



Finance & Budget Committee

2019-2020 Meeting Minutes

Friday, November 15, 2019, 11:30am
HUB 314: GPSS Board Table

PRESENT:

Shane Schrader – Treasurer; Committee Chair
Becky Tran - Budget Specialist, Staff
Terrence Pope, GPSS Senator
A.J. Balatico, GPSS Senator
Simon Crean, GPSS Senator
Danielle Brown, GPSS Senator

NOT PRESENT:

Ted Cohen, GPSS Senator
Jared Canright, GPSS Senator

Becky calls the Meeting to order at 11:35am.

OVERVIEW

Becky gives each member an agenda, copies of last week's meeting minutes, Special Allocations Applications: Chinese Student Association's 53rd Annual Lunar Gala, Korean Student Union's Overnight 2020 event, and Neuroscience Community Outreach Group's Brain Awareness Week Open House.

1. Call to Order
 - a. Approval of the Agenda
Simon moves to approve the agenda. *A.J.* seconds. No objections. Motion passes.
 - b. Approval of the Minutes
A.J. moves to approve last week's minutes. *Terrence* seconds. No objections. Motion passes.
2. Special Allocations Presentation: Chinese Student Association's (CSA) 53rd Annual Lunar Gala on February 1, 2020

Presentation

The CSA's 53rd Annual Lunar Gala is a Chinese culturally oriented performance showcase in celebration for the lunar new year. Looking to expand the event, specifically, to include a closed reception with food and drinks for the guests that attend the event and being able to choose performers instead of being constrained by the funds they have available. The event will be open to the general public. The biggest bulk of the budget will go towards the



facilities cost: Kane 130 is the largest rentable lecture hall and they have filled this lecture hall for this event for the last 4-5 years; Kane 225 is the Walker Ames room that will hold the closed reception; Kane 120 is a private space for the performers.

Questions and Answers

A.J. asks about graduate student involvement and participation.

Presenter says that the event is open to the general public but in the past, graduate students make up a small percentage. They gave a ballpark figure of 50 anticipated graduate students in attendance this year; this number is based on an actual count from their event 5 years ago and estimated counts from subsequent events since then.

Simon asks about CSA's different advertising methods, where they plan to post flyers, and if these methods will reach graduate students and undergrads.

Presenter explains they are going to post flyers in the HUB, all the resident halls, libraries, and all the buildings possible. This is their biggest event of the year so they intend to use every possible marketing channel. Additionally, they will market the event on social media and the local community as well (such as on the Ave and in the International District).

Terrence requests for information about their performers budget line - are these numbers based off of previous years? And how constrained do they see themselves by these numbers since they've reserved about a quarter of their budget towards performers. Do they plan to stay within that number or do they see themselves having some variability in that.

Presenter explains that these numbers are based off the set of performers their event has had for the past 2-3 years. They are unable to pay student performers, but still encourage them to present as it's a good way for them to showcase their talents. As for the non-student performers, they plan to stick within this budget.

Danielle inquires about the closed reception - this event will have food and drinks, but will any other part of the their event also have food and drinks? Does he CSA expect GPSS funding to go towards food?

Presenter answers that they only expect GPSS's funding to go towards facilities and maybe performances. For their food budget, they're going to use non-UW affiliated organizations' funds.

Danielle asks a follow up question about Kane 120, that's an additional room rental to go towards performers, if they do not have enough funding to rent this room, will they remove this room rental as a way to decrease the event budget?

Performer answers that in the past, they've used Kane 130's green room for their performance groups. However these groups have been fairly large (up to 20-30 people), and wanted to have a larger space this year for them to store their stuff. This year, they expect to have the same amount of performers. Their performance event lasts around 2-3 hours, and this will give the performers a place to relax and hang out outside of their performance slot.

Becky inquires about graduate students' involvement in their organization.

Presenter answers no, not by active decision. In the past, there have been some graduate



students who have expressed interest in being a part of the planning process. But because their membership base is so skewed towards undergraduates, it is hard for grads to find a strong community in CSA. They are looking for opportunities to better include graduate students. The presenter acknowledges that UW is comprised of $\frac{2}{3}$ undergraduate students, but that means $\frac{1}{3}$ of them are graduate students and they want to reach out to graduate students more.

Terrence asks how the closed reception is different from the main event. Who is it closed to?

Presenter explains that it is closed to attendees; based off on how food can be served at Kane Hall. It will be a cafeteria style food display before the performances; attendees can go around and purchase food. This room will also be opened up again during intermission.

Becky motions to transfer Chair position to *Shane*. The committee seconds.

Discussion

Simon asks what happens to the money we fund if an event doesn't go through since CSA is asking for a lot less money than they have budgeted for.

Shane answers that if an event is cancelled or doesn't go through then we would get our money back.

Danielle says she finds it hard to support funding for this event because not many graduate students are involved in the planning of the event or even showing up for the event; they are not connected to any other student associations with graduate students. In the presenter's answers on where they will market and post flyers, it doesn't seem like they will post in buildings that have a lot of graduate student traffic. Did not seem like they were catering towards graduate students in particular.

Terrence adds that it seems like an event that graduate students also show up to. But it is primarily for an undergraduate student audience or maybe a broader audience. Seconds *Danielle* notion that graduate students are not involved in planning the event.

Simon asks a questions that if GPSS funds a spring event for the same group, is the audience similarly laid out? Did/are they estimating about 10% graduate student attendance?

Shane answers that per our guidelines we can fund up to \$750 for a big annual event and if they have events they're applying to every quarter, the maximum is \$400. If we fund more than \$400, this organization could not apply for any further funding for any spring quarter events.

Danielle notices a lot of the funds are going towards facilities and performers.

Shane explains that for this year, a lot of event funds will go towards facilities because UW facilities have raised their costs, sometimes over a 30% increase.

Simon states his issue is that this event is not catered towards graduate students, but doesn't want to not fund anything.



Shane informs the committee that last year in spring, GPSS funded their Spring Festival Gala. Based on their presentation last year, they requested \$750 and GPSS funded them \$600.

Terrence wants to know if GPSS could set up some sort of conditional / contingent funding? i.e. We would like to give CSA funding for this but we would like to see CSA make it clearer their commitment to making sure graduate students are more involved. *Shane* says we can do contingent funding. There are stipulations we can put on it as well. Or we can earmark funding (i.e. we see you listed your marketing expenses at \$100, we are giving you \$100 to cover that specifically).

Danielle asks a question about the difference between ASUW funding and GPSS funding. *Shane* answers that ASUW is the undergraduate governing body. It is the associated student union for undergraduate students. Back in the 70's, GPSS split out from ASUW. ASUW has their own funding resources that are similar to GPSS; they also have committees; they also have more money because they have more students.

Danielle agrees that GPSS should not fund anything because it is a big organization on campus but on the other hand, that's why ASUW is there, to fund this at a higher level than GPSS would. And GPSS funding is for graduate students for a reason. *Danielle* would not fund this at the highest amount.

Shane specifies that part of ASUW has a maximum limit of \$3,000 and they never fund at that level. Most of the times, ASUW typically grants funds around the \$500-800 range.

Terrence reaffirms *Danielle's* point that there are other funding sources and GPSS cannot be the primary funding source for all events. We need to keep in mind of specific events that particularly serve graduate students. For this event, graduate students are not involved in the planning process, there is not a specific game plan to market towards graduate students, and there is not any history on how many graduate students have attended in the past. Therefore, we should probably fund this organization pretty low.

Shane supports the committee's opinions in saying the function of this committee is to represent the whole graduate student body. It is a common notion that graduate students are forgotten. We will hear from other organizations that work more closely with graduate students or put on event catered towards graduate students. For example, some organizations even have a reserved position for graduate student(s) on their board. So we should always ask organizations that come to present, what is their relationship with graduate students?

Danielle asks what happens if we fund a lot of events in the beginning of the academic year and do not have enough funds to cover event funding applications towards the end of the year that may be more catered towards graduate students. Are we on track with how much we're funding so far?

Shane answers that we don't have a quota for each quarter. We just need to focus on funding events that target graduate students, is it a good event for the university / campus culture? There's not right or wrong. GPSS has voted to not fund events, at all, before. Of



course we don't want to not fund events and just pocket the money either. These are graduate students' money - it comes from the student activity fee. So if we don't use it, we're just doing graduate students a disservice.

Danielle is worried that part of the issue is that graduate students are not aware that they have access to these funds to create events for themselves.

Terrence mentions that we need to also look towards the future and how we fund events as we fund this application in order to be consistent. And if the past is precedent, what did we fund them for their event last year that maybe we could base our decision on.

Shane says that because the funds they're requesting are so high and last year we funded them for \$600, that it makes Shane think their presentation last year was better at showing how the event catered towards graduate students.

Simon can see an argument for funding CSA \$100 for their marketing and promotions; and telling the organization that we want more graduate students involved and the way we're going to help with that is by funding the promotions. Our encourage here is to post flyers where there are more graduate student traffic. So we're funding the spread of news/event.

Shane tells the committee that last year their spread was 400 undergraduates and 150 graduate students.

Terrence points out that their spread for this year's event is projected at 450 undergraduates and 50 graduate students.

Danielle likes the idea of targeted advertising, like on the Ave, and funding the marketing portion of their budget to increase awareness.

Simon makes a motion to vote for \$100 funding towards promotions and marketing.

Danielle adds to specifically market towards graduate students.

Shane asks for Simon to rescind his motion.

Simon rescinds.

Shane mentions that we can add this information to the letter we'll send to CSA. We can tell them that in the future we would like to see more effort to engage graduate students in the process and in the RSO itself.

Terrence asks if we can tell CSA in their notice letter that we'll fund them \$100 for marketing to get started and leave the door open and let them know they can come back with another presentation for additional funding.

Shane adds that we're not funding at their annual max of \$750 or event max of \$400, so they can definitely come back for additional funding.



Simon makes a motion to vote for \$100 funding towards promotions and marketing. *Danielle* seconds.

VOTE: All vote YES.

3. Special Allocations Presentation: Korean Student Union's (KSU) Overnight 2020 event, February 15, 2020.

Presentation

KSU Overnight 2020 is an event to spread awareness of Korean music and dance culture. This year's theme is going to be "The Generations". They will have various performers including Morning Star, a traditional Korean folk music group, as well as on campus performers. So there will be older generation's folk music to newer generation of hip hop / pop music. This event will hopefully bridge the generations. This event has existed for over 7 years. General demographic tends to be about 65% Korean and 35% non-Koreans. The age demographic is about 60-65% undergraduates, and the rest of the attendees are in the 24-29 year old age range, and there are those in the 30+ age range. Most of their budget will go towards facilities costs for renting out Kane Hall and sound equipment rental Morgan Sound, which comes out to be \$5,250.00. They've reached out for donations and funds from the University of Washington Alumni Association (UWAA), Wells Fargo, GPSS, ASUW, and the Consulate General of the Republic of Korea in Seattle. Previously, the Consulate has been their biggest donors - they usually give around \$2,000-\$4,000 - but this year / fiscal quarter, they said they are unable to fund KSU but they will get back to the organization. Thus, KSU is missing a huge chunk of their budget which is really impacting them. Currently, they have received \$800 from Wells Fargo and \$999 from the Ethnic Cultural Center (ECC). They're still missing a chunk of their funds - are planning to reach out to the Ave for sponsorship with no avail. Ideally, KSU would like to pay these performers, but if not, they will have to renegotiate with them.

Questions and Answers

Danielle asks for clarification about the attendee's age demographics. Is KSU assuming the percentage of graduate students based on their attendee's age?

Presenter confirms yes. Therefore, KSU does not know if those 24-29 years old are 100% graduate students. They've had to administer these surveys because it's something the Consulate requires them to do in order to receive funding. 60-65% of attendees have been under the age of 24, which the presenter assumes are undergraduates. And the remaining 35% have been over 25 years old, which they are assuming are graduate students or college professors. Part of their marketing methods are meant to target graduate students - i.e. reaching out to their TA's and asking their TA's to spread the word to their communities as well. KSU also reaches out to the graduate Korean student organization for their help in advertising this event amongst other graduate student organizations.

Terrence follows up with a question about how they determine if an attendee is a student versus a non-student? Are they checking ID's at the door?



Presenter clarifies that they do not check ID's at the door. But assumes that a lot of non-UW affiliated personnel bring their children. Another indicator that someone is not a UW-affiliated person is if they ask about the location / Kane Hall; they're generally assuming all those that are affiliated with UW know where Kane Hall is.

Shane reiterates that a big chunk of their funding may not be coming through. With that large gap, how does KSU hope to bridge that gap in funding?

Presenter answers that they have asked a lot of their sponsors on the Ave and reached out to corporate sponsors. Right now, they have not heard back from most places yet.

Shane mentions that if GPSS funds this event, KSU will need to add "Funded by GPSS" to all their advertising/marketing materials.

Presenter confirms this is not an issue.

Simon asks for clarification. The presenter previously mentioned a graduate Korean organization; does KSU work with this other organization?

Presenter explains that the graduate organization has never been on board. Presenter's PI has told them that it does exist but it's a very sparse community - just anyone who is a graduate student or professor is part of it. KSU doesn't have too much detail about this group but they do send emails to the graduate organization.

Terrence asks if the presenter thinks their performance budget is realistic for the number of performers they plan on having.

Presenter answers that their original plan was to provide performers with a small stipend for participating. During the event, KSU will have the audience vote in real time what they thought was the best performance; the first, second, and third place will receive additional money. Also, they hope to over transportation costs for these performers, if they do, they would use the Consulate's money for this.

Discussion

Terrence mentions that this situation is very similar to CSA's. Especially KSU's lack of attention to the attendance population and the assumptions made about the familiarity of the undergraduate / graduate / professor breakdown based on their surveyed age demographics.

Shane does not like the idea of grouping people by age.

Terrence adds that if there is a Korean graduate student group as the presenter mentioned, it doesn't seem that there was an attempt made to reach out to them.

Shane mentions that the presenter might not have known. But there are two Korean organizations on campus: the Korean Student Union and the Korean Student Association. They have separate RSO's and different things that they do. Last year, they had a joint event in the spring. Last year, we funded the KSU's Overnight 2018 at \$313.50, which specifically covered one part of their marketing. For the joint KSUxKSA event last year, we funded \$400 out of the \$750 they applied for.



Becky points out that she finds it unusual how high KSU's marketing expenses are. They listed \$150 for online marketing (Facebook and Instagram).

Terrence seconds this and mentions that based on his experience, \$150 is a lot of money to spend on advertising and probably means they are marketing more towards the broader general public.

Shane thinks it was interesting that they have not heard back from their off-campus sponsors yet. Maybe it's just too early before the event. But these organizations need to front a percentage of the room reservation fee to confirm the location. They don't have this money yet.

Terrence clarifies that they already have \$1,799 from Wells Fargo and the ECC combined. So they have the funds for the down payment.

Shane mentions that none of our funds can go towards prizes or gifts; it's against our guidelines.

Terrence also clarifies it's interesting because they mentioned a portion of GPSS's funds would go towards performance fees which includes not only a stipend but also reward money that the audience votes on. Right now, *Terrence* would want to request a better financial plan before funding but would not fund the organization at this point.

Danielle wants more information on marketing, who's coming. She recommends fund low on the application or maybe just partially fund for marketing.

Terrence makes a motion to fund at \$0.00. *Simon* seconds.

VOTE: *Shane, Terrence, Simon, Danielle, and A.J.* vote YES. No objections. *Becky* abstains.

Shane asks for a motion to extend the meeting time by 10 minutes. *Danielle* moves; *Simon* seconds. Finance and Budget meeting is extended until 12:40pm.

4. Special Allocations Presentation: Neuroscience Community Outreach Group's (NCOG) Brain Awareness Week Open House, March 10, 2020

Presentation

Brain Awareness Week is a national event that various campuses engage. UW's event is run by the Neuroscience Community Outreach Group for a little over a decade now. They invite local elementary and middle school students to come to the HUB and interact with a series of hands-on activities, about 15 activities are run by NCOG which are predominantly graduate students. Previously the attendance has been about 800 people. Last year it was 650-700 because of the unexpected snow. NCOG has 30-40 volunteers, 75-80% of that population are graduate students. There are a core of 4-5 people that plan the event and the rest attend on the day of. There are also 15 exhibitors who are off-campus people like



the Pacific Science Center, labs, and centers (all of which may also consist of graduate students who help run these exhibits too). In addition for the volunteers who are able to improve their science communication skills and doing outreach, this event is also typically a route of entry for new graduate students into the neuroscience community outreach program because it's low barrier. Typically volunteers at this event will go onto different events, share with their classes, help out at the Pacific Science Center, and go to science fairs. It's NCOG's biggest recruiting day of the year. On the budget sheet, NCOG has applied for more funding than they need because one of their funding sources usually fall through. They request \$2,000 from the Pacific Northwest Society for Neuroscience (PNWSFN) center every year, but the way they allocate money - NCOG does not get notified of the funds until a few weeks prior to the event and the funds can range anywhere from \$500-\$2,000. This money from the PNWSFN helps them determine how many students they can accommodate or which activities they can buy supplies for. When it comes to things like booking the HUB, NCOG relies heavily on those who are able to fund earlier.

Questions and Answers

A.J. clarifies that SFN stands for 'Society of Neuroscience'.

Danielle asks for further clarification, when the presenter said that this is a big recruiting event, does that mean recruiting graduate students?

Presenter explains that NCOG typically has 1-5 active undergraduates in their core team of 20 people. When you get out to 30-40 volunteers, maybe 6-7 undergraduate students. But 60-70% graduate students comprise of the group. NCOG was created by graduate students from the neuroscience program and other graduate students from four to five different graduate programs end up volunteering. It's also a good professional development event.

Shane asks how many people in outreach group.

Presenter says that their listserv is about 150 people but in-person meetings tend to only have 12-15 people; and 40-50 people end up volunteering.

Shane asks if NCOG has heard back from any groups they've requested funding for yet.

Presenter answers that all of them are all still to be determined. But is secure in thinking they will get the funds from Wells Fargo. Clarifies that they have never been the finance person for NCOG, has always been the outreach coordinator.

Simon asks about the PNWSFN funds - does all of the funds go toward this event or do they pocket some of that for other events or next year's event.

Presenter answers that they fully fund the \$2,000, NCOG use that money to finish up any expenses for the event and use the remainder to update software on old laptops, battery replacement, replace old supplies, etc... The PNWSFN gives funds to help sustain the group. There have been years when they didn't receive any funds and had to hold last minute bake sales; so they try to keep a small amount of reserves to kick start the next year's event.



Discussion

Danielle, Simon, and A.J. have no problem funding this event.

Danielle thinks it's a great professional development opportunity. A lot of the graduate students enjoy it, are involved in it, and they get something out of it after the fact. This is an example of more applications we want to see.

Simon makes a motion to vote to fund at the full \$500 amount requested. *A.J.* and *Danielle* seconds.

VOTE: All vote YES.

5. Vice Chair Information

In the event that Shane is unable to be present at a Finance and Budget Committee meeting, the committee needs to have someone who can run the meeting. Technically, Becky can do it but it would be hard for her to run the meeting and take notes - or if she's also out, it's important to have another representative elected to be Vice Chair. This position entails: bringing up any relevant historical requests, look at the active budget in case people ask in the committee, pull up any presentations from last year, make sure we're operating within our guidelines, keeping the meeting on time. The vice chair wouldn't do anything if Shane is present, but if he is absent, the Vice Chair would call the meeting to order and making sure the committee is acting in line with the guidelines.

Shane is not expecting an election for Vice Chair today but would like to vote before we leave for Winter Break.

6. Adjourn

Simon motions to adjourn the meeting. Terrence seconds. No objections.

The Meeting is adjourned at 12:36pm.