	88 pieces: \$880
Social video (1 min)	\$35/video	4 videos: \$140
Video (3-5 min)	\$55/video	3 videos: \$165
Mini doc (7+ min)	\$65/video	2 videos: \$130
Live Twitter coverage of event	\$10/event	197 events: \$1,970
Editorial design	\$10.50/hour	359.54 hours: \$3775.13
Delivery	\$30/route	4 routes/34 weeks: \$4,080
Data curation	\$10/hour	146 hours: \$1,460
Classified Interns	\$10.50/hour	46 weeks: \$3,371.87*
Advertising Design	\$10.50/hour	46 weeks: \$1,206.90*
Advertising Manager	\$11/hour	46 weeks: \$11,510.10
Advertising Interns	\$10.50/hour	46 weeks: \$15,110.10*

\* We hire work study as much as possible in these positions

The second recommendation from SFRB was to provide Student Publications UNM deficit reduction plan, which is included at the end of this document.

**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 the university and 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*. For FY21 the *Daily Lobo* budgeted \$103,000 for student salaries. Due to work study allocations and unrealized content, the *Daily Lobo*'s actual expense line for student salaries in FY21 was \$90,863.04. Student Publications has stayed within budget expenses every year, but has not been able to stabilize the advertising revenue decline. Student Publications and the *Daily Lobo* ask for funding from SFRB to support student salaries and allow the student newspaper to continue its educational mission which provides a service to the university.

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 so the *Daily Lobo* can continue to provide the information the community relies on, and the training for future journalists, designers and business professionals. Graduates from the editorial staff have the experience to land jobs in newsrooms around the country. 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  
FUNDING REQUEST FORM

DEPARTMENT Student Publications  
VICE PRESIDENT Tim Gutierrez, Student Affairs  
INDEX # 410000

FISCAL YEAR 2022-2023

	A	B	C	D	E	F
DESCRIPTION	ORGANIZATION OPERATING BUDGET 2020-2021	TOTAL BUDGET 2021 - 2022 (not including SFRB)	SFRB BUDGET 2021 - 2022	TOTAL BUDGET 2022 - 2023 (not including SFRB)	SFRB BUDGET REQUESTED 2022- 2023	SFRB FUNDING INCREASE/DECREASE REQUEST 2022 - 2023
1 Faculty salaries						-
2 Staff salaries	109,998.00	59,996		59,996		
3 <b>SUBTOTAL NON-STUDENT SALARIES (Line 1+2)</b>	<b>\$ 109,998.00</b>	<b>\$ 59,996.00</b>	<b>\$ -</b>	<b>\$ 59,996.00</b>	<b>\$ -</b>	<b>\$ -</b>
4 Student (student employment & workstudy)	103,000.00	94,449	65,000	94,449	65,000	
5 GA, TA, RA - Pay and Benefits						
6 Fringe Benefits on Staff & Faculty salaries	44,454.00	24,053				
7 <b>TOTAL COMPENSATION (Lines 3 - 6)</b>	<b>\$ 257,452.00</b>	<b>\$ 178,498.00</b>	<b>\$ 65,000.00</b>	<b>\$ 154,445.00</b>	<b>\$ 65,000.00</b>	<b>\$ -</b>
<b>GENERAL EXPENSES</b>						
8 Office Supplies	500.00	1,900		1,900		
9 Media Supplies	300.00	1,600		1,600		
10 Computer Supplies	2,055.00	300		300		
11 Dues Memberships	250.00	250		250		
12 Postage	3,000.00	5,150		5,150		
13 Telecom Charges	2,550.00	2,460		2,460		
14 Long Distance	50.00	50		50		
15 Voice Mail	900.00	240		240		
16 Binding	500.00	500		500		
17 Printing/Copying/Binding	3,050.00	3,500		3,500		
18 Conference Fees	300.00	300		300		
19 Professional Services	45,000.00	30,000		30,000		
20 Other Prof Services	12,000.00	17,300		17,300		
21 Equipment Repairs	200.00	200		200		
22 Equipment Rental	1,000.00	1,000		1,000		
23 Banking Fees	2,000.00	2,000		2,000		
24 Other Operating Costs	33.00	359		359		
25 Foundation Surcharge	2,000.00	2,000		2,000		
26 Bad Debt	250	250		250		
27						
28						
29						
30						-
31						-
32	<b>\$ 75,938.00</b>	<b>\$ 69,359.00</b>	<b>\$ -</b>	<b>\$ 69,359.00</b>	<b>\$ -</b>	<b>\$ -</b>
33						-
34	<b>\$ 333,390.00</b>	<b>\$ 247,857.00</b>	<b>\$ 65,000.00</b>	<b>\$ 223,804.00</b>	<b>\$ 65,000.00</b>	<b>\$ -</b>



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

DEPARTMENT Student Publications  
 VICE PRESIDENT Tim Gutierrez, Student Affairs  
 INDEX(es) # 410000

STUDENT FEE REVIEW BOARD  
 FISCAL YEAR 2022-2023

FUNDING SOURCE	2021-2022 BUDGET	2022-2023 FORECASTED BUDGET	Funding Increase Request for 2022-2023
1 Student Fee Review Board (SFRB)	65,000	65,000	-
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	128,000	128,000	
9			-
10 <b>If Other(s), please list below:</b>			-
11 Student Affairs	15,000	15,000	-
12 ASUNM Allocation	52,657	52,657	-
13 Interdepartmental Allocation (magazines)	(12,800)	(12,800)	-
14			-
15			-
16			-
17			-
18			-
19			-
20			
21			
22			
23			
24			
25			-
26			-
27			-
28			
29			-
30			-
<b>TOTAL OPERATING INCOME/REVENUE</b>	<b>\$ 247,857.00</b>	<b>\$ 247,857.00</b>	<b>\$ -</b>

Date: September 10, 2021

To: Tim Gutierrez, *Interim Vice President, Student Affairs*  
From: Margaret Daven Quelle, *Business Manager for Student Publications*

Re: Budget Deficit Plan

Student Publications will continue to cut expenses and increase revenues in the following ways to address our deficit of \$260,342:

**Revenue and Fundraising:** The majority of revenue for Student Publications is derived from advertising sold by students into various *Daily Lobo* products. The pandemic has had a devastating effect on businesses and advertising sales. From March through June of 2020, the *Daily Lobo* produced no revenue. Unsurprisingly, advertising revenue for FY21 was devastated by closures and classes operating remotely. Fortunately HEERF funding, totaling \$187,601, created a positive balance for the fiscal year, as well addressing our accumulated budget slightly.

During the initial lockdown, the *Daily Lobo* created an email newsletter. Subscription numbers have grown, and the *Daily Lobo* was able to monetize this product as a revenue supplement to reduced print publications. The *Daily Lobo* eliminated summer print issues, other than the Mail Out edition, and will keep a reduced weekly print schedule for the upcoming year. The email newsletter was published three days weekly, and a fourth day will be added in August to increase revenue possibilities.

Student Publications requested recurring funding from the Student Fee Review Board each year, beginning in 2018. Student Publications received one time funding for years FY19-21, for \$25,000, \$15,000, and \$13,500. For FY22, SFRB awarded Student Publications \$65,000 recurring funds. Student Publications will seek out institutional support wherever possible, such as I&G funding for professional salaries, and will continue to apply for SFRB funding. Additionally, Student Affairs has provided \$15,000 of funding annually.

Student will continue working with the Alumni Association as a constituency chapter to engage alumni, and create fundraising opportunities. Alumni volunteers are being recruited to function in mentoring, fundraising, and grant-writing capacities.

**Reduce Expenses:** Reductions of numbers of telephones, software licenses and emailing of statements will continue a savings of \$1775.00 per year. Print publications for the *Daily Lobo* have been reduced to weekly, for an annual savings of \$30,000.

**Student and Staff Salary Reductions:** Student Publications will continue to hire work study whenever possible. We have combined some student job positions to reduce work force hours while maintaining job opportunities. Reception hours, manned by students, will be reduced to four hours per day, creating a weekly reduction of 25 hours. This will save \$10,000 per year.

The department's Unit Administrator left the department, and will not be replaced. Between salary and benefits, the department will save \$68,398 per year.

**Historic Budget Reductions:** From FY16-FY21, Student Publications decreased its budget each year (see attached chart) by as much as \$130,000, by altering print frequency, trimming expenses, and reorganizing staff within the department. Every year the revenue slide has outpaced the expense reduction. The outlook for FY22 is positive with support from SFRB, expenses cut, print frequency weekly, and new revenue possibilities.

Daily Lobo Finances and Budget	Actual	Actual	Actual	Actual	Actual	Actual	Budget
2015-2021	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22
<b>Revenues</b> <i>All advertising sold by student staff</i>							
Print Advertising	\$ 295,097	\$ 230,536	\$ 187,712	\$ 150,606	\$ 92,475	\$ 45,333	\$ 74,000
Classified Advertising	\$ 44,972	\$ 32,393	\$ 27,722	\$ 25,730	\$ 16,848	\$ 8,056	\$ 12,000
Digital Advertising	\$ 18,429	\$ 14,471	\$ 6,848	\$ 5,095	\$ 1,073	\$ 22,620	\$ 27,000
Advertising Projects	\$ 20,380	\$ 24,503	\$ 18,907	\$ 13,973	\$ -	\$ 14,713	\$ 15,000
ASUNM Subscription <i>See note 1</i>	\$ 56,900	\$ 56,000	\$ 55,243	\$ 53,972	\$ 51,301	\$ 16,069	\$ 39,857
SFRB Allocation <i>See note 2</i>	\$ -	\$ -	\$ -	\$ 25,000	\$ 15,000	\$ 13,500	\$ 65,000
Student Affairs Allocation	\$ -	\$ -	\$ -	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
<b>Total Revenue</b>	<b>\$ 435,778</b>	<b>\$ 357,903</b>	<b>\$ 296,433</b>	<b>\$ 289,376</b>	<b>\$ 191,697</b>	<b>\$ 135,291</b>	<b>\$ 247,857</b>
<b>COVID-19 HEERF 2&amp;3 funding</b>						<b>\$ 187,601</b>	
<b>Expenses</b>							
Printing--Newspaper	\$ 58,066	\$ 57,619	\$ 55,446	\$ 60,267	\$ 39,931	\$ 19,905	\$ 30,000
Printing--Advertising Projects	\$ 5,573	\$ 4,950	\$ 4,072	\$ 4,386	\$ -	\$ 3,639	\$ 3,500
Student Salaries <i>See note 3</i>	\$ 198,328	\$ 153,522	\$ 120,931	\$ 108,816	\$ 82,956	\$ 86,120	\$ 94,357
Professional Salaries and Benefits	\$ 215,000	\$ 139,500	\$ 140,081	\$ 148,000	\$ 116,628	\$ 85,676	\$ 86,850
Office Supplies	\$ 15,028	\$ 8,967	\$ 11,344	\$ 6,562	\$ 4,129	\$ 3,347	\$ 3,800
Services <i>See note 4</i>	\$ 7,493	\$ 6,287	\$ 4,587	\$ 5,355	\$ 3,907	\$ 3,092	\$ 2,750
Travel <i>See note 5</i>	\$ 1,830	\$ 1,912	\$ 402	\$ 1,518	\$ 515	\$ 23	\$ 150
Professional Services <i>See note 6</i>	\$ 18,200	\$ 18,200	\$ 17,900	\$ 17,300	\$ 17,300	\$ 16,420	\$ 17,300
Mail Out Postage <i>See note 7</i>	\$ 5,253	\$ 5,253	\$ 5,558	\$ 5,445	\$ 5,110	\$ 4,895	\$ 5,150
University Fees <i>See note 8</i>	\$ 6,250	\$ 5,579	\$ 4,747	\$ 3,803	\$ 3,485	\$ 3,276	\$ 4,000
<b>Total Expenses</b>	<b>\$ 531,021</b>	<b>\$ 401,789</b>	<b>\$ 365,068</b>	<b>\$ 361,452</b>	<b>\$ 273,961</b>	<b>\$ 226,392</b>	<b>\$ 247,857</b>
<b>Net Balance</b>	<b>\$ (95,243)</b>	<b>\$ (43,886)</b>	<b>\$ (68,635)</b>	<b>\$ (72,076)</b>	<b>\$ (82,264)</b>	<b>\$ 96,501</b>	
<b>Reserve or Deficit Balance with the University:</b>							
<b>Beginning Balance</b>	<b>\$ 29,714</b>	<b>\$ (65,536)</b>	<b>\$ (98,209)</b>	<b>\$ (161,553)</b>	<b>\$ (247,663)</b>	<b>\$ (330,709)</b>	
<b>Ending Balance</b>	<b>\$ (65,536)</b>	<b>\$ (98,209)</b>	<b>\$ (161,553)</b>	<b>\$ (247,663)</b>	<b>\$ (330,709)</b>	<b>\$ (260,342)</b>	
<i>Variances from University balance due to accounting procedures (sales vs cash on hand)</i>							
<b>Notes:</b>	<b>FY 16 notes:</b>	<b>FY 17 notes:</b>	<b>FY 18 notes:</b>	<b>FY 19 notes:</b>	<b>FY 20 notes:</b>	<b>FY 22 notes:</b>	<b>FY 21 notes:</b>
1 Student Publications receives 8.5% of student fees allocated for ASUNM student government. Of these monies, \$6,400 is allocated to each magazine, and remainder is used for Daily Lobo. Fees are dependent on enrollment, so fluctuate. \$12,800 is transferred to Best Student Essays and Conceptions SW.	Daily Lobo reduced printing to 2 days per week to curtail expenses as advertising revenue continued to decline.	Professional staff reduced from three to two. Hours of public operation reduced, which reduced student salaries for classifieds/reception.	Received SFRB allocation of one-time funding of \$25,000 for FY19. Reduced operational hours again. Began using work-study for majority of advertising and classified student staff to reduce costs.	Received SFRB allocation of one-time funding of \$15,000 for FY20.	Received SFRB allocation of one-time funding for FY 21. Due to pandemic, no print issues from March-July, until Mail Out issue. No revenue for those months, but only eliminated printing expense. Pivoted to email newsletter in April to deliver content. Transfer to magazines was not made.	Reduced print to a weekly issue. Professional staff reduced from two to one. Asked for \$85,000 recurring funding from SFRB and received recommendation of \$65,000 recurring for FY22. Advertising revenue heavily impacted by pandemic. ASUNM Subscription less due to enrollment, plus transfer to magazines for 2 fiscal years.	SFRB allocation of \$65,000. Remain printing a weekly issue. Increase email newsletter to 4x weekly.
2 Student Publications applied for Student Fee Review Board (SFRB) funding in 2018 for the first time, asking for \$75,000 recurring funding to cover student salaries (along with ASUNM fee). SFRB monies are from student fees, and dependent on enrollment.	Previous year's loss was \$103,417, with only \$133,131 in reserves.						
3 Salaries include students in newsroom, advertising, delivery, production, IT and accounting.							
4 Services include maintenance, postage, telephone.							
5 Travel includes delivery mileage.							
6 Includes web hosting, cms provider and software which provides accounting, ad scheduling and CRM.							
7 Mail Out issue sent to every registered student in July. Biggest revenue-producing issue of the year.							
8 Banking fees and Foundation surcharge.							

## Daily Lobo Yearly Budget, Expenses and Revenue

	Budget	Expense	Revenue	Difference	Notes
FY16	\$ 596,800	\$ 493,825	\$ 435,777	\$ (58,049)	Assoc director retired Februray, duties distributed; reduced printing to biweekly
<i>budget reduction</i>	<i>-130,300</i>				
FY17	\$ 466,500	\$ 402,289	\$ 357,603	\$ (44,686)	Assoc director retired, not replaced; print biweekly
<i>budget reduction</i>	<i>-57,500</i>				
FY18	\$ 409,000	\$ 364,826	\$ 296,433	\$ (68,394)	Does not include SFRB & Student Affairs allocations; print biweekly
<i>budget reduction</i>	<i>-57,500</i>				
FY19	\$ 370,000	\$ 361,452	\$ 251,404	\$ (110,049)	Does not include SFRB & Student Affairs allocations; Job share for unit administrator; print biweekly
<i>budget reduction</i>	<i>-39,000</i>				
FY20	\$ 328,150	\$ 273,961	\$ 161,696	\$ (112,265)	Does not include SFRB & Student Affairs allocations
<i>budget reduction</i>	<i>-41,850</i>				
FY21	\$ 258,400	\$ 226,392	\$ 294,392	\$ 68,000	Does not include SFRB & Student Affairs allocations; includes HEERF funds; Eliminated unit administrator position; print
FY22 Budget	\$ 247,857	\$ 247,857	\$ 262,857	\$ 15,000	Budget includes SFRB \$65k, revenue target does not include Student Affairs \$15k (toward deficit reduction);

### Daily Lobo Yearly Budget, Expenses and Revenue

