



Student Government Resolution 116.003
A Resolution Allocating \$12,000 of the Collegiate Readership Program to
“The Buzz” Application by USA TODAY for the
2015-2016 Academic Year
Sponsored by President Molly Turner and JJ Dorrell
President and Vice President of the Student Association

WHEREAS,

- The Student Government is the official governing body of the Student Association and exists to represent the present and long term best interest of the Student Association in the formulation of University policy and in the fulfillment of the University mission; and
- As of 2013-2014, Student initiated fees—including the Collegiate Readership Program (CPR), Student Activities Board (SAB), Funds Allotment Council (FAC), Student Government and Athletic—make up \$184.00 per student and approximately \$1,085,232.00 in annual receipts; and
- Truman State University has the Collegiate Readership Program which was designed to promote global awareness, create civically-engaged students and increase media literacy; and
- The CPR is a Student initiated fee of \$9.00 per student per semester, that was voted on and approved by the student body in Spring of 2004 for the 2004-2005 academic year, which accumulated approximately \$104,400.00; and
- The CPR provides students with copies of the *New York Times*, *St. Louis Post-Dispatch* and *USA Today* at discounted prices, only being billed for each paper missing from the stand at the end of each day; and
- In the 2010-2011 Organizational Activities Fee (OAF) Report, the program had cost approximately \$8.50 per student per semester, and was reduced due to the suggestion by the OAF Fee Report Committee that year to \$7.25 (17% of the \$42.00 Activities Fee) per student per semester; and
- In the spring of 2014, the OAF Review Committee met to examine expenditures of student initiated fees—collectively, the Activities Fee—by auditing and reviewing how student initiated fees were implemented, making sure that fees were being spent in a practical manner, responsibly; and
- Following the OAF review, the 2013-2014 OAF Review Committee made suggestions for the Activities fee including the CPR; and
- The 2013-2014 OAF Review Committee suggested that for the next three years, the CRP should cost students \$3.75 per student per semester to cut the surplus by 55% by the next time the OAF Review Committee meets in 2016-2017; and
- This 55% decrease was instated to help avoid future surpluses, such as the \$120,000 surplus the CPR accumulated by the end of the 2013-2014 academic year; and
- Starting at the beginning of the 2014 academic year to March 8, 2015, there were 84,621 total newspapers picked up, showing that Truman’s campus is civically engaged; and
- Truman’s Student Government seeks to improve the CPR to provide students with the best quality for their money by keeping up with technological innovations; and

- USA TODAY has introduced their First-Ever Customized Campus News Application called, “The Buzz” which would allow students to access relevant local, global and campus news as the application continues to develop; and
- USA TODAY’s National Account Director of Education, Mary Ramatowski, visited Truman’s campus on Monday, April 13th, 2015 and met with members of Student Government and Truman Media Network to explain and provide a demonstration of the application; and
- Truman State University has received this exclusive opportunity as a preferred partner due to the long-standing partnership with USA TODAY and nationally recognized, excellent reputation the University’s Newspaper, *The Index*, has maintained over the last 106 years; and
- The Buzz application is available on Android and IOS platforms, and will feature content from USA TODAY, USA TODAY College (over 5,000 Colligate College Correspondents writing on various subjects), *the Index*, the Edge, Truman Media Network Television and other possible school publications; and
- The Buzz application was launched in October of 2014 and has since become a part of 37 targeted universities such as Texas A&M-Kingsville and Syracuse University; and
- Starting with the beginning of the 2014 academic year to March 8, 2015, Truman students had picked up 28,916 (231 daily) copies of *St. Louis Post-Dispatch*, 26,064 (256 daily) copies of *New York Times*, and 29,641 (262 daily) copies of *USA TODAY* making USA TODAY the most popular choice of the three newspapers; and
- Although USA TODAY had the most newspapers picked up, between the beginning of the academic year in August 2014 and March 8th, 2015, \$11,566.40 was spent on *St. Louis Post-Dispatch*, \$14,820.0 was spent on *USA TODAY* and \$18,244.80 was spent on *New York Times* for a total of \$44,631.70 spent; and
- To promote the application to Truman’s campus, USA TODAY will work with the Student Government to execute and create a year-round marketing events calendar using customized materials—such as flyers, posters, business cards, newspaper ads, et-cetera—to promote The Buzz application directly on campus; and
- When Mary Ramatowski demonstrated the application to members of Student Government and *The Index*, she also had marketing samples to potentially promote the application on campus; and
- Pricing for The Buzz application is based on undergraduate enrollment; and
- Based on the undergraduate enrollment of the 2014-2015 academic year of 5,898 students, the product price would be \$1,200 per month or \$12,000 yearly; and
- Pending Student Government approval, campus interest must be confirmed to USA TODAY by May 1st, testing and submission for The Buzz will begin on July 1st, and the product will be launched on August 15th all of 2015; and
- The USA TODAY The Buzz application would make Truman State University a leader throughout the country in digital user engagement with the customizable platform; and
- Truman State University’s *The Index* has given Student Government full support to sponsor this upgrade to Truman’s CPR; and
- For the 2015-2016 academic year, an estimated \$60,000 will still be spend on hardcopies from the CPR budget.

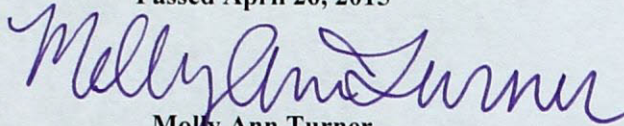
THEREFORE BE IT RESOLVED,

- That no more than \$12,000 be spent on The Buzz application out of the Collegiate Readership Program budget for the 2015-2016 academic year.

THE STUDENT GOVERNMENT OF TRUMAN STATE UNIVERSITY DIRECTS THAT,

- Additional copies of this resolution are disseminated to President of the University, Dr. Troy Paino; Provost/Vice President of Academic Affairs, Sue Thomas; USA TODAY's National Account Director of Education, Mary Ramatowski; Dean of Student Affairs, Lou Ann Gilchrist; Budget Director, Dave Rector; John Gardner, Director of Residence Life; and the Truman Media Network.

Passed April 26, 2015



Molly Ann Turner

President of the Student Association