

DASG Budget Request 2022-2023

For All Programs Excluding Athletics

Budget Request due to the Office of College Life by 4:00 pm Monday, November 1, 2021
Applications and attachments must be typed and submitted via email to Dennis Shannakian at
ShannakianDennis@fhda.edu.

Please also copy the Administrator on the email.

Applications must be submitted as Word documents or searchable text PDFs (not scans; signatures are not required)

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

For Example: "DASG Budget Request - DASG 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 DASG account? Yes No DASG Account Number: 41-56500
3. Amount requested for 2021-2022 \$ 8,000
4. Total amount allocated for 2021-2022 \$ 8,000
5. How long has this program existed? Since 1967
6. Number of students directly served in this program: 17,000 (all De Anza students)
Please ACCURATELY and THOROUGHLY complete numbers 7 – 10 and use additional sheets if necessary.
7. How have you been meeting or how do you plan to meet the budget stipulation of requiring that all students benefiting from DASG funds allocated to you have paid the \$10 DA Student Body Fee and are DASG Members (DASG Budget Stipulation # 1)? La Voz cannot ensure that every student who reads the publication in print or online has paid the DA Student Body Fee. In lieu, La Voz agrees to print a 1/4- 1/2 page ad for La Voz or provide an online sidebar ad, as submitted and updated by the DASG Senate. To place the ad, email lavozaadvertising@gmail.com. La Voz anticipates returning to print publication in Fall 2022.
8. What would be the impact if DASG did not completely fund this request? La Voz relies on DASG funding for printing and for the platform to publish online and provide an app (College News Source). To lose the funding would cause major disruptions and the possible loss of printing and a viable, attractive and permanent online presence. There is no other funding source. When printing, La Voz uses the revenue from ad sales to pay for students to attend journalism conferences. However, because of the COVID-19 shutdown and lack of on-campus presence, La Voz has not been printing, and has lost that revenue because of the lack of print advertising. Online advertising rates are lower, and online ads are more difficult to sell, so do not make up the difference. Note that La Voz was allocated, but did not spend, \$6,500 for printing in 2021-22, nor did it spend its printing allocation in 2020-2021. In 2019-2020, La Voz spent only part of the printing allocation before it stopped printing due to the COVID shutdown.
9. Total amount being requested for 2022-2023 (from page 3) \$ 8,000

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

TOTAL: \$8,000

Printing (4060)

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

Item	Intended Use	Cost
1. <u>Printing issues of La Voz News</u>	<u>La Voz newspaper</u>	<u>\$6,000</u>
	TOTAL:	\$ <u>6,000</u>

Technical and Professional Services (5214)

(Limited Engagement/Independent Contractor Agreements,
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.	Web services	lavozdeanza.com	\$2,000
2.	_____	_____	_____
3.	_____	_____	_____
4.	_____	_____	_____
5.	_____	_____	_____
		TOTAL:	<u>\$2,000</u>

\$ _____

Total amount being requested for 2022-2023 (also complete line 9 at bottom of first page)

\$ 8,000

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

Request For Information (RFI)

	Question / Inquiry	Program Response
1.	Please provide a thorough description of your program. Please describe the new services or features of your program that were implemented after you last submitted a DASG RFI. Explain how your program is unique. Are there any programs on campus that are similar or is there any duplication of services?	La Voz News (lavozdeanza.com) provides online student news media for De Anza students from October through June, as well social media and a mobile app. It is produced by about 30-40 journalism students in JOUR 61 and JOUR 62 classes each quarter. The publication covers student government and other shared governance, as well as publishing profiles of notable students and covering clubs, sports and the arts. Over the past year, La Voz News won statewide awards for reporting about Black Lives at De Anza, among other awards. Providing news of the college from the students' perspective is not duplicated on campus.
2.	How will your program expand students' perspectives and positively impact their lives and the community? (250 words max)	La Voz News informs the De Anza community about important events and developments, and highlights students' achievements, including DASG elections, sports and performances.
3.	Go through the most recent DASG Budget Guiding Principles and explain how your program fits each of them or as many as possible. Please do not merely copy and paste the DASG Guiding Principles. The DASG Budget Goals/DASG Budget Guiding Principles are available at www.deanza.edu/dasg/budget	La Voz News provides an important student voice on campus, covering events and shared governance independently from college communications. This allows students and staff to stay informed and participate in democratic institutions. Student editors guide the content of La Voz News with an eye toward reflecting diversity, challenging assumptions and raising questions. See La Voz's mission statement. https://sites.google.com/view/la-voz-staff-handbook/about/mission
4.	Explain how your program advertises and promotes itself to all students. Has your program made extra effort to market and reach underserved students? If so, describe how. If not, describe what challenges your program faces in trying to do so. Provide a clear plan for the current academic year as well as any marketing material you will or have used.	La Voz News advertises and promotes itself on its website and social media. Student editors also visit English, Communication Studies and Political Science classes to recruit future reporters. In 2020/2021, La Voz reporters worked on a special project, "Black Lives at De Anza" which reported on issues specifically involving black students, staff and faculty at De Anza. The stories won several awards for enterprise reporting from the Journalism Association of Community Colleges. La Voz followed up with further reporting about Black students.
5.	Explain how your program promotes equity within the program and on campus. For example: equity training for all staff and student leaders, hiring from underrepresented communities, etc.	La Voz's mission includes reporting on the diversity of De Anza. Editors and reporters are encouraged to seek stories reflecting and advancing diversity and equity. See the La Voz News mission statement: https://sites.google.com/view/la-voz-staff-handbook/about/mission
6.	How has your program adapted to providing its services online? Alternatively, please provide a clear plan for how your program would provide online services if needed in the future.	La Voz News had published online, as well as in print, since the 1990s. When the campus closed in March 2020, La Voz stopped printing the newspaper and began publishing online only. Over the past year, La Voz started being available on a mobile app, College News Source and also enhanced its social media coverage.

	Question / Inquiry	Program Response
7.	Please indicate which object codes are critical for DASG to fund this year. Please do NOT list down all of the object codes.	The most critical object code is 5214 – Technical services – which is used to pay the website platform that publishes La Voz online and the mobile app, and includes 20+ years of archives.

Data Sheets/Attachments

Please attach supporting documents of the following questions and list the document names accordingly.

Covering all the bullet points will be beneficial for our review process. IF attachment is not required or missing, please give your thorough answers below.

	Question / Inquiry	Document Name / Additional Response
1.	<p>ENROLMENT</p> <ul style="list-style-type: none"> • Number of total AND new active students over the past 3 years • Number of enrolments retained (stayed for more than a quarter) • Number of students enrolled in online services • Does your program serve a certain demographic or the whole De Anza population? • Racial demographics (if possible) 	<ul style="list-style-type: none"> • Enrollment in JOUR 61 and JOUR 62 classes that produce La Voz News has been steady at about 40-50 per quarter over the past three years. Each quarter, about 10-15 students continue to a new level in JOUR 61 and 62 classes, and about 25-30 students are new. • Readership online: 4,000 unique pageviews per week per Google analytics. • La Voz News does not serve a specific demographic, but online readers are 70 percent age 34 and below, per Google analytics.
2.	<p>STUDENT FEEDBACK</p> <ul style="list-style-type: none"> • Attach student feedback forms, surveys, etc. • How has your program responded to suggestions made by students in the previous year? 	<ul style="list-style-type: none"> • Content of La Voz News is directed, assigned, edited and published by students. Faculty serves as instructor and adviser, but students control content. • La Voz News responds to student feedback in email and social media. • Generally, La Voz editors respond to by assigning and publishing stories as suggested. • La Voz publishes letters to the editor as received.
3.	<p>FUNDING</p> <ul style="list-style-type: none"> • List any funding from the college, sources of income, any grants, and any other source (include ALL Account Numbers, Account Names, Account Balances, and Account Purposes/Restrictions) • Attach account reports of all sources of funding 	<ul style="list-style-type: none"> • La Voz Fund 15: <u>FOP: 115200 238010 060100 – account balance is currently \$0. Funds from print ads.</u> • B Budget: <u>FOP: 11400 23810 060100 - \$8,000. The La Voz B budget pays for office supplies and equipment for the journalism lab in L-41. The fund cannot be spent on printing La Voz or for technical services for the online lavozeanza.com</u>

Signatures are not Required for this Application

Signatures are not required for this application; however, the Administrator should still review and approve the application and should be copied on the email submitting the application. **The Budgeter and Administrator cannot be the same person.** Applications must be typed and submitted via email along with any attachments; applications must be submitted as Word documents or searchable text PDFs (not scans).

Signatures that are Required for Utilizing Funds

All future 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 DASG 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 and Administrator Information

Budgeter’s Name:	_____ Cecilia Deck _____
Phone Number:	_____ 408-864-8588 _____
Email:	_____ deckcecilia@fhda.edu _____
Relationship to Project:	_____ Instructor/adviser _____
Position on Campus:	_____ Journalism Chair _____
Administrator’s Name:	_____ Thomas Ray _____
Phone Number:	_____ 408-864-8542 _____
Email:	_____ raythomas@fhda.edu _____
Relationship to Project:	_____ Dean _____
Position on Campus:	_____ Dean of Language Arts _____

Approved by DASG Chair of Finance

(Produced by the Office of College Life - 9/27/2021)