

# DASB Budget Request 2021-2022

## For All Programs Excluding Athletics

Budget Request due to the Office of College Life by 4:00 pm Monday, November 9, 2020

Applications and attachments must be typed and submitted via email to Dennis Shannakian at [ShannakianDennis@fhda.edu](mailto: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: "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
2. Is this a new DASB account? Yes  No  DASB Account Number: 41-56500

3. Amount requested for 2020-2021 \$ 8,000

4. Total amount allocated for 2020-2021 \$ 8,000

5. How long has this program existed? 53 years

6. Number of students directly served in this program: 15,000 – all De Anza students

***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: 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 lavozdeanza.com

Trust Accounts: 0

Fund 15 Accounts: FOP: 115200 238010 060100 – account balance is currently \$0. About \$800 remains in uncashed checks held up in FHDA mail.

FHDA Foundation Accounts: 0

Grant Funded Accounts: Perkins (CTE) restricted funding for student employee, faculty development and equipment. (I don't have the account numbers. Funding is for JOUR Dept., not for La Voz News publication)

Other District Accounts: 0

Off-Campus/Off-District Accounts: 0

On-Campus Co-Sponsorships: 0

Off-Campus Co-Sponsorships: 0

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)? 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 DASB Senate.

9. What would be the impact if DASB did not completely fund this request? La Voz relies on DASB 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 COVID-19 shutdown, La Voz has lost that revenue because of the lack of print advertising. Online advertising rates are lower, so do not make up the difference (and advertising revenue is used for journalism students to travel to conferences).

10. Total amount being requested for 2021-2022 (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	La Voz newspaper	6,500
2.			
3.			
4.			
5.			
		TOTAL:	\$ 6,500

**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.	Web services	Lavoznews.com	\$1,500
2.			
3.			
4.			
5.			
		TOTAL:	\$ 1,500

**Total amount requested (also complete line 10 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 <b>thorough</b> description of your program (250 words max)	La Voz News provides online student news media and a monthly print newspaper for De Anza students from October through June. La Voz also provides an online news publication, social media and a mobile app. The funding requested is to pay for the website and mobile app platform (approx. \$1,500) and print 9-10 issues of La Voz News (approx. \$650 per 8-12 page issue, 1,200 copies, including color front page).
2.	Please provide how many students are <b>actively engaged</b> in your program. Backing it up with data will help.	About 40-50 students per quarter are actively involved in producing La Voz News as part of journalism classes at De Anza. (JOUR 61a, b and c and JOUR 62a, b, c, d, e and f).
3.	Why is your program <b>important</b> and what is the <b>rationale</b> behind having this program on campus? (250 words max)	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.
4.	How will your program expand students' perspectives and positively impact their lives and the community? (250 words max)	La Voz News helps expand students' perspectives by informing them about events and issues on campus and in the larger community, as well as a venue to voice opinions through letters to the editor, online comments and social media comments. On its opinion pages, La Voz can support student initiatives such as the petition in February/March 2020 to close the campus because of COVID-19 spread, and equity initiatives such as mitigating racial disparities on campus.
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.	Students in the classes that produce La Voz News provide constant feedback about how the program can improve. New students start each quarter, bringing their ideas and suggestions. Over the years, La Voz has evolved to produce more online content, more social media coverage, a mobile app (College News Source) and include more student voices in its coverage. Students also get constant feedback from readers and the people covered in stories. This has resulted in changing priorities of coverage, including seeking more diverse sources and finding untold stories from marginalized groups and individuals on campus.
6.	What are <b>all</b> your sources of funding? Please include funding from the college, any sources of income, any grants, and any other source. Has your program taken the initiative to search for other sources? (list ALL Account Numbers, Account Names, Account Balances, and Account Purposes/Restrictions)	De Anza College provides the La Voz journalism lab, as well as pay for a full-time instructor and adviser. The La Voz B-budget funds office equipment and office supplies. La Voz has a Fund 15 account where it deposits revenue from paid advertising. The fund, currently with \$0 balance, funds students to travel for journalism conferences. Perkins-CTE funding supports equipment purchases.

	<b>Question / Inquiry</b>	<b>Program Response</b>
7.	<p>Go through the most recent DASB Budget Goals/DASB Budget Guiding Principles and explain how your program fits each of them or as many as possible. (250 words max) The DASB Budget Goals/DASB Budget Guiding Principles are available at <a href="http://www.deanza.edu/dasb/budget">www.deanza.edu/dasb/budget</a></p>	<ul style="list-style-type: none"> <li>• La Voz News helps students succeed by promoting a campus community, covering events and other opportunities for participation.</li> <li>• Participating in student media is an opportunity for students to develop leadership skills, and La Voz coverage seeks to promote community development, academic skills and equity.</li> <li>• La Voz prints and updates its website, social media and mobile app (College News Source) throughout the academic year.</li> <li>• La Voz provides DASB Senate with ad space because it cannot ensure that only members read the publication (see Question 8, above).</li> <li>• La Voz has continually adjusted the number of print copies it publishes, reflecting students’ preference for reading online.</li> <li>• DASB Senate ads in La Voz can be used by the DASB to advertise programs that generate DASB revenue.</li> <li>• La Voz has used DASB funding effectively and efficiently by adjusting the number of print copies and by monitoring user metrics for the website, social media, mobile app (College News Source) and responding with SEO and adjustments to content. La Voz students balance the need for “hits” with the need to thoroughly cover the campus.</li> <li>• Covering statewide higher education issues, Academic Senate, the district Board of Trustees and the Budget and Planning Teams, La Voz keeps students informed about changes and initiatives that affect the quality of education at De Anza.</li> <li>• Because it is an independent student voice, La Voz publication is not directly funded by De Anza, but rather by student fees.</li> </ul>
8.	<p>Explain how your program is unique. Are there any programs on campus that are similar or is there any duplication of services? (250 words max)</p>	<p>No program on campus duplicates the services provided by La Voz News. The publication is unique in providing a venue for independent student voices.</p>
9.	<p>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. (250 words max)</p>	<p>La Voz promotes itself on campus with printed issues that students distribute by hand (handing out copies in the quad) and by supplying racks and shelves at various locations on campus.</p> <p>Online, La Voz promotes itself through Instagram, Facebook and Twitter (@lavozdeanza) posts and an email newsletter sent to De Anza students, faculty and staff to highlight new content.</p>

	<b>Question / Inquiry</b>	<b>Program Response</b>
10.	Explain how your program promotes equity on campus. (250 words max)	La Voz promotes equity on campus by prioritizing coverage of events and issues involving marginalized people and groups. For example, La Voz ran an editorial and several news stories about racial disparities on campus following a June 2020 response fro black faculty and staff to the killing of George Floyd.
11.	Please indicate which object codes are critical for DASB to fund this year.	Printing – 4060 Professional and Technical Services – 5214
12.	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.	Although funded by the DASB Senate to print throughout 2019-2020 and 2020-2021, La Voz stopped print production in March, 2020 because with the campus closed, there would be no venue for distribution. Without print production, our Fund 15 that paid a student to sell ads (print and online) dried up. La Voz News had been publishing online as well since 2000, so continued the online coverage, boosted social media coverage, used DASB Senate funding to adopt a mobile app (College News Source) and began sending an email newsletter to inform about new coverage. The classes that produce La Voz also had to pivot online, which required finding ways to recreate the classroom and lab experience. Student editorial leaders have excelled in improvising through online content sharing (also funded by DASB Senate through account code 5214), Zoom meetings and email/texting.

**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 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 and Administrator Information**

Budgeter’s Name:	<u>Cecilia Deck</u>
Phone Number:	<u>408-864-8588</u>
Email:	<u>deckcecilia@fhda.edu</u>
Relationship to Project:	<u>Faculty Adviser to La Voz News</u>
Position on Campus:	<u>Chair, Journalism Department</u>
Administrator’s Name:	<u>Thomas Ray</u>
Phone Number:	<u>408-864-8546</u>
Email:	<u>raythomas@fhda.edu</u>
Relationship to Project:	<u>Dean of Language Arts (include the Journalism Department)</u>
Position on Campus:	<u>Dean of Language Arts</u>
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Approved by DASB Chair of Finance

(Produced by the Office of College Life - 10/27/2020)