



FUNDING PROPOSAL 3 & 9 Budget Review

Abstract

This funding proposal is to allocate three-thousand dollars to the Public Relations and Marketing Commissioner. In addition, to reallocating the University Times Advertisement four-thousand towards social media.

Ochoa, Teady

ASI PROGRAMMING & ADVOCACY BUDGET BREAKDOWN

WELCOME WEEK		\$2,000
Event Support and Giveaways	\$2,000	
STREET TEAM SCREAMING EAGLES ALLOCATION		\$1,500
Launch, Networking, and Appreciation Events	\$500	
Gear and Giveaways	\$1,000	
CABINET OF COMMISSIONERS PROGRAM ALLOCATION		\$9,000
Housing Resident Support and Outreach	\$3,000	
Environmental and Sustainability Efforts	\$3,000	
Veterans Support and Outreach	\$3,000	
SPIRIT AND PRIDE INITIATIVES ALLOCATION		\$15,450
Athletics Events Special Home Game Events	\$5,000	
2019 SPIRIT WEEK - BASKETBALL HOMECOMING	\$8,000	
Spirit Shirts	\$2,000	
Special Event Publicity and Large Scale Decals	\$450	
Housing and Resident Outreach	660965-00001-784000-2045	
Environmental and Sustainability Efforts	660965-00001-784000-2046	
Veterans Outreach	660965-00001-784000-2047	
Spirit Week, Campaign, and Pride Initiatives	660965-00001-784000-2056	
Welcome Week	660965-00001-784000-2057	
ASI GENERAL ELECTION ALLOCATION		\$12,000
Publicity/Postcards/Flyers	\$1,500	
University Times Advertisements	\$4,000	
Referendum	\$3,000	
Election Events (e.g. debates, briefings)	\$3,000	
Election Tabling	\$500	
General Election	660965-00001-784000-2058	

3 & 9 Budget Proposal PRMC Budget

Proposal:

Public Relations and Marketing Commissioner currently does not have a budget. I would like to propose to allocate three-thousand dollars to her area, it is a fair adjustment because the other commissioners have the same budget except Spirit Commissioner. PRMC is spending \$1450 dollars, Fall Semester 2019. It is very difficult to know where exactly the money will be extracted from. Having a budget for PRMC would be beneficial not only for this term but others who occupy the position. This position is not only limited to marketing, they should have the freedom to create events that will increase the visibility of ASI.

Estimated Budget: International Office

Items	Cost	Notes & Descriptions
Supplies	0	
Facility/Supply Rental	0	International Office will be reserving
Decorations	\$150	Banners, international flags, balloons
Performance Speakers	\$300	Speakers, microphones, mixer (Golden Eagle Radio?)
Parking Permits (note load-in or overnight)	0	
Food/Refreshments	0	
Security (i.e. Campus Police)	0	
Labor (other than volunteers)	0	Screaming Eagles
Miscellaneous (include description)	\$200	Gifts for performers (swag bag from ASI/International Office); General raffle: maybe amusement park tickets/hydroflask
TOTAL EXPENSE	\$650	

Estimated Budget: Eagles Take Flight: Success Student Fair

Items	Cost	Notes & Descriptions
Supplies	0	
Facility/Supply Rental	\$100	
Decorations	0	
Performance Speakers	0	
Parking Permits (note load-in or overnight)	0	
Food/Refreshments	\$600	Golden Eagle Hospitality
Security (i.e. Campus Police)	0	
Labor (other than volunteers)	0	
Miscellaneous (include description)	\$100	Study supply gift basket with maybe a Knotts Scary Farm ticket if we have some. Maybe flyers for tips to study.
TOTAL EXPENSE	\$800	

3 & 9 Budget Proposal Reallocate UT Budget to Social Media

Proposal:

Option one:

As previously discussed with Marcus, I would like to propose reallocated the University Times Advertisements to Social Media Advertisement. The University Times will advertise our event regardless because it is a campus-wide event. Our Social Medias can be further improved by using the money to creating localized Ad's based on distance for Cal State LA students. This would potentially lead to more followers in our Instagram and Facebook page. It will increase ASI exposure and allowing us to appear in people's feeds.

Option two:

Reallocate the three thousand dollars to each commissioner (Spirit, PRMC, Elections, Environmental, Military-Connected, Housing) giving them a total sum of \$3500 dollars each for future programming. Leaving one thousand for University Times Advertisements.

Option 3

Open Discussion

ASI GENERAL ELECTION ALLOCATION		\$12,000
Publicity/Postcards/Flyers	\$1,500	
University Times Advertisements	\$4,000	
Referendum	\$3,000	
Election Events (e.g. debates, briefings)	\$3,000	
Election Tabling	\$500	