

**Cornell University
Student Assembly**

109 Day Hall
Ithaca, NY 14853

t. 607.255.3715
f. 607.255.2182
e. sa@assembly.cornell.edu
w. http://assembly.cornell.edu/SA

2014 - 2016 Undergraduate SAF Application Form

Checklist for Application

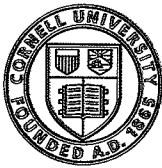
	Applicant	Office
Preliminary Items Due 4pm, April 25, 2013		
Eligibility Checklist (reverse side)	✓	
Dollar request per student per year	\$ 600	
Petition signatures (if new applicant)	N/A	
Final Attachments Due 4pm, September 13, 2013		
Constitution, Charter, Bylaws	✓	
Mission Statement (1 pages)	✓	
Group Profile (3 pages)	✓	
<ul style="list-style-type: none"> ● Officers ● Number of Members ● History ● Activities, Programming, Events in Current Cycle 		
Summary of request (2 pages)	✓	
10-13 Financial Statements	✓	
13-16 Projections	✓	
Office Use Only		
Received by:	AE	
Date Received:	4/24/13	
Sigs Checked:		

Applicant Organization/Program Name: Collegiate Readership Program

Primary Contact	Secondary Contact
Name: <u>ROBIN IRWIN</u>	Name: <u>DEBRA SWIFT / MARKET DIRECTOR</u>
Address: <u>595 COMMERCE DRIVE</u> <u>AMHERST, New York 14226</u>	Address: <u>595 COMMERCE DRIVE</u> <u>AMHERST, NY 14226</u>
Phone: <u>716-691-9850</u> <u>X-252</u>	Phone: <u>716-691-9850</u>
Email: <u>RIRWIN@USATODAY.COM</u>	Email: <u>DSWIFT@USATODAY.COM</u>

A representative must certify that the documents provided in this application are accurate, represent best information available to the organization at this time, and are suitable for public distribution. The documents provided constitute the organization's application for undergraduate byline funding for the 2014-2015 and 2015-2016 fiscal years. The Student Assembly will review the applications in the fall semester of 2013. Organizations may not submit preliminary applications after 4pm on Monday, April 25, 2013 or amend final submissions after 4pm, Friday, September 13, 2013.

Representative: ROBIN IRWIN [Signature] 04/22/2013
(print name) (signature) (date)



**Cornell University
Student Assembly**

109 Day Hall
Ithaca, NY 14853

t. 607.255.3715
f. 607.255.2182
e. sa@assembly.cornell.edu
w. http://assembly.cornell.edu/SA



2014 – 2016 Undergraduate SAF Application Form

Checklist for Application

	Applicant	Office
Preliminary Items Due 4pm, April 25, 2013		
Eligibility Checklist (reverse side)		<input type="checkbox"/>
Dollar request per student per year	\$ <u>6.00</u>	<input type="checkbox"/>
Petition signatures (if new applicant)	<u>N/A</u>	<input type="checkbox"/>
Final Attachments Due 4pm, September 13, 2013		
Constitution, Charter, Bylaws	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Mission Statement (1 pages)	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Group Profile (3 pages)	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> ● Officers ● Number of Members ● History ● Activities, Programming, Events in Current Cycle 		<input type="checkbox"/>
Summary of request (2 pages)	<input checked="" type="checkbox"/>	<input type="checkbox"/>
10-13 Financial Statements	<input checked="" type="checkbox"/>	<input type="checkbox"/>
13-16 Projections	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Office Use Only		
Received by:	_____	
Date Received:	_____	
Sigs Checked:	_____	

Applicant Organization/Program Name: Cornell Collegiate Readership Program

Primary Contact Name: IAN DRYBURGH **Secondary Contact** Name: RENEE SPEERS

Address: 301 LINDENWOOD DR. STE 300 Address: 301 LINDENWOOD DR. STE 300
MAVERN, PA 19355 MAVERN, PA 19355

Phone: (412) 606-1448 Email: _____ Phone: (610) 251-0994 Email: rspeers@usatoday.com
idryburg@usatoday.com

A representative must certify that the documents provided in this application are accurate, represent best information available to the organization at this time, and are suitable for public distribution. The documents provided constitute the organization's application for undergraduate byline funding for the 2014-2015 and 2015-2016 fiscal years. The Student Assembly will review the applications in the fall semester of 2013. **Organizations may not submit preliminary applications after 4pm on Monday, April 25, 2013 or amend final submissions after 4pm, Friday, September 13, 2013.**

Representative: IAN DRYBURGH [Signature] 9/11/13
(print name) (signature) (date)

Student Assembly Byline Funding Eligibility Checklist

To be eligible for consideration for byline funding, the applicant must meet the following criteria:

Applicant Initials

Staff Use Only

Required for All Applicants

Directly and primarily serves/benefits the entire undergraduate Cornell community

Allows all students equal access to services and/or participation

Requests minimum of \$0.50 per student per year and number of cents requested is divisible by two

~~JD~~
~~JD~~
~~JD~~

Required for Applicants Who Are Not Currently Receiving Byline Funding

If applicant is not currently receiving byline funding, has collected petitions with 1,500 distinct signatures of registered Cornell undergraduate students

N/A

May Be Waived By Student Assembly with Approval of University President

Is registered with the Student Activities Office

Is student-directed and student-led

Has Cornell operating account with internally controlled funds

Has a Cornell-employed advisor with oversight of Cornell funds

Has received funding from a unit at Cornell university in each of the last two semesters

~~JD~~
~~JD~~
~~JD~~
~~JD~~
~~JD~~
~~JD~~

If applicant is a registered student organization, the following officers must sign below. The undersigned acknowledge that they have reviewed the application, and that the organization and its officers agree to all conditions explained on the reverse page of this application.

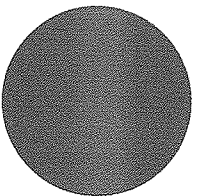
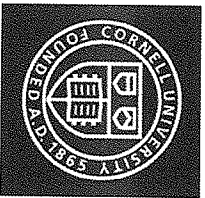
President:	(name)	(signature)	(date)
Treasurer:	(name)	(signature)	(date)
Advisor:	(name)	(signature)	(date)

Cornell University

Collegiate Readership Program (CRP)

Student Activity Fee Application

2014-2016



**USA
TODAY**
A GANNETT COMPANY

The New York Times



September 10, 2013

Student Activity Fee Application Checklist

- 1) Eligibility Checklist – please see attached
- 2) Dollar Request per student per year - \$6.00
- 3) Constitution, Charter, Bylaws
- 4) Mission Statement
- 5) Group Profile – Officers, Members, History, Activities, Programming, Events in Current Cycle
- 6) Summary of Request
- 7) Financial Statement
- 8) Projections
- 9) SA Testimonial & Contact Information

3) Constitution, Charter, Bylaws

CONSTITUTION OF THE CORNELL COLLEGIATE READERSHIP PROGRAM

PREAMBLE

We, the members of the Cornell Collegiate Readership Program team, do hereby pledge ourselves to each other and to the good of the administration and student body at Cornell University. We are committed to the success of a campus newspaper readership program and strive to enrich the education of those attending the university.

ARTICLE I

This organization shall be known as the Cornell Collegiate Readership Program.

ARTICLE II

The Collegiate Readership Program seeks to enhance the learning environment on university campuses through a daily newspaper program, customized Web content, and by promoting innovative on-campus activities to integrate daily news into students' classroom and residential experiences. The Cornell Collegiate Readership Program's purpose and aim shall be to promote the ideals of scholarship, leadership and civic responsibility at Cornell University. Positive interaction and exceptional service will characterize our relationships with the university administration and student body.

3) Constitution, Charter, Bylaws

ARTICLE III

Membership

Section I

The Cornell Collegiate Readership Program task force shall be composed of representatives from participating publications such as USA TODAY and The New York Times along with members from the Student Assembly and university administration.

Section II

Participating newspapers shall be selected and approved by the Student Assembly prior to beginning a readership program. USA TODAY will serve as the newspaper distributor for the program and will provide biannual billing to the university.

ARTICLE IV

Amendments and Governance

Section I

The Cornell Collegiate Readership Program will be governed by the Student Assembly under Appendix B of the SA Charter.

Section II

This constitution may be amended at any meeting by a two-thirds vote, provided that the proposed amendment was presented in writing at a meeting at least one week prior to the final vote.

4) Mission Statement

The Collegiate Readership Program seeks to enhance the learning environment on university campuses through a daily newspaper program, customized web content, and by promoting innovative on-campus activities to integrate daily news into students' classroom and residential experiences. This program helps to bring current events and real world experiences into the classroom, Residence Halls and everyday conversations.

The goals of **The Collegiate Readership Program** are to encourage lifelong learning, create a newspaper readership habit, and to increase students' knowledge of local, national and international events. Convenient access to daily newspapers will make Cornell students more inclined to read the news on a regular basis, and will heighten their awareness of the world in which they live.

The Collegiate Readership Program's goals compliment Cornell's mission to "foster personal discovery and growth, nurture scholarship and creativity across a broad range of common knowledge, and affirm the value to individuals and society of the cultivation of the human mind and spirit", by providing real world relevant news that is convenient and easily accessible to all students.

5) Group Profile: Officers, Members, History, Activities, Programming, Events in Current Cycle

- **The Collegiate Readership Program** was approved by the Cornell Student Assembly for Byline funding in the Fall of 2003. Based on a unanimous vote from the SA, a \$5.00 per student per year was added to the Student Activity fee for academic years 2004-2006.
- All newspaper displays, daily delivery and any promotions or value-added activities are provided by the participating publications. Since the inception of **The Collegiate Readership Program**, Cornell students have read over **1,600,000 newspapers!** Between 800-1,000 copies of USA TODAY and The New York Times are read on a daily basis on the Cornell Campus.
- **Cornell student feedback & surveys found that...**
 - ***80%** of the Cornell students surveyed believed that the newspapers were important or very important to their education.
 - ***93%** said that the availability of newspapers at central campus locations would contribute to reading a newspaper on a regular basis.
 - ***94%** believed that one of the benefits of reading the newspaper on a regular basis was increased knowledge of national/international news.

5) Group Profile: History & Activities

- ❖ **The USA TODAY CEO Forum was held on campus featuring Kenneth I. Chenault, Chairman and CEO, American Express: April 2008**
 - The event was introduced by Cornell University President David J. Skorton and included an engaging, in-depth interview conducted by a USA TODAY senior media reporter, followed by a moderated question and answer session with the audience. The interview, uniquely previewed by Cornell Students, faculty and staff was featured in USA TODAY's Money section the week following the forum.
http://www.usatoday.com/money/companies/management/2008-04-08-american-express-kenneth-chenault_N.htm
- ❖ **Ken Paulson, Editor of USA TODAY, spoke on "Freedom with Responsibility"** (Referring to the 1940 address by Cornell Professor of History Carl Becker 'The Cornell Tradition: Freedom and Responsibility,' where he defined the essence of Cornell's character): **April 2005**
 - The event was publicized in the Cornell Daily Sun, through a school wide email and quartering in front of WSH. Mr. Paulson volunteered his time to visit communication classes that day and we arranged a meet and greet reception to allow students and faculty to meet and personally talk with him. This event was featured in the USA TODAY Newsletter sent to over 10,000 faculty and administrators across the country.
<http://www.usatoday.com/educate/college/readership/newsletters/Spr06.pdf>

5) Group Profile: History & Activities

- **USA TODAY's Sr. Diplomatic reporter, Barbara Slavin**, at the request of SA, spoke at the IVY Council conference at Columbia.
- **Cornell Professor of Marketing, Dr. Brain Wansink** has worked with USA TODAY's Resource team to develop a national case study on healthy eating which can be accessed on the USA TODAY Collegiate Web site. Brian Wansink is the John Dyson Professor of Consumer Behavior at Cornell University, where he directs the Cornell Food and Brand Lab.
- **Cornell Campus Newspaper Display map** was developed and distributed throughout campus to help promote the program especially to incoming freshman.
- Three Cornell Students have been spotlighted in **USA TODAY'S Collegiate Newsletter** which is sent to over 10,000 university administrators.
- **Adam Raveret '12**, SA rep, was selected to participate in a panel discussion entitled *Fostering Civic Engagement through the Collegiate Readership Program* at the National NASPA (National Association of Student Personnel Administrators) Conference in Chicago in March 2010. Adam provided valuable insight and the student perspective as to why the Collegiate Readership Program is important to the Cornell campus community and the student body. A video testimonial can be found on the usatodaycollege.com website.
- **Akane Otani '14**, Managing Editor of The Cornell Daily Sun, was selected as a Fall 2013 Collegiate Correspondent for USA TODAY College. The Collegiate Correspondent Program is one of the nation's premier journalism opportunities for undergraduate students. Relevant writing experience combines with professional training and advice from season journalists. This unique writing opportunity allows students to share their perspective on national/international events. All articles appear on usatodaycollege.com. Some articles may be picked-up on usatoday.com or in the print edition of USA TODAY.

5) Activities, Programming, and Events in Current Funding Cycle

Current Campus Locations:

Alice Cooke House	Martha Van Rensselaer Hall
Appell Commons	Mary Donlon Hall
Balch Hall	Noyes Community Center
Carl Becker House	Olin Library Café
Clara Dickson	Risley Hall
College Town	Robert Purcell Community Center
Duffield Hall	Statler Hall
Flora Rose	Trillium Dining (Kennedy Hall)
Hans Bethe House	Willard Straight Hall
Kay Hall	Goldie's Cafe
Keeton Hall	
Mann Library Walkway	

The Collegiate Readership Program newspaper displays are located throughout North, West, and Central campus and in Collegetown. Displays are conveniently located in living/learning environments, in academic buildings and campus community centers.

6) Summary of Request

Six reasons a newspaper positively impacts student learning...

- Increases student motivation
- More effective - "the more relevant the content is to the students' past and present life experiences the more effective the learning and the more divergent the students' ability to use the skill in the future"
- Increases students' confidence and engagement
- Teaches communication
- Creates a learner-centered classroom
- Builds a bridge between course content and "real" world

Data from the USA TODAY College brief "Research Findings: Newspapers on Student Learning." Download the brief as a PDF file here.

6) Summary of Request

- **Over 1,600,000 USA TODAY and New York Times have been picked up and read by Cornell Students in the past 8 years! In addition, there is a pass along rate of 4 times for each paper so the educational impact is must larger!**
- **The Cornell Collegiate Readership Program** has been established to primarily serve and benefit the entire undergraduate Cornell community by placing newspaper displays at convenient and easily accessible locations throughout the campus.
- All Cornell undergraduate students have equal access to **The Collegiate Readership Program**, both USA TODAY and The New York Times, Monday through Friday at convenient campus locations.
- **The Collegiate Readership Program** was implemented in Fall 2004 and we are entering into the 6th funding cycle. The program has been student directed and student led and has a Cornell operating account with internally controlled funds.

7) Financial Statements

2004-2006: Launch of program. SA unanimously approved \$5.00 per student and selected eight locations on campus.

2006-2008: SA allocation \$6.00 per student per year
National Education Rate = \$0.35/\$0.38 USA TODAY and \$0.40 NYT

2008-2010: SA allocation \$5.50 per student per year
National Education Rate = \$0.40/\$0.42 USA TODAY and \$0.45 NYT

2010-2012: SA allocation \$6.00 per student per year
National Education Rate = \$0.45 USA TODAY and \$0.50 NYT

2012-2014: SA Allocation \$6.00 per student per year
National Education Rate = \$0.45 USA TODAY and \$0.50/\$0.60 NYT

11/17/2009 Email from Chris Basil, VP Finance, SA 2009-2010....After discussion this evening, the Appropriations Committee recommends funding Collegiate Readership Program \$6.00 for the 2010-2012 By-Line Funding Cycle. *The Committee felt that the Collegiate Readership Program is one of the best services the Student Assembly funds for the student body and unanimously recommended full funding.*

8) Projections

Based on current newspaper consumption and the addition of new digital components and on-line access, we are recommending continuing at a **\$6.00 per student per year investment** for the school years 2014-2016. This investment recommendation is based on maintaining the approximate number of papers that are taken and read by Cornell students each day and adding new digital resources (NYT "seats", USA TODAY apps).

Cornell University will receive a discounted National Education rate of \$0.55 for USA TODAY and \$0.60 for The New York Times*. Cornell is only charged for the papers that are picked up by students each day from the displays and we remove all unused copies each day from campus.

Based on the SA guidelines, approximate equal proportions of each publication will be distributed throughout the campus at convenient locations determined with input from SA.

*rates subject to change based on SA notification and approval.

9) SA Testimonial

Josh Bronstein, VP of Finance for the Student Assembly

From: Joshua W Bronstein [<mailto:jwb33@cornell.edu>]
Sent: Wednesday, June 08, 2005 9:50 PM
To: Irwin, Robin
Subject: Cornell SA Testimonial

Having worked with the Collegiate Readership Program and the wonderful people at USA TODAY throughout my four years at Cornell, I have come to realize the positive contribution the program has made on our campus.

The Readership Program at Cornell was student led, student driven, and student focused. Although it was extremely rare and technically forbidden for an outside organization to be part of our Student Activity Fee, the Readership Program was unanimously supported by our Student Assembly. After fighting for the program during my first two years at Cornell and watching its successful implementation during my second two years, I strongly believe that our campus is a better place with it than without it.

The Readership Program is about more than just "free newspapers." It is about having the news readily available and encouraging students to open their eyes. Having a newspaper sitting on the table in a dining hall or on the chair next to him in the student lounge means a student is more likely to actually read it.

With budgetary requests skyrocketing over the past four years, making funding decisions was one of my most challenging experiences at Cornell. The Collegiate Readership Program was a priority of mine, however, because I saw firsthand the value that it brought to my peers. There is no substitute for widespread availability of newspapers on a college campus, and the Readership Program has been a phenomenal resource for Cornell's students.

Best,
Josh

9) Contact Information

Ian Dryburgh
Regional Sales Manager
USA TODAY / Gannett Publishing Services
301 Lindenwood Drive, Suite 300
Malvern, Pennsylvania 19355

Web site: www.usatodaycollege.com

Work: 412.606.1448

Cell: 412.606.1448

Fax: 610.640.2698

Email: idryburg@usatoday.com