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Mission Statement

As written in the Slope Day Programming Board (SDPB) Constitution, the organization and its members seek to continually meet the following mission:

“The Slope Day Programming Board will work with the Cornell community to plan and promote a Slope Day centered on the Cornell community and its celebration of the past year, working to break down social barriers, building a greater sense of tradition and community, and fostering an environment where students, staff, and faculty can come together as one Cornell. The Board shall promote a day that fosters a safe and healthy environment with multiple social and recreational options.”

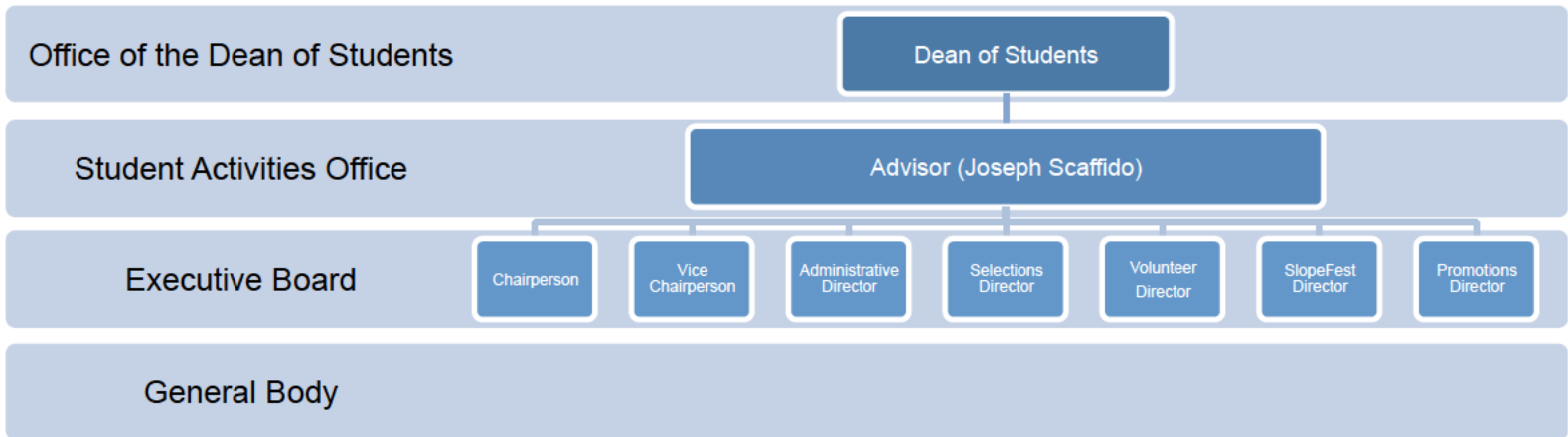
With Slope Day casting such a wide net on campus, the SDPB has taken every effort to involve all members of the Cornell community in the planning and development of our event. Our recent selections survey has received over 9,000 responses, which we analyze to determine which artists will please the most Cornellians. We hope to create a day where the largest possible number of students and community members will have a safe and memorable time. As we continue to develop our general body and solicit the opinions of our peers and faculty, the feedback has helped us steer Slope Day away from the unchecked debauchery of Slope Days past and towards a new, positive direction.

It has been our mission to make this a ‘free’ event (with the obvious exception of the Student Activity Fee allotment) for all registered undergraduate students with a valid Cornell ID, while also giving students the opportunity to bring friends from outside of the community with purchase of guest passes. In an effort to keep the Slope dominated by Cornellians, it has and always will be our policy to limit the purchase of Slope Day guest passes to Cornell students and alumni.

We truly believe that we are continuing to meet our mission statement as well as new goals as this 110-year-old Cornell tradition continues to progress in a positive and responsible direction.

Organization Profile

Organization Chart:



Officers:

SLOPE DAY PROGRAMMING BOARD EXECUTIVE BOARD 2015-2016			
Executive Chairperson	Samantha Batt	2016	Seb347
Vice Chairperson	Chloe Chan	2016	Cwc75
Administrative Director	Elizabeth Sukin	2016	Ens43
Selections Director	Pamela Divack	2018	Pad226
Volunteer Director	Zoe Fautz	2016	Zmf5
SlopeFest Director	Adja Toure	2018	Aat65
Promotions Director	Thomas Marin	2017	Tsm79
SA Liaison	Matthew Indimine	Unknown	Mi235
Advisor/Assistant Dean	Joe Scaffido	-	Jss44

As stated in our Charter, Executive Board members are elected by a majority vote of the General Body. Elections are held during the spring semester, and Executive Board members assume their roles through the subsequent academic year.

The SDPB holds one additional appointed position for a member of the Undergraduate Student Assembly. The representative serves as the SDPB liaison to the Undergraduate Student Assembly.

Full description of responsibilities for each executive member can be found in the attached Charter.

Membership:

The Slope Day Programming Board is committed to providing a channel through which Cornell students can gain experience in event and project management by planning one of the largest events in the academic calendar.

Membership to the Slope Day Programming Board is open to all registered undergraduate and graduate students. Students can not only express their ideas and opinions in general body meetings but may also get involved in specific SDPB committees. We have between 25 and 40 students (besides the executive board) attend our biweekly general body meetings. Full membership status affords voting rights and executive eligibility. Full members have attended at least 2 meetings in the current academic year. Full membership is tallied at the meeting before elections are held in the Spring.

The Slope Day Programming Board has taken great strides in the development of general body membership. Input from an accurate cross-sampling of the campus is essential to the event's success. Students are afforded a number of opportunities to get involved as a general body member, subcommittee member, or both. Additionally, the SDPB has worked to extend Slope Day planning to students who may not necessarily attend regular meetings. Initiatives to increase campus-wide participation in Slope Day planning include:

- **Recruitment of new members through Clubfest and on-campus promotion**
In the fall, SDPB participates in ClubFest to promote the organization and recruit new members. All general body meetings are open to all registered students and are held biweekly during the fall semester and weekly during the spring semester. This year, we also began tabling in North Campus community centers to increase involvement in the selections process and SDPB more broadly. We plan on hosting more promotional tabling in other locations (West campus and colleegetown)
- **Holding Slope Day Forums open to the entire Cornell Community**
Slope Day Programming Board recognizes that the event and the organization that plans it are no stranger to controversy. In an effort to increase awareness as to the way in which Slope Day is planned and to answer questions from those that may not be a member of the general body, the SDPB has welcomed the Cornell Community to one of many Slope Day Open Forums. The forums provide relevant Slope Day planning information with topics ranging from logistics to artist selections.
- **Consistent use of the Slope Day listserv & social media sites**
The organization manages an updated listserv of over 1,500 students, which is used as our primary means of advertising all general body and committee meetings as well as general SDPB updates. Additionally, the organization's recently created social media pages (Facebook page (4,500 likes) and Twitter (1,000 followers) provide an additional channel through which Slope Day surveys, schedules, and additional information can be communicated.
- **Availability of online artist selection surveys**
In the past years, SDPB has extended student participation in Slope Day planning by utilizing online surveys to gauge the interests of the student body. In 2014 survey received over 9,000 responses in a few days (up from 3,000 over months last year) thanks largely to

our expanded social media presence. The 2015 survey will be sent out to students in the next few weeks.

History:

On a day that has continuously evolved along with the social, cultural and legal landscape of the campus during the past century, one common thread persists: celebration. Slope Day, an event students begin anticipating even before arriving at freshman orientation, inherits a century-long tradition as the year-end gathering and celebration of the Cornell Community. Although much of the campus only focuses on the future and who will perform next year, Cornell's time-honored tradition of a Spring-time celebration, originally called "Spring Day," stretches back to the very beginning of the twentieth century.

From 1960 to 1978, Slope Day was cancelled as student protest plagued the University. In 1979, Cornell Dining sponsored "Spring Fest," a barbeque on Libe Slope held on the last day of classes. Alcohol was served as a vast majority of campus was above the legal drinking age of 18. In 1984, when the federal government passed the National Minimum Drinking Age Act, it was no longer feasible for the university to allow the event.

Slope Day, as it came to be called, became an informal gathering of students on university property. During this time, the focus of Slope Day shifted from food, music and celebration to widespread and uncontrolled alcohol consumption. It was during the late 1980s and throughout the 1990s that Slope Day gained an infamous reputation for risky behavior.

In 1993, Students on the Slope (S.O.S.) (now, People Organizing and Supervising Slope Events or P.O.S.S.E.) was created in order for students, staff, and faculty to provide a "positive presence" on Slope Day. Risk management took another leap forward in 2001, when Hunter R. Rawlings III, then President of Cornell University, issued a charge to the President's Council on Alcohol and Other Drugs to assemble a group of staff, faculty and students to critically assess the role that alcohol and other drugs (AOD) played on Slope Day. Charged with creating "a new kind of Slope Day," the group became known as the Slope Day Steering Committee.

In 2003, a student-administration partnership was created, one where students would take the lead in the direction of the day. The Slope Day Programming Board was created and funded by the Student Assembly to organize the event, return SlopeFest to the Slope, and bring bigger and better entertainment to the event.

In 2014, Slope Day, traditionally held on the last day of classes, was moved to the Thursday after classes ended. The date change was made by the SDPB Steering Committee to accommodate a large overhaul to the academic calendar that took effect. While the date change met controversy and criticism, ticket sales and undergraduate attendance remained strong.

Now in its twelfth year, the Slope Day Programming Board has evolved into one of the most prominent student organizations.

Activities, Programming and Events

Since the Slope Day Programming Board’s inception in 2003, the organization has organized an annual celebration that draws thousands of Cornellians onto Libe Slope to celebrate the end of the academic year. The past two years for the SDPB have been no exceptions; both events have drawn increasingly more students, alumni, and guests to SlopeFest, a carnival-style event held on Ho Plaza, and the Slope Day concert on Libe Slope.

Slope Day Attendance Figures												
Year	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Attendance	10,000	18,000	12,500	15,000	10,700	12,500	15,000	17,500	18,250	17,700	16,000	16,200
Headliner	Kanye West	Snoop Dogg	Ben Folds	T.I.	Gym Class Heroes	Pussycat Dolls	Drake	Nelly	Taio Cruz	Kendrick Lamar	Ludacris	Chance the Rapper

In February of 2013, the SDPB was proud to announce that up-and-coming hip hop artist Kendrick Lamar would headline the year’s concert with hip hop artist Hoodie Allen and DJ 5 & A Dime. The event drew 17,700 attendees to Libe Slope, making Slope Day 2013 the second most well-attended Slope Day in the event’s history while marking the highest number of guest pass sales in SDPB’s history (\$119,562.50).

Slope Day 2014 brought Hip Hop star Ludacris with indie artist Matt and Kim and DJ 3Lau opening. The event had a very large attendance and continued high guest ticket sales (\$107,680.50).

In 2015, SDPB brought in the rising artist Chance the Rapper with openers DJ Salva and the band Magic! to the slope. Attendance at this Slope Day was 16,200, bringing in (\$109,852.00) of ticket sales.

In an effort to provide a further “greener” experience, additional initiatives, particularly in the area of dining, were implemented that year. Cornell Dining moved toward using a completely compostable product line (beer cups, utensils, and plates) on both Ho Plaza at SlopeFest and on the Slope at the beer sales area. Moreover, all water bottles distributed on the Slope and later collected by student volunteers (P.O.S.S.E., formerly S.O.S.) were recycled, setting precedent for Slope Days to come. The SDPB hopes to continue providing compostable or recyclable products for future Slope Days.

As shown, Slope Day has grown significantly in even just the past two years, and the SDPB hopes to continue to build upon this 110-year-old tradition to further develop and enhance the experience for all Cornellians and guests.

Addressing the Rollover of Funds

NACA

We plan to allocate a portion of the rollover to send two or three members of the Executive Board to the annual National Association for Campus Activities conference. In 2015, the Executive Chairperson and Promotions Director attended the conference in Minnesota, where they had the opportunity to directly interact with agents and other university programming boards to learn about best practices and artist availability within the entertainment industry. The two Executive Board members brought back to SDPB ideas on how to improve not only General Body retention but also the transparency in the selections process. For instance, in the next academic year, the Board has plans to hold a selections forum for the general student body; the purpose of this forum is for students to be able to voice their opinions regarding artists and to learn about the restrictions that the Board faces in the selections process.

Performance

We plan to allocate a portion of the rollover to the performance on Slope Day. This includes booking more expensive artists, putting more money toward artists' travels, and adding more elements to stage presence. By booking more expensive artists, we hope to elevate Slope Day as a more sought-after concert to those outside of the Cornell community; by doing this, we hope to increase revenues gained by ticket sales. Additionally, the rollover will allow us the flexibility of booking artists with bands, which in the past has caused us to miss out on artist opportunities. Artists with bands cost more because we are responsible for their travel costs; with this rollover money, we will have the luxury of booking a wider variety of artists. Lastly, STAGE PRESENCE!!

Safety

We plan to allocate a portion of the rollover to the safety of students at Slope Day. This includes bringing back Cayuga's Watchers and making the event more accessible to students with disabilities. In 2015, the Board partnered with Cayuga's Watchers to introduce another level safety to the slope; the Watchers acted as regular students attending Slope Day so that they could reach a larger number of students in need of medical help. The SDPB donated \$1,000 to the Watchers, and we hope to continue this partnership for future Slope Days so that students have as many levels of safety as possible. Additionally, the Board would like to improve accessibility at the concert for disabled students. This would include reserving a specific area on the slope for these students and hiring a security guard or police officer to patrol the area. We will be meeting with SD to talk about their thoughts on the plans we have for Slope Day. By doing this, we hope to create an event that is inclusive to all members of the Cornell community.

Technology

This year we will be splitting the cost with Cornell Concert Commission and Class Council to rent MiFi devices from Verizon, which will be used on the day of the event. In addition, some money was put toward purchasing iPods and scanners in order to have more devices at wristband distribution sites. This will allow us to have more people checking tickets, which will in turn decrease the lines that develop at distribution sites. m

Previous Initiatives

Stage

For Slope Day 2015, the stage was moved over slightly from previous years so that it was placed directly in the bus stop. The stage was moved so that the incline of the hill directly in front of the barricades was not as steep. In the past we were unable to move the stage because a tree was right next to the bus stop, however two years ago that tree was cut down. In addition, the Board also chose to pave the sidewalk in front of the stage as opposed to placing rocks there for the event. This paved surface will make it easier for security to walk between the stage and the barricade in order to make sure the people at the front of the crowd are safe.

Wristbands

In 2014, the Board decided to introduce wristbands for all attendees of the event. All attendees have the opportunity to go to a wristband distribution in order to obtain a wristband for the event. Attendees' tickets are scanned at those distribution sites and a wristband with a unique ID number is placed on their wrist. On the day of the event, attendees simply have to show their wristband to someone at the gate in order to be admitted. The transition to wristbands has greatly reduced the lines that occur at the entrances to the event. The Board has received an overwhelming amount of positive feedback on the wristbands. The only complaint has been that the lines have been long at distribution sites. However, in 2015 the Board gave away specialty promotion items to people who picked up their wristbands early, and that greatly decreased the lines that formed the night before the event.

Artist Feedback

In the fall of 2014, the Board decided to sit down with program houses, cultural centers and multicultural organizations on campus in order to make sure that we are selecting artists that promote an inclusive atmosphere at Slope Day. Last year, the selections director along with the executive director met with organizations such as the Women's Resource Center, ALANA, and M.C.F.A.B. This year the Board plans to take the same steps, and has already set up meetings with several of these groups.

Financial Information

Constitution, Charter & Bylaws

CHARTER

Slope Day Programming Board

Article One NAME

The Slope Day Programming Board shall be a registered student organization. The Programming Board shall represent the student aspect of a partnership between the student body and the administration to plan an event of music, food, and other activities that will benefit and interest the Cornell student body as a celebration of the last day of classes, hereafter referred to as Slope Day. It will be an independent commission of the Student Assembly.

Article Two MISSION AND PURPOSE

Section 1: Mission

To plan and program a Slope Day centered on the Cornell community and its celebration of the past year, working to break down social barriers, build a greater sense of tradition and community, and foster an environment where students, staff, and faculty can come together as one Cornell.

Section 2: Purpose

The Slope Day Programming Board will serve as an organization through which students can work with faculty, staff, and other community members in all colleges, departments, and divisions to plan and promote Slope Day. The Board shall promote a day that fosters a safe and healthy environment with multiple social and recreational options. The group will recruit and train students for Slope Day to assist with monitoring, entertainment, food and beverage distribution, and other activities. The group will be responsible for use of appropriated student funds, pursuant to guidelines established by the Student Assembly through Appendix B of their Charter, and partake in the University's efforts through cooperation and coordination with its departments through the Slope Day Steering Committee. The Board shall work with the administration and the Student Assembly in the development of policy for the day.

Section 3: Policy Regarding Alcoholic and Non-Alcoholic Activities

The Slope Day Programming Board will not use any of their appropriated funds for the procurement or distribution of alcohol. Funds appropriated will be forfeited in such an instance.

Article Three MEMBERSHIP

Section 1: Student Membership

The membership of the Slope Day Programming Board and its subcommittees is open to all currently registered undergraduate and graduate students at Cornell University. The Slope Day Programming Board will seek and actively solicit the input and participation of representatives from other on-campus student leadership and service organizations including, but not limited to, the Student Assembly (SA), byline funded organizations of the SA, fraternities and sororities respectively, volunteers, and the Residence Hall Association (RHA).

Section 2: Administration Participation

With the cooperation of the Dean of Students Office and other University Departments, the Slope Day Programming Board and its subcommittees will be guided by staff members who will serve as advisors.

Article Four STRUCTURE & FUNCTION

Section 1: Executive Powers

The executive powers herein granted shall rest with the officers of the Slope Day Programming Board, who shall oversee and coordinate the actions of the general membership and subcommittees. The officers shall be responsible for fulfilling reporting activities to the Student Assembly.

Section 2: The Board

The Board will meet together at least three times during the fall semester and once a week on an agreed upon day during the spring semester and as otherwise needed in order to plan for Slope Day.

Two members of the Student Assembly shall be designated as official liaisons between the SA and the Board. One assembly member shall be a full member of the Board's Executive Committee. The second, the VP of Finance, will be an ex-officio member.

Section 3: The Slope Day Steering Committee

The Slope Day Steering Committee shall serve as hub for the coordination of the student administration partnership. The Executive Chairperson of the Slope Day Programming Board and the Dean of Students shall serve as co-chairs of this organization.

The Officers of the Programming Board shall serve as the student representatives on the Slope Day Steering Committee. They shall also gauge the need for and invite ex-officio student members for the Programming Board and for the Slope Day Steering Committee in conjunction with the Student Assembly.

The two Student Assembly liaisons shall serve on the Slope Day Steering Committee with full membership rights and privileges.

Section 4: Subcommittees

Slope Day Programming Board subcommittees shall be established for the purpose of assuring that the business of the Board is conducted and that the individual aspects of the events of the day are executed smoothly. All members shall be eligible for membership on the subcommittees and will be selected based on individual interests and needs of the group.

Each subcommittee's chairperson will serve as a liaison between the subcommittee and the Board. Each subcommittee will function with a staff advisor assigned in cooperation with University Health Services, Campus Life, and the Dean of Students Office.

Article Five OFFICERS

Section 1: Elections

Nominations will be made during spring semester for officer positions: Executive Chairperson, Vice Chairperson, Administrative Director, Promotions Director, Slope Fest Director(s), Selections Director, Greek Life Liaison, and Volunteer chair(s). These officers shall make up the Executive Board of the Slope Day Programming Board. Elections will be held during the spring semester. The Slope Day Programming Board officers will be selected by a majority vote of the membership. One SA Liaisons shall serve as officers selected by the Student Assembly.

Section 2: Elected Officers

All elected officers will serve a two-semester term beginning after the Slope Day immediately following elections. Outgoing officers are expected to train their successors. All officers are expected to attend meetings, perform the duties assigned to them by the Board, and notify the other officers of their progress.

All officers are subject to removal from office if they fail to perform the duties of their office by a 2/3 majority vote of the general membership. In this event, the remaining officers will share the duties of the removed officer until an election is held within two weeks.

Section 3: Elected Officer Responsibilities

The Executive Chairperson shall be vested with the Executive authority of the board, and shall run and oversee the function of the Slope Day Programming Board. The Executive Chairperson will also co-chair all Slope Day Steering Committee meetings; serve as the official Slope Day Steering Committee and Programming Board representative to the Student Assembly, the President's Council on Alcohol and Other Drugs, the administration, and other organizations to which the group is affiliated.

The Vice Chairperson will assume the duties and responsibilities of the Executive Chairperson when he/she is unable to do so, and aid the Executive Chairperson in fulfilling his/her duties. The Vice Chairperson will also be responsible for coordinating the logistics of the event; and shall work with the administration to this end as co-chair of the Slope Day Logistics Committee.

The Administrative Director shall be responsible for the finances and administration of the Board and its various subcommittees. He or she shall submit an bi-annual proposed budget; initiate all requests for funds from the Student Assembly; keep accurate and up-to-date records of all financial matters; and regularly present and interpret financial reports at meetings. The Administrative Director shall also take minutes at all meetings and will submit them for approval and keep an archive of all Slope Day related documents. He or she shall be responsible for keeping the membership directory, control of the list-serve, registration of the organization with the Student Activities Office, and/or other duties as delegated by the Executive Chairperson.

The Promotions Director shall be responsible for designing and coordinating the promotion efforts of the Slope Day Programming Board and Slope Day Steering Committee through various mediums, including our website. He or she shall be responsible for informing the student body and the University community of the relevant rules and procedures surrounding the day, as well as increasing student interest in the event.

The Slope Fest Director(s) shall be responsible for the planning, coordination, and promotion of Slope Fest, a festival within the Slope Day event. They shall work to provide a safe, fun, and inclusive alternative for students on Slope Day.

The Selections Director shall be responsible for organizing the selection effort for the performers on Slope Day. He or she shall solicit feedback from the student body and various student organizations and shall strive to choose acts that will maximize student interest in the event. He or she shall submit a list of recommendations to the Executive Board, whom with the input of the membership, will put out initial offers for performers.

The Greek Life Liason shall collaborate with the leaders of the Interfraternity Council, Panhellenic Association, and Multicultural Greek Letter Council to serve as a link between the Slope Day Programming Board and the Greek Community so that the goals of both groups may be met on Slope Day.

The Volunteer Chair(s) shall work with the co-chairs of the Slope Day Logistics Committee to recruit, train, and schedule volunteers for Slope Day.

Subcommittee Chairs or Directors - The subcommittee chairs shall serve as chair for their respective subcommittees, prepare agendas, organize meetings, report back to the Board and fulfill the functions of the committee set by the charter. Subcommittee chairs or directors will be created at discretion of the Executive Chairperson, and their chairpersons will be selected by vote of the Board.

The SA Liaisons shall report activities of the Board to the Student Assembly, as agreed upon by the Board.

Section 4: Appointed Officers

All appointed officers will serve a one-semester term beginning in January of the Spring semester. In order to be considered for these positions, the candidate must have previous experience and/or knowledge of the required responsibilities.

Section 5: Appointed Officer Responsibilities

The Hospitality Director shall be responsible for reviewing the hospitality rider of the Artist(s) prior to the day of Slope Day and shall work to prepare for their arrival(s) the day of Slope Day. He or she is responsible for purchasing those items listed in the agreed upon contract and shall prepare the dressing rooms to suit the Artists' standards. He or she is also responsible for feeding the local crew and various University workers (in the absence of a professional caterer).

The Production Director is primarily in charge of concert logistics. This includes, but is not limited to, securing sound, lighting, and stage, as well as being the primary contact between Slope Day Programming Board and the performer's management.

Article Six OVERSIGHT

As an independent commission of the Student Assembly, the Board will have sole autonomy over its internal operations, and sole discretionary control over its programming, outreach, and logistical decisions, excepting circumstances dictated by Appendix A and Appendix B of the Student Assembly Charter and circumstances herein outlined:

(1) The Assembly shall be responsible for approving changes to the Board's Charter and governing documents by 2/3 majority vote.

(2) Changes to the proposed structure, nature, and function of the event will be proposed to the Slope Day Steering Committee by the President of the University, or designee. The representatives of the Slope Day Programming Board on the Slope Day Steering Committee shall debate and submit recommendations to the Student Assembly and the President, or designee. At this time, the Assembly shall negotiate on behalf of the student body with the Administration, should they so desire. The Board shall abide by the guidelines established by University policy, as negotiated between the SA and the University.

Article Seven AMENDMENTS

Amendments may be recommended by members and will be implemented upon approval by a 2/3 majority vote of the Slope Day Programming Board Executive Board. Final approval of amendments will be voted upon by the Student Assembly.

Article Eight ADOPTION

This document shall be adopted as the Charter of the Slope Day Programming Board. Upon ratification by majority vote of the Student Assembly, the provisions of this Charter shall become binding for the Slope Day Programming Board.