ASUCM CAB Referendum

The proposed mandatory fee would continue to support the purpose of the Campus Activities Board (CAB). Forged in 2006, the campus activities board continues to plan and execute over 10+ major large-scale events for the student body. The Campus Activities Board (CAB) was created to provide a variety of entertainment, co-curricular programming, and social activities for the student body at UC Merced in order to create a social network and community that will enhance the development of character and scholarship amongst students. The pillars of the campus activities board are four core values: passion, hospitality, innovation, and leadership (P.H.I.L).

Beginning Fall 2020, an existing fee of $35.00 will be increased to $25.00, for a total of $60.00 per semester (Fall, Spring). The fee of $60.00 per semster is subject to inflationary adjustments. The fee would increase every eight years by an amount equal to the Consumer Price Index (CPI) for Fresno, California or no less than 3%. .The fee will be assessed to all enrolled undergraduate students. In addition, it will need the chancellor’s recommendation and final approval of the president.

**Background**

Why Now

When it comes to large-scale event planning and the quality of CAB events, there is often a stigma of UC Merced not bringing “relevant” artists to our campus. It becomes more difficult to search for venue, decorations, and, staging, security, recycling, and marketing. Budget has always played a critical factor in deciding whether a goal could be attained. As we strive to improve every year, UC Merced has fallen behind our sister campuses. For other UC’s there are multiple streams of income available to support their events: guest payment, sponsorships, donations, and many more. Unlike the sister UC’s, the program board solely relies on the CAB student fee.

With the expansion of our diverse student body, we need to improve what we offer to our undergraduates, staff, and faculty. UC Merced must showcase itself to high school seniors, because student life is a critical factor in college choice. Due to the location of our campus, we provide events that affect students on campus and our community and beyond.

The following charts display the revenue collected from the current CAB fee and the percentages allocated to all committees and items.

|  |  |  |  |
| --- | --- | --- | --- |
|  | Fall 2019 | Spring 2020  | Total  |
| Number of Students  | 7,800 | 7,300 |  |
| CAB Fee | $35.00 | $35.00 |  |
| Fee Amount | $273,000 | $255,500 | $528,500 |
| Return-to-aid (25%) | $68,250 | $63,875 | $132,125 |
| **Total** | $204,750 | $191,625 | $396,375 |

|  |  |
| --- | --- |
| CAB Line Item for Committee | Percentages |
| Large Scale  | 53%-54% |
| Traditional  | 24%-26% |
| Campus Unity | 7.54% |
| Marketing | 0.2 % |
| Student Development | 4.1% |
| Internal | 2.8% |
| Miscellaneous  | 4.1% |
| Branding/Marketing | 1.2% |
| Co-sponsorships | 0.05% |
| Total | 100% |

Large Scale and Traditional events (Treats N’Beats/Cowchella/Cabsterical/Dance-off/Bobcats Got Talent Respectively) receive the majority of CAB funding. With the student population increase over the past nine semesters, an allocation of $396,375.00 is not enough to cover expenses. In doing so, the Campus Activities Board is limited to the amount of activities hosted on-campus and off-campus.In addition, CAB will be a unable to unify UC Merced through programs and social activities. Ultimately, it is to assist the retention percentage of our students.

Improving Student Engagement

Merced is pinned at the heart of California. The centralized location of our campus limits us to the social connectivity of our community. In order to improve the student engagement with our campus and community, local vendors, clubs/orgs, services on campus visit the event to connect with students. This can foster new connections, collaborations, and ideas on and off campus. Collaborations with the Campus Involvement Program, Associated Students of University of California, Merced, Los Reyes, Image masters are some of the clubs, programs, vendors that CAB continues to work with within the organization’s program planning.

Admission

Unlike other UCs, CSUs, and Privates where students and other affiliations pay for a fee for entrance to events, UC Merced extends an invitation to our student body for an entrance fee-free event to enjoy. This goes for all events throughout the semester. The only event that charges a fee for a guest is the winter ball. However, the fee is used as a place holder to ensure attendance of the event.

Safety and community

Weeks before the event is being held, there are certain regulations and standards that needs to be passed through certain departments on campus, such as environmental health services, fire marshal, police department, auxiliaries to ensure the safety of all students. This also includes the staging for the artist(s) that will be arriving to our campus. For example, staging can increase because of certain stage size, instrument, lighting requirements. Standards can include but are not limited to: more fencing, more barricades, community service officers, Police Deputies. If the regulations are not implemented, complications can occur before/during the events. As the population increases, there will be a direct increase in security, affecting CAB’s budget.

Another form of safety that is vital to students is transportation. Students who live on campus are required to remain on campus for two years, due to a new policy. This created conflict because students are not able to utilize a vehicle (if owned). To supplement transportation, CAB provides **free** transportation and a bus schedule of the arrival and departure to campus/venue, respectively. This service eliminates safety concerns and reliance of outside services such as Uber/Lyft from traveling to and from events.

 Marketing

Marketing within the Campus Activities Board is critical to the social media users. Students who utilize their technology are kept up-to-date due to our social media usage. Capturing moments can be quite costly when it comes to hiring a professional photographer, as it eliminates the need for a high paying role. In order to suffice, the Campus Activities Board has invested in a capture and share box. Students can take pictures and share it for **Free**, at no cost. It has been successful in the usage for the students, however expenses for special paper is costly. Various platforms are used to ensure publicity of a particular event being held, whether it’s Instagram, Facebook, Twitter, Snapchat, etc. Although we utilize our social media, it is not enough. This can be improved through branding to students through paid advertisement of respective artist to event, short videos, and opportunity drawings.

New Initiatives

CAB is always looking to create new initiatives for the student body. Whether it is collaborating with other clubs/ students/services. Events such as Bobcats Got Talent, where students showcase their talent, or Dance-Off, where dance groups come together and showcase their dance moves in a competition, are successful. These are some examples of what bring UC Merced unity. Initiatives that can be created are Speaker series, silent dance parties, poetry jams, magic shows, cook-offs, etc.

The current Campus Activities Board fee at the University of California, Merced is $35.00 per semester . Twenty-five ($8.75) percent of the CAB Fee is returned to the Office of Financial Aid. In addition, the events hosted by the Campus Activities Board are FREE to all undergraduates students. As the UCM student population increases, it is the duty of CAB to host the staple events at Merced.

Consequences if not approved

If the CAB Fee increase is not approved, it:

* Will worsen not only the organization, but also the student experience
* Will prohibit CAB from creating new initiative/events
* Will prohibit CAB from creating opportunities for collaboration with other clubs
* Will weaken marketing strategies
* Will not meet the growing needs of UC Merced Campus Community

Purpose of the CAB Fee Referendum

 The purpose of the fee referendum is to not only improve the student experience, but also to provide a safe and inclusive environment. In addition, the purpose of the fee is to sustain the student services of CAB that create networks for the student body; to support student activities and the vital functions of CAB.

Breakdown of the associated Students Fee

If approved, the Campus Activities Board fee will increase by $25 per semester for a total of $60.00 per undergraduate student per semester (Fall and Spring). The students that are expected to pay for the fee are enrolled undergraduates of University of California, Merced. Graduate students will not be paying for the fee.The collection of the fee increase will begin in Fall of 2020 and terminate at the end of Spring 2028 (unless reapproved by student referendum). Only the increase portion of the fee ($60.00) will sunset by the end of Spring of 2028. Twenty-five percent of funds accumulated will be directed to the Office of Financial Aid for Fall and Spring semesters. This fee shall be adjusted for inflation every eight years in accordance to the Consumer Price Index. The CPI adjustment applies to only the increased portion of $60.00. SFAC will oversee the use of the fees. CAB will not collect any campus activities fee for the summer semester.The Student Fee Advisory Committee (SFAC) led by student committee chair/vice chairs will oversee the use of the funds. **SFAC** will make recommendations on the allocations of these fees. SFAC will ensure funds are in the best interests of the community and in compliance with existing policies and guidelines. Review of said fees is annual

**Referendum Passage**

 In compliance with the University of California, Merced campus and Associated Student of University of California, Merced policies this referendum must meet the following criteria during elections to be approved by the student body.

1. At least 20% of the currently enrolled student body must vote
2. A majority of the votes cast must be in favor of the proposition (50%+1)

**Ballot Language**

Merced is pinned at the heart of California. The centralized location of our campus limits us to the social connectivity of our community. In order to improve the student engagement with our campus and community, local vendors, clubs/orgs, services on campus visit the event to connect with students. The Campus Activities Board (CAB) was created to provide a variety of entertainment, co-curricular programming, and social activities for the student body at UC Merced in order to create a social network and community that will enhance the development of character and scholarship amongst students. The pillars of the campus activities board are four core values: passion, hospitality, innovation, and leadership (P.H.I.L). When it comes to large-scale event planning and the quality of CAB events, there is often a stigma of UC Merced not bringing “relevant” artists to our campus. It becomes more difficult to search for venue, decorations, and, staging, security, recycling, and marketing. Budget has always played a critical factor in deciding whether a goal could be attained. As we strive to improve every year, UC Merced has fallen behind our sister campuses. For other UC’s there are multiple streams of income available to support their events: guest payment, sponsorships, donations, and many more. Unlike the sister UC’s, the program board solely relies on the CAB student fee. The current fee is thus, not enough to support and grow campus events moving forward.

The proposed mandatory fee increase would support the Associated Students of University of California, Merced-Campus Activities Board (ASUCM CAB) to expand marketing and pre-existing student events, such Winterball, CABsterical, Cowchella, as well as other CAB related events; and to create new initiatives to unify the student body. Furthermore, it will continue to support ASUCM CAB Budget line items for branding, new programs and student services. If approved, beginning Fall 2020, the CAB Fee will increase by $60.00 for a total of $120.00 per semester (Fall and Spring) to be assessed to all undergraduate students. Twenty-five 25% ($30.00) of the CAB Fee will be allocated back to the Office of Financial Aid. The fee would increase every eight years by an amount equal to the Consumer Price Index (CPI) for Fresno, California or no less than 3%.  **Do you support increasing the Campus Activities Board Fee from $35.00 to $60.00 per student per semester to ensure UC Merced undergraduates have access to Campus Activities Board increased/enhanced programs, services, and resources?**

\_\_\_\_ Yes, I hereby support the Campus Activities Board FeeIncrease.

\_\_\_\_ No, I hereby do not support​ the Campus Activities Board Fee Increase.

\_\_\_\_ I abstain from voting on the Campus Activities Board Fee Increase.