

Outline for Fee Proposal

A fee proposal is a working document that ultimately results in the complete referendum text, the ballot language, and the marketing plan and its budget.

As the campus committee whose purpose is to develop and recommend to the Chancellor for approval policies, procedures, and criteria for compulsory campus-based fee referenda, the SFRC is the body that will advise you (the sponsor) on the development and implementation of fee language and election procedures; and will notify the Chancellor whether or not the referenda is in accordance with the campus guidelines. For a department initiated referendum, this fee proposal is to be submitted to the SFRC only after receiving concept approval from the CACSSF (Chancellor's Advisory Committee on Student Services and Fees) that your referendum can be advanced to development and election. For a student initiated referendum, concept approval is not required but it must fulfill the ASUC requirements to be included in an ASUC election. It is advisable for students or the student group to consult with the SFRC and/or ASUC Senate no later than October 15 for an election to be held no earlier than the following April.

Campus departments sponsoring referenda must submit their initial Fee Proposal to the SFRC by March 15 for an election to be held no earlier than the following October. Proposals initially submitted after March 15 will most likely not be endorsed by the SFRC.

Students should submit their initial Fee Proposal to the SFRC by November 1 for an election to be held no earlier than the following April. Proposals initially submitted after November 1 will most likely not be endorsed by the SFRC.

New fees cannot begin in the summer term, but may begin in either Fall or Spring semesters.

Because a Fee Proposal is a working document, the SFRC will work with you to develop the areas of your proposal throughout the consulting process. You may also be asked by the SFRC to share your proposal with units who may be impacted by the fee and/or student groups for input.

A Fee Proposal follows the outline presented below. In all sections of the fee proposal it is important for the language to be clear and precise so students have unambiguous information upon which to vote.

I. Referendum Title:

The title of the referendum should be neutral, that is it should simply state either the name of the benefitting unit or the service to be provided. It should not contain value-laden phrases such as "Save Our ..." or "Avert Disaster..." or "Stick it to..."

II. Ballot Language:

This section is the language that will appear on the elections website voting screen. The student will register his or her vote on this web page. Therefore, the ballot language should be completely viewable on one screen, without the need to scroll down. This section should contain

- A brief (2-3 sentences) description of the purpose of the referendum and the identity of the benefitting or sponsoring unit.
- A brief description (2-3 sentences) of why the fee is needed and why it is needed at this time. Include the proposed uses of the fee revenue.
- Identify which students will be expected to pay this fee (undergraduates, graduates, both) and whether the fee will apply to summer students.
- Specify the fee duration and amount of the fee per semester.
 - Be specific about when the fee would first be collected (for instance, Fall 2009 semester) and when it will end (for instance, Spring 2019 semester).
 - The fee amount should be either a whole number or end in .25, .50 or .75 cents in each year of its existence. You may want to use rounding to achieve this requirement.
 - If the amount is expected to increase during the existence of the fee, specify the amounts on a year-by-year schedule and explain how they have been calculated. The easiest way to display this information is to use a table similar to the following:

Fee/Referendum Title											
	% of Fee	Yr 1 Per Sem Amt	Yr 2 Per Sem Amt	Yr 3 Per Sem Amt	Yr 4 Per Sem Amt	Yr 5 Per Sem Amt	Yr 6 Per Sem Amt	Yr 7 Per Sem Amt	Yr 8 Per Sem Amt	Yr 9 Per Sem Amt	Yr 10 Per Sem Amt
Campus Unit	67%	\$ 6.00									
Financial Aid	33%	\$ 3.00									
Total Fee	100%	\$ 9.00									

- If the increases are tied to an inflation index and the future amounts are not known at the time of the election, define the index and whether the index poses a maximum increase level (in which case, identify who will be deciding on the amount of the increase) or whether the fee will be automatically increased in line with changes in the index.
- Unless stated otherwise in the original authorizing referendum, the amount of all fees that are tied to indices must be communicated to the Campus Budget Office, Financial Aid Office, Graduate Division, Office of the Registrar and Summer Session by January 15 to be effective the following summer or Fall term.
- Indicate what percentage and amount of the fee will be used for financial aid and what portion of the fee will go to the benefitting unit.
- Indicate whether or not the fee will apply to summer students and the rationale for charging the fee to those students.
- If the fee will apply to summer students in an amount different than the semester amount, identify the amount of the summer fee.
- Identify what student advisory group will be overseeing the use of the fee.

This information should be followed by the following statement:

“Do you approve this mandatory fee to support _____?”

_____ Yes

_____ No

III. Complete Text of the Referendum

This section is an expansion of the ballot language in order to provide additional information to the student voter.

Introductory Statement

Provide one paragraph identifying the sponsoring or benefitting unit and the proposed uses of the fee.

Background

Provide an explanation of why the fee is needed, why it is needed at this time, what alternatives to a mandatory fee have been explored, and why these alternatives are not feasible or are less satisfactory than a mandatory fee.

Explain in value-neutral language what the consequences will be if the fee is not approved. Save the emotion-laden language for the marketing and informational campaign.

What role have students played in the demand for the services or benefits, in the review of funding alternatives, and in development of the parameters or proposed uses of the fee?

If similar fees are in effect on other UC campuses, provide information on those fee amounts and uses.

Purpose of the Fee

Elaborate on what new or expanded services or benefits to students will be provided by the fee if it is approved.

Breakdown of the Fee

Follow the directions given above under the ballot language section concerning the duration of the fee, the amount of the fee, what groups of students will be subject to the fee, whether the fee applies to summer students, whether the fee will increase over time and by how much, and what is the percentage and amount of the return to financial aid.

Oversight of the Fee

Identify the composition of the student advisory committee for the fee, and what role it will play in decision-making on the uses of the fee, how frequently it will meet, whether the committee will include non-student members, and any other information about the manner in which oversight will be provided.

IV. Referendum Outline for Student-Initiated Fee:

The primary difference between campus-sponsored referenda and student-sponsored referenda is that the ballot language for the student-initiated referendum comes at the

end of the referendum complete text and can consist of only two sentences, as provided in the ASUC Election By-Laws.

Student-sponsored referenda should follow the outline above, excluding the ballot language, and add the following section at the bottom of the text.

Ballot Language:

“The following language will be placed on the Spring 2____ ASUC ballot for a vote of the student body:

Sentence 1: Include the purpose of the fee, when it will start and end, the amount of the fee per semester, whether it will increase over time, whether it applies to all students or only graduates or undergraduates, whether it applies to summer students, and the return-to-aid.

Sentence 2: Do you approve this fee?”

V. Estimated Campaign/Marketing Sample Budget for Department-Initiated Referenda

A campus department initiating a student fee referendum should submit an advance estimate of its anticipated spending on supplies and promotion for the campaign to educate students about the fee referendum. Although there is no limit to the amount of money a department may spend on its campaign, the department is required to make an equivalent amount available to the Election Manager for students who demonstrate an interest in organizing an opposition campaign.

This estimated budget is due to the Election Manager by September 1 of the semester in which the fee election is scheduled to take place.

Please follow the template below when submitting your estimated budget to the Election Manager.

<u>Fee Referendum Campaign Budget Estimate (Example)</u>				
Election Publicity (Sample Line Items)	# Items	Cost/Item	Total Cost	Notes/Description
Daily Cal Ads				
Ad #1	1	\$720.00	\$720	
Ad #2	1	\$440.00	\$440	
Ad #3	1	\$440.00	\$440	
Voter Education Pamphlet	500	\$1.50	\$750	
Facebook Advertisements	10	\$40.00	\$400	
Banners	2	\$50.00	\$100	
Giveaways (pens, buttons)	500	\$1.00	\$500	
University Bulletin Board Service	1	\$75.00	\$75	
Flyers	1000	\$0.10	\$100	
Subtotal	2016	\$1,767.60	\$3,525	

Supplies (sample Line Items)			
Paper	250	\$125.00	\$125
Printing/Copying	23	\$11.58	\$12
Tables	67	\$33.50	\$34
Tabling Supplies	29	\$14.61	\$15
Subtotal		\$184.69	\$185
TOTAL		\$1,952.29	\$3,709.69