

Status:

Financial Officer: Michael Rover

APPLICATION SUMMARY

Application Summary	Budgeted	Requested	Recommend	Approved	Petitioned	Elected
APPLICATION TOTALS	\$(37,360.00)	\$37,360.00				
Undergraduate Special Fees		\$37,360.00				
5760 - Event Services	\$(6,600.00)	\$6,600.00				
6310 - Honoraria Fees	\$(13,000.00)	\$13,000.00				
6560 - Event Food	\$(8,500.00)	\$8,500.00				
7020 - Co-Sponsorship Expenses	\$(6,000.00)	\$6,000.00				
7130 - Postage/Courier	\$(250.00)	\$250.00				
7140 - Copies (Not Marketing)	\$(960.00)	\$960.00				
7150 - Office Supplies	\$(650.00)	\$650.00				
7200 - General Marketing Expenses	\$(900.00)	\$900.00				
7220 - Marketing Copies / Print Expenses	\$(500.00)	\$500.00				
[All Expense Total]	\$(37,360.00)					

QUESTIONS & ANSWERS

Have you applied for Special Fees in the past 3 years? If so, please detail the outcome of each attempt.

Yes. In 2016, our request passed with 86.74% in favor. In 2015, our request passed with 82.71% in favor. In 2014, our request passed with 80.89% in favor.

If you applied for Special Fees last year, is there an increase in the amount you're seeking this year? If so, why?

Yes. We are increasing our ask to be more in line with our actual spending over the previous two years. We are increasing our request relative to last year's Annual Grant application because of increased demand for our programming; our membership has increased from 170 members to 225 members, we received record numbers of applications for our summer opportunities this year, and we offer programming on a broad range of topics targeted at students of all majors. We are requesting less than our actual spending over the last two years in order to continue to act as responsible stewards of Stanford student fees. In 2014-15, our actual spending was \$66,165. In 2015-16, our actual spending was \$37,460.

Please define the services provided by your group with the Special Fee, as per the ASSU Constitution:

Stanford in Government (SIG) members engage fellow Stanford students with policy as public service. As a nonpartisan, student-led affiliate of the Haas Center for Public Service, we welcome members of all political affiliations. We organize events around a broad range of topics, and are committed to engaging with diverse perspectives about important policy issues. We offer policy internships in a variety of disciplines in locations around the world.

We seek to inspire institutional reform as a tool for public benefit by hosting discussions with political leaders and policy professionals, funding more than 60 summer opportunities at policy-related organizations, and promoting civic engagement on campus through initiatives like voter registration drives.

None of these events would be possible without receiving an Annual Grant from ASSU.

How do you plan to publicize your events/programs to the greater Stanford community? Have you registered with Events at Stanford?

Stanford in Government promotes its events and internships by email on its SIG Friends email list of approximately 1,900 members of the Stanford community, on the Service for All listserv, in the Haas Center's weekly digest, and on department announcement lists. We have an events page on our website and post our events to Events@Stanford. We use Facebook advertising to reach students, as well as Facebook Events for certain programs. We print and distribute physical flyers. Our outreach strategy varies by the scale of opportunity, and outreach efforts are directed by a Vice Chair of Communication, four directors, and committee members.

If you are an umbrella group, please list the groups for which you are applying for Special Fees, their ASSU account numbers, and contact information for their financial officers.

We are not an umbrella group.

Please list all: 1) assets, 2) reserves, 3) authorized and unauthorized non-ASSU bank accounts, 4) sources of funding other than Special

In our active ASSU bank accounts (which do not reflect recently submitted expenses), we have \$17,629.60. In our ASSU reserve bank account, we have \$76,214.69. We have access to limited restricted funds stewarded by the Haas Center for Public Service designated to support SIG fellowships and the SIG Stipends Program. Combined, these two programs offer summer opportunities in policymaking to approximately eighty students annually and are available to all Stanford undergraduates.

What are the three largest line item requests in your budget and why?

The three largest line items in Stanford in Government's 2017-18 annual grant request are: 1) Honoraria Fees, 2) Event Food, 3) Cosponsorship.

Honoraria Fees are our largest expense because of SIG's commitment to campus-wide programming. Because of our structure as a nonpartisan organization, we are especially conscientious in ensuring that anyone we invite to speak on a given issue is well-credentialed and qualified. Speakers of this caliber command a commensurately high fee. Through Annual Grants, SIG, and with co-sponsorship support from the Stanford Speakers Bureau and newer partners at FSI, Hoover and other campus departments, SIG is uniquely able to afford these speakers. Past speakers of this caliber include journalist Adam Nagourney, Speaker of the House John Boehner, Senator Diane Feinstein, General David Petraeus, Secretary General of the United Nations Kofi Annan, Vice President Al Gore and Ambassador Deborah Jones.

Event food, our second largest line item, allows us to build interest in and community at our events. We host lunchtime discussions with professors and other relevant policy-makers. This quarter's lunches included events with Assistant Treasury Secretary for Enforcement James Johnson, human rights professor Beth Van Schaack, and journalist Janine Zacharia. We have systematically evaluated the best timing for events, and determined lunch maximizes attendance and thus, our ability to promote a culture of civic engagement on campus. To build a community of students interested in policy, we also offer more informal events. These include viewings of televised political events, a "Coffee and Conversation" reflection event on Inauguration Day, and the annual Oval Office discussion event. Food purchased for these events are made with intention, with the philosophical underpinning of building community around meals. In every case, these events are open to all Stanford students. They often include cosponsors.

Co-sponsorship is our third largest item. SIG collaborates with the Black Student Union, the Freeman Spogli Institute's Center for Democracy, Development and the Rule of Law, NAACP, the Markaz, Stanford JStreet, the Stanford Institute for Economic Policy Research, the Stanford Pre Education Society, the Precourt Institute, and others in order to reach as many students as possible. The co-sponsorship budget allows us to support others' efforts in promoting a culture of civic engagement. Specifically, our co-sponsorship efforts with academic departments enhances our credibility with internship placements for our summer fellows and gives other students access to speakers they would not otherwise interact with.

What is the average attendance at your events?

Attendance at Stanford in Government events ranges from 15 to 400 students. Our regular meeting has 100 students on average. Our policy lunches average between 15 and 20 students; other discussion events draw between 20 and 60 students; our largest events are between 100 and 400 students (the capacity of CEMEX Auditorium is 438, and we host an event in CEMEX annually).

What events/programs does your group hold throughout the year for the Stanford Community?

SIG's programs fall broadly into three categories: events that discuss policy, fully funded summer internships in public policy, and civic engagement initiatives.

Events this year included presidential debate and election night viewings; a student-led mock debate, Inauguration Day reflection, and our annual Oval Office discussion; a special event with New York Times journalist Adam Nagourney; weekly policy lunches with guests like journalist Janine Zacharia, Professor Beth Van Schaack, and Assistant Secretary to the Treasury for Enforcement James Johnson; and programs with Amanda Renteria, '96, the first Latina Chief of Staff in the U.S. Senate, and with Congresswoman Anna Eshoo. This spring, we have invited Anthony Romero, Executive Director of the ACLU; Xavier Becerra, Attorney General for the State of California; and Ambassador Susan Rice to campus and hope to host one or more of these distinguished guests as our second "Big Speaker."

In addition to public events, we offer more than eighty fully-funded opportunities for summer work in public policy. Of these opportunities, 52 are pre-arranged placements with local, state, federal and international policymaking institutions. Offices include the San Francisco District Attorney, the United Nations High Commission for Refugees, and the Department of Health and Human Services. Approximately thirty more students are funded through our SIG stipends program, which gives financial support to students with self-arranged internships in public policy who would otherwise be unpaid for their summer work.

SIG's primary civic engagement initiative is voter registration. This fall, SIG and other campus partners registered more than 1900 students in advance of the November election. SIG helped students request absentee ballots and update the addresses on their voter registration file. We also register voters at local high schools and the Veterans Hospital in Palo Alto.

Why are you requesting Special Fees?

Our annual grant enables our programming, summer opportunities, and voter registration efforts, all of which are open to and explicitly aimed at the Stanford community. We were one of the first previously selective Stanford groups to fully implement the open membership, but our audience goes beyond the students welcomed at our regular planning meetings. We seek to host events where all members of the Stanford community are interested in attending—not just those who select into SIG’s core membership.

This openness is critical to our mission. Convincing students that they can make a difference on their chosen issue through policy requires that they first know that policy work exists in their chosen space. Some of our most successful partnerships have been with CS+Social Good, to host the former Chief Technology Officer for the United States, Todd Park, and with the Precourt Institute to organize paid environmental policy internships for engineering students. Those efforts require spending on marketing and honoraria to capture the attention of students outside the “traditional” realm of political science and public policy.

Our broad scope is necessary to communicate the power of policy for every community, both next door and overseas. We host dozens of events every quarter, with topics ranging from the future for religious minorities in the United States to internet access in the developing world. The scale of our events varies commensurately from intimate student-led discussions, to lunches with Stanford faculty, to major lectures. Most recently, we hosted Amanda Renteria, '96, the first Latina Chief of Staff in the United States Senate. Next week, human rights professor Beth Van Schaack will join us. In our Big Speaker event last spring, we hosted John Boehner in CEMEX Auditorium.

BUDGET DETAIL

Non Event-Specific	Budgeted	Requested	Recommen	Approved	Petitioned	Elected
	\$(37,360.00)	\$37,360.00				

5760	Budgeted	Requested	Recommen	Approved	Petitioned	Elected
Event Services (Undergraduate Special Fees/Annual)	\$(6,600.00)	\$6,600.00				

Average \$450 for each of 6 event receptions for a speaker series with FSI/CISAC (subtotal \$2,700)
 + Average of \$450 for each of 6 SIG-funded special events requiring furniture/sound equipment/janitorial work (subtotal \$2,700)
 + \$50 each for 1 janitorial work order per week for the general SIG member meeting for 8 weeks per quarter, 3 quarters per year (subtotal \$1,200)
 = \$6,600

SIG holds most of its smaller events at the Haas Center for Public Service, but needs to rent larger venues several times a year for large events. We host larger events and special receptions in Levinthal Hall of the Stanford Humanities Center, CEMEX Auditorium at the GSB, Paul Brest Hall at Munger, and Bechtel Auditorium at Encina Hall, each of which costs on average about \$450 per event for rental and custodial services. In 2017-18, SIG intends to cosponsor a speaker series with the Freeman-Spogli Institute (FSI) and the Center for International Security and Cooperation (CISAC). We project that this spea

6310	\$(13,000.00)	\$13,000.00				
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Honoraria Fees
(Undergraduate Special Fees/Annual)

\$10,000 for SIG's contribution to the speaking fee for an event with a prominent policymaker in the fall of 2017
 + Average of \$1,000 for each of 3 smaller SIG-funded special events with honoraria payments (subtotal \$3,000)
 = \$13,000

SIG uses Honoraria Fees to bring well-known policy professionals to campus. This year, SIG hosted former national political correspondent for the New York Times Adam Nagourney. We are actively pursuing a lead for an event with a prominent policymaker in the fall of 2018, which we expect will require at least \$10,000 in Honoraria Fees from SIG, plus additional support from university department partners. SIG also invites multiple guests per year to speak for smaller honoraria, ranging from \$1,000-\$2,000. We expect to host three such special events in 2017-18, within a budget of \$3,000.

	Budgeted	Requested	Recommen	Approved	Petitioned	Elected
Non Event-Specific	\$(37,360.00)	\$37,360.00				

	Budgeted	Requested	Recommen	Approved	Petitioned	Elected
6560	\$(8,500.00)	\$8,500.00				

Event Food
(Undergraduate Special Fees/Annual)

See Charges and Breakdown tabs in attached documentation for spending in 2015-16 and 2016-17. We anticipate that next year's spending will fall somewhere between the amounts spent in these preceding two years.

SIG uses Event Food to fund lunches at open-invitation lunchtime events with policy professionals; receptions for students to meet with speakers in small groups after major events; snacks or meals for peer-to-peer policy forums (such as our fall quarter Oval Office event and our winter quarter Inauguration Day event); snacks for open watch parties held on debate, election, and State of the Union nights; and at information sessions about our funded summer opportunities. SIG also funds food for open events connecting students to visiting scholars and Stanford alumni in government. This quarter, SIG has purchased food for more than 12 events and has an additional 8 confirmed events for the rest of this quarter.

Accounting for variation in event programming from year to ye

7020
Co-Sponsorship Expenses
(Undergraduate Special Fees/Annual)

See Charges tab in attached documentation for spending in 2015-16 and 2016-17. We anticipate similar costs in 2017-18, including cosponsorship contributions to other student groups and academic departments in sizes ranging from \$200 to \$2,000.

	\$(6,000.00)	\$6,000.00				
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To broaden the scope of policy events available to the Stanford community, SIG frequently co-sponsors policy events with other student groups on campus, as well as with academic departments. In 2015-2016, SIG co-sponsored the Social Impact Career Fair with the Haas Center (\$500), the ignitED policy education conference with SPREES (\$300), and the Women in Civil Leadership event with iGNITE (\$220). SIG also historically co-sponsors the AMENDS conference and the annual Schneider Memorial Lecture with The Woods Institute and SSS. The total spending on cosponsorship in 2015-16 was \$6,000.

In the first half of 2016-2017, SIG spent about \$3,400 on cosponsorship expenses. We cosponsored SPREES's ignitED conference in 2017 for \$500, the Venezue

	Budgeted	Requested	Recommen	Approved	Petitioned	Elected
Non Event-Specific	\$(37,360.00)	\$37,360.00				

	Budgeted	Requested	Recommen	Approved	Petitioned	Elected
7130						

Postage/Courier (Undergraduate Special Fees/Annual) \$0.49 each for ~500 forever stamps for alumni communications and letters from students to their elected officials = \$250

SIG will send its annual holiday card and newsletter next year. SIG uses its biannual alumni communications to strengthen its alumni community and to make available, through donations and other connections, more funded summer opportunities in public service. In 2016-2017, SIG achieved significant savings on postage by using mass-market "Forever" stamps, rather than custom stamps as we have in the past. As a result, we are reducing our request from \$540 to \$250 to reflect actual spending.

7140	\$500 for the holiday card, which is sent to alumni and parents of current members	\$(960.00)	\$960.00			
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Copies (Not Marketing) (Undergraduate Special Fees/Annual) + \$260 for the spring newsletter, which is sent to alumni and parents of current members + \$200 for printing postcards for students to send to their elected officials = \$960

SIG uses its biannual alumni communications to strengthen its alumni community and to make available, through donations and other connections, more funded summer opportunities in public service. We anticipate the expense of the 2017-18 holiday card and newsletter to be less than in 2015-16, when we used elaborate card designs that we have since discontinued. We expect the expense to be greater than in 2016-17, since we printed fewer cards than usual this year and were not able to reach all of our alumni. Based on these past experiences, we project that the total printing cost for the SIG Holiday Card will be \$500 and the printing cost for the spring newsletter will be \$260.

In 2016-17, SIG also began an initiative to provide cu

	Budgeted	Requested	Recommen	Approved	Petitioned	Elected
Non Event-Specific	\$(37,360.00)	\$37,360.00				

	Budgeted	Requested	Recommen	Approved	Petitioned	Elected
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7150
Office Supplies
(Undergraduate Special Fees/Annual)

\$35 per month for a nine-month subscription to Typeform, used for internal and external RSVP collection and feedback (subtotal \$315)
+ \$10 per unit for 30 units of Gallup StrengthsFinder, used for leadership development for members of the Board of Directors (subtotal \$300)
+ \$35 for post-it notes, paper posters, and markers for leadership development and planning
=\$650

\$(650.00) \$650.00

SIG will continue to use Typeform, a \$35 per month service (for 9 months per year) that allows the creation of mobile-friendly forms for member and audience RSVP information and feedback in order to evaluate our programs and to establish best practices. We will purchase 30 units of the Gallup StrengthsFinder for use by our Board of Directors, at \$10 per unit, for leadership development. We will use \$35 per year on post-it notes, paper posters, and markers for brainstorming and leadership development activities.

7200
General Marketing Expenses
(Undergraduate Special Fees/Annual)

\$100 for Facebook advertising
+ \$300 for marketing stickers
+ \$200 for replacement of a large, five year old banner SIG uses at major events (current banner has out of date logo and is not professional)
+ \$300 for Stanford Voter Project voter registration marketing expenses
= \$900

\$(900.00) \$900.00

SIG uses general marketing funds to promote our policy lunches and speaker events, as well as our fellowship and stipend summer opportunities. Promoting many of these events comes free of cost (SIG maintains a strong email and social media presence for this purpose). To augment our cost-free marketing channels, SIG distributes public service branded stickers for distribution at events and activities fairs (\$300 purchases several hundred stickers). We also use paid Facebook advertising around our fellowship and stipend deadlines (~\$100 in a recent year, after which we received a record number of applications).

We are increasing our request by \$300 this year to reflect the costs of the Stanford Voter Pr

	Budgeted	Requested	Recommen	Approved	Petitioned	Elected
Non Event-Specific	\$(37,360.00)	\$37,360.00				

	Budgeted	Requested	Recommen	Approved	Petitioned	Elected
7220	\$(500.00)	\$500.00				

Marketing Copies / Print Expenses (Undergraduate Special Fees/Annual) See Charges tab in attached documentation for spending in 2015-16 and 2016-17. We anticipate similar costs in 2017-18.

In past years, SIG has used this line item to pay for expenses like printing the holiday card, which we now intend to draw from other line items. In 2017-18, we expect to use this line item to pay for our copier bill at the Haas Center for Public Service, to reimburse any other charges related to printing flyers to advertise our events. As a result of this accounting change, this item reflects a small reduction from actual spending in 2015-16.

Marketing copies will be used to print fliers to market for approximately 35 policy events on campus, fall recruitment, application deadlines for our fellowships and stipends programs, and other events with Stanford alumni.

In the first half of 2016-17, SIG spent approximately \$250 on marketing copies. We anticipate maintaining this level of spending through the end of the year, and doing the same next year. We have used

APPLICATION TOTALS	\$(37,360.00)	\$37,360.00				
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ACCOUNT BALANCES

Account		Balance
2-7487-1-0-2800	ST IN GOVERNMENT	\$1,467.14
2-7487-1-0-2830	ST IN GOV'T STANFORD FUND	\$0.00
2-7487-1-0-9010	SIG O/S PURCHASE ORDER	\$0.00
2-7487-2-5-5760	SIG SPEC FEE EVENTS SERVICES	\$1,034.30
2-7487-2-5-6310	SIG SPEC FEE HONORARIA FEES	\$7,530.24
2-7487-2-5-6560	SIG SPEC FEE EVENT FOOD	\$3,168.85
2-7487-2-5-7020	SIG SPEC FEE COSPONSORSHIP EXP	\$2,607.80
2-7487-2-5-7130	SIG SPEC FEE POSTAGE/COURIER	\$464.90
2-7487-2-5-7140	SIG SPEC FEE COPIES (NOT MKTG)	\$391.40
2-7487-2-5-7200	SIG SPEC FEE GEN MKTG EXP	\$0.00
2-7487-2-5-7220	SIG SPEC FEE MKTG COPIES/PRINT EXP	\$2.03
2-7487-9-0-2820	SIG RESERVE	\$76,214.69