

DASB Budget Request 2020-2021

For All Programs Excluding Athletics

Budget Request due to the Office of College Life by 4:00 pm Tuesday, November 12, 2019

Applications and attachments must be submitted via email to Dennis Shannakian at ShannakianDennis@fhda.edu.

The Subject must be in the following format: "DASB Budget Request - DASB Account/Program Name - DASB Account Number"

For Example: "DASB Budget Request - DASB Budget Committee - 41-51140"

Everything submitted will be publicly available online.

Delete the Object Codes and lines within Object Codes you do not need.

1. Program (Account) Name: La Voz News
2. Is this a new DASB account? Yes No DASB Account Number: 56500
3. Amount requested for 2019-2020 \$9,650
4. Total amount allocated for 2019-2020 \$8,650
5. How long has this program existed? 52 years
6. Number of students directly served in this program: Every student at De Anza
Please ACCURATELY and THOROUGHLY complete numbers 7 – 10 and use additional sheets if necessary.
7. List ALL other accounts and/or sources of income (list ALL Account Numbers, Account Names, Account Balances, and Account Purposes/Restrictions) also list ALL Co-Sponsorships for the Program; include anticipated future sources and co-sponsorships. Accounts and amounts will be verified.
Failure to disclose ANY and ALL non-DASB Funding Sources will result in the immediate disqualification of your request and/or the freezing of your DASB Account if already approved.
B Budget Accounts: La Voz B Budget. F:114000 O: 238010 P:060100 – \$3,000
Trust Accounts: N/A
Fund 15 Accounts: F: 115200 O: 238010 P: 060100 – \$1,821.43
FHDA Foundation Accounts: N/A
Grant Funded Accounts: Perkins/Strong Workforce – restricted
Other District Accounts: N/A
Off-Campus/Off-District Accounts: N/A
On-Campus Co-Sponsorships: N/A
Off-Campus Co-Sponsorships: N/A
8. How have you been meeting or how do you plan to meet the budget stipulation of requiring that all students benefiting from DASB funds allocated to you have paid the \$10 DA Student Body Fee and are DASB Members (DASB Budget Stipulation # 1)? Any student at De Anza can pick up a copy of La Voz and view its website, social media and videos. Because students benefiting are not restricted to fee-paying students, La Voz has offered a free black-and-white ½ page ad to DASB Senate in each print issue to advertise DASB cards, programs, revenue generators or anything else DASB Senate would like to advertise.
9. What would be the impact if DASB did not completely fund this request? La Voz prints 10 issues per year – a fall orientation issue followed by three issues each quarter, and earns income by publishing ads. La Voz also pays for a website platform and management services. If DASB does not completely fund the request, La Voz would have to consider printing fewer issues (losing ad revenue) and/or using a cheaper, less reliable web platform with fewer features.
10. Total amount being requested for 2020-2021 (from page 3) \$ 8,000

Delete the Object Codes and lines within Object Codes you do not need.

Printing (4060)

(Flyers, posters, programs, forms, etc.)

	Item	Intended Use	Cost
1.	Printing 10 issues, approx. 1,200 copies each	Student news media	\$7,000 _____
		TOTAL:	\$7,000 _____

Technical and Professional Services (5214)

(Independent Contractor amounts, Consultants/Guest Speakers/Entertainment (list programs).

For contracted speakers the fee shall not exceed \$1,200 per speaker per event.

For performances the fee shall not exceed \$1,800 per performance.)

	Item	Intended Use	Cost
1.	Website platform and management	Student news media	\$1,000 _____
		TOTAL:	\$1,000 _____

Total amount requested (also complete line 10 at bottom of first page) \$8,000 _____

Request For Information (RFI)

	Question / Inquiry	Program Response
1.	Please provide a thorough description of your program (250 words max)	La Voz News is a First Amendment student news media program which publishes a newspaper, website, social media and video. It is a product of Journalism classes and is advised by De Anza faculty. Students control the content. La Voz covers issues of concern to students and others in the De Anza community and keeps people informed about decisions that affect them. It serves as a “fourth estate” watchdog over decision-making bodies at the college and district level supported by taxes and student fees.
2.	Please provide how many students are actively engaged in the program. Backing it up with data will help.	Approx. 40-50 students per quarter produce La Voz as members of JOUR 61 and JOUR 62 classes. However, all students on campus can potentially engage with La Voz by reading/viewing content. E.g. La Voz prints approx. 1,200 copies per month and has 5,000 to 6,000 web visits and a varying number of engagements in Facebook, Twitter, Instagram and YouTube.
3.	Why is your program important and what is the rationale behind having this program on campus? (250 words max)	Besides its 52-year history at De Anza, La Voz is important because it informs students about issues that they would not otherwise find out about – decisions and conduct at shared governance meetings; student success in athletics, student government, art and other areas; activities of student government, clubs, VIDA, equity programs and other activities important to students’ lives at college.

4.	How will your program expand students' perspectives and positively impact their lives and the community? (250 words max)	La Voz News helps to expand students' perspectives and positively impact their lives by highlighting the variety and breadth of opportunities and programs on campus. By learning more about how what goes on at De Anza and how to get involved, students get a wider view of how to get more engaged and connected.
5.	How is your program working to improve itself every year? Do you receive student feedback? Implementing a student survey and sharing the results with DASB will be beneficial for our review process.	La Voz News gets constant feedback through its email, comments sections, and polls, and reporters interviewing people from all parts of the campus. La Voz is planning to conduct focus groups in the Spring '20 quarter to better understand the interests and perspectives of its readers and potential readers.
6.	What are all of your sources of funding? Please include funding from the college, any sources of income, any grants, and any other source. If there are no other sources, has your program taken the initiative to search for other sources? (list ALL Account Numbers, Account Names, Account Balances, and Account Purposes/Restrictions)	<ul style="list-style-type: none"> • Fund 15: F: 115200 O: 238010 P: 060100. Revenues come from La Voz advertising and are used to pay a student employee and to help fund students attending journalism conferences. • La Voz B-budget: F:114000 O: 238010 P:060100, college funds pay for memberships (such as the Journalism Association of Community Colleges) and supplies for the journalism lab. • De Anza general fund pays for faculty and facilities and are restricted from paying for student media with advertising content. • Perkins/Strong Workforce career technical funds pay for equipment, faculty professional development and peer tutors. Restricted, cannot pay for La Voz printing.

7.	<p>Go through the DASB budget goals for the current academic year and explain how your program fits each of them or as many as possible. (250 words max) The DASB budget goals are available at www.deanza.edu/dasb/budget</p>	<p>La Voz covers the following DASB budget goals:</p> <ul style="list-style-type: none"> ○ Promotes leadership, diversity and civic engagement by covering the DASB Senate, student clubs and other representative bodies on campus ○ La Voz provides information about student concerns to administration and the Board of Trustees through columns, editorials, letters to the editor and “De Anza Voices” – brief interviews with students. It’s a crucial way for the decision makers at De Anza to find out what students are thinking. ○ La Voz is an award-winning student media publication that gives student reporters and editors real-life experience, following professional ethics and under the same laws that govern professional media. ○ La Voz prints and posts fall, winter and spring quarters ○ La Voz has agreed to provide the DASB Senate a half-page black-and-white ad in each in issue, which DASB Senate could use to help generate revenue. ○ La Voz has used DASB funding efficiently; it has secured the best pricing for services and has reacting to the changing news industry by gradually cutting the number of print issues to 10 per year from 29 issues in 2010-2011, reflecting the move to online-first information. La Voz’s DASB funding has decreased by \$12,000 (a 60 percent decrease) since 2010, and La Voz’s request this year is \$650 less than it received in 2019-2020.
8.	<p>Explain how your program is unique. Are there any programs on campus that are similar or is there any duplication of services?</p>	<p>La Voz is unique at De Anza because it is the only source of unrestricted student news coverage and opinion on campus. It does not duplicate any other program.</p>
9.	<p>Explain how your program advertises and promotes itself to the general student population. Provide a clear plan for the current academic year as well as any marketing material you will or have used.</p>	<p>La Voz social media links to the La Voz website, which posts all published stories. The print edition is dispensed at kiosks and racks across campus, and distributed to division offices. Students hand out print papers in the quad the day they are published. Students also staff tables at Club Day, Student Services Day, Career Day and every other opportunity, where they hand out papers and business cards and recruit students for future quarters. La Voz student editors also speak in 20-30 classes per quarter, where they recruit student reporters for the next quarter and tell students know about opportunities to join and contribute.</p>

10.	Explain how your program promotes equity on campus.	La Voz News promotes equity by covering equity issues and events on campus; raising awareness about underrepresented groups on campus; offering a public space for students, staff and faculty to express opinions; helping students from underrepresented communities find their voice and providing an open and welcoming environment in the Journalism/La Voz lab
-----	---	--

Signatures that are required for utilizing funds

All financial documents, forms, requests/requisitions require the signature of the budgeter(s) and the administrator responsible for the program of the account. The budgeter and administrator responsible for the program of the account shall sign designating this is an appropriate expenditure of DASB funds and in the best interest of the student body. Administrators are responsible for any expenditures exceeding budget allocations. **The Budgeter and Administrator cannot be the same person.**

Budgeter’s Name: _____ Cecilia Deck _____

Phone Extension: _____ 8588 _____

E-mail: _____ deckcecilia@fhda.edu _____

Relationship to Project: _____ Adviser _____

Position on Campus: _____ Journalism Department Chair _____

Administrator’s Name: _____ Thomas Ray _____

Phone Extension: _____ 8546 _____

E-mail: _____ raythomas@fhda.edu _____

Relationship to Project: _____ Responsible administrator _____

Position on Campus: _____ Dean of Language Arts _____

Approved by DASB Chair of Finance

(Produced by the Office of College Life - 8/1/2019)