

Status: **Recommended As-is**

Financial Officer: Horace Chu

APPLICATION SUMMARY

| Application Summary | Budgeted | Requested | Recommend | Approved | Petitioned | Elected |
|--|-----------------------|---------------------|---------------------|---------------------|------------|---------|
| APPLICATION TOTALS | \$(250,300.00) | \$118,380.00 | \$118,380.00 | \$118,380.00 | | |
| Undergraduate Special Fees | | \$118,380.00 | \$118,380.00 | \$118,380.00 | | |
| 5760 - Event Services | \$(16,000.00) | \$9,600.00 | \$9,600.00 | \$9,600.00 | | |
| 6310 - Honoraria Fees | \$(210,000.00) | \$96,000.00 | \$96,000.00 | \$96,000.00 | | |
| 6560 - Event Food | \$(1,000.00) | \$600.00 | \$600.00 | \$600.00 | | |
| 7020 - Co-Sponsorship Expenses | \$(20,000.00) | \$12,000.00 | \$12,000.00 | \$12,000.00 | | |
| 7130 - Postage/Courier | \$(50.00) | \$30.00 | \$30.00 | \$30.00 | | |
| 7220 - Marketing Copies / Print Expenses | \$(2,250.00) | \$150.00 | \$150.00 | \$150.00 | | |
| [All Expense Total] | \$(250,300.00) | | | | | |

QUESTIONS & ANSWERS

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

2016-2017: \$197,300 300 approved jointly, by grad and undergrads council/senates. 2015-2016: \$197,300 approved jointly, by grad and undergrads council/senates. Approved by a majority of voters but did not meet the %15 threshold to receive funding (reached about %14). 2014-2015: \$183,305 approved jointly. 2013-2014: \$186,212 approved jointly.

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

No increase.

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

The Stanford Speaker Bureau has become integral to the Stanford community over the years. Each year, we provide financial and event planning support to anywhere between 13 and 20 graduate and undergraduate organizations in order to help them bring speakers who they could not otherwise support. We are also committed to enriching the discussion on Stanford's campus by taping into current events and the campus climate to bring high-profile, timely speakers to campus for both the graduate and undergraduate communities. Each year, we bring between 4 and 6 big speakers for the community to enjoy

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

1. Honoraria - The large majority of our funding is for our honoraria line item. We use this line time to pay the speaker fees that the speakers we bring to Stanford charge. This also includes travel expenses for speakers.
2. Cosponsorships - We provide dozens of student organizations with funding each year for speaking events they plan and undertake.
3. Event Services - Providing technical (sound, light, tech crew), janitorial, and in the necessary cases, security services for all speaking events we sponsor.

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

This year, we developed a committee in Stanford Speakers Bureau specifically designated for marketing. This committee is composed of seven students led by an experienced Marketing Director. We are committed to serving the Stanford community at large in all of our events and co-sponsorships.

1) With this funding, we expect to reach grad students living on-campus by posting events on the grad-announce list, events.stanford.edu, leveraging Facebook events, e-flyering graduate student dorm chatlists, and continually hosting events in areas convenient and proximal to graduate student life (i.e. Cemex). We have money budgeted for printed fliers, to post in departments and public spaces. We also have a strong relationship with View from the Top, a large and renowned speakers bureau in the Graduate School of Business who spreads our flyers to their mailing lists.

2) We will reach off-campus graduate students similarly by posting events on the grad events calendar, Facebook events, events.stanford.edu, and e-flyering.

3) We will reach undergraduate students by posting events on events.stanford.edu website, dorm chatlists, tabling in White Plaza, Facebook events, group coverphotos, and paper fliers in dorms and public spaces. For each event, we print fliers and have banner supplies for White Plaza. Additionally, we also have a long-lasting relationship with Cardinal Nights, who promotes our events to a list of over 8 thousand students. For more niche events, we also contact major departments to send our flyers to their relevant lists (i.e. IR, Political Science, Psych, CS, TAPS etc.)

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.

N/A

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

1) GL2800 (\$4,184.27) 2) GL2820 (\$81,402.79) 3) None 4) Rarely, ticket sales for community members.

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

Stanford Speakers Bureau has been in existence since 1935. Our mission is to expose the student body to a greater wealth of knowledge and experience through the medium of presentation and oration

We accomplish this goal by inviting many high-profile celebrities and academics to speak each year to the Stanford community. The Speakers Bureau also acts as an important resource to other groups on campus that need information, logistical support, or funding in order to plan and hold their own speaking events. In total, our funding supports typically 15-20 events per year.

This year, we have created five, strong committees in the organization – three of which are dedicated to recruiting small, medium, and large speakers to come to campus within niche interests (Social Justice, Arts & Music, and Science and Technology). These committees have been integral in recruiting speakers and aiding in co-sponsorships that tap into many of the Stanford community's diverse interests.

This year, we have co-sponsored 10 events with graduate and undergraduate organizations. In addition to this, within the Fall Quarter we brought Tony Schwartz to campus (the ghost-writer of *The Art of the Deal*) prior to the election to speak about the role he played in Donald Trump's strange rise to power. This quarter, we are bringing Trevor Noah on Feb. 25th to speak in Memorial Auditorium. This Spring Quarter, we are planning on bringing Daveed Diggs (*Thomas Jefferson: cast of Hamilton*) to speak in correspondence with the San Francisco premiere of *Hamilton*. We are also in conversations with the Malala Fund and Cecil Richards as potential speakers.

Why are you requesting Special Fees?

We are applying to Special Fees because our events are attended by graduate students and undergraduates alike. Furthermore, our co-sponsorships support both undergraduate and undergraduate groups. Additionally, the ASSU governing documents mandate that we do so.

Using our informal surveys of our audience members and ticketing, we estimate that the attendance at events is consistently 60% undergraduates and 40% graduates. This estimate was the same in our application for Special Fees last year. This estimate is consistent with our Special Fees application last year. Thus, our applications to the undergraduate and graduate legislative bodies reflect these numbers.

What is the average attendance at your events?

Our average attendance is dependent upon the location in which we host the event. Typically, at events hosted at Dinkelspiel Auditorium (710 seats) and Cemex Auditorium (592 seats) we reach maximum capacity. Our events staffed in Memorial Auditorium (1,700 seats) typically we fill 1,300-1,500 seats. We expect our Trevor Noah event on Feb. 25 to fill Memorial Auditorium.

BUDGET DETAIL

| | | Budgeted | Requested | Recommen | Approved | Petitioned | Elected |
|--|---|-----------------------|---------------------|---------------------|---------------------|-------------------|----------------|
| Non Event-Specific | | \$(197,300.00) | \$118,380.00 | \$118,380.00 | \$118,380.00 | | |
| | | Budgeted | Requested | Recommen | Approved | Petitioned | Elected |
| 5760 | <i>Includes sound, video and techs for planned events. MemAud costs around \$2000 per event, Cemex / Cubberly / Dink cost around \$1500. Other spaces such as Tresidder cost around \$500 - \$1000. Security at 2-3 events for certain speakers (Trevor Noah, Tony Schwartz, Jimmy Wales, Rainn Wilson, Al Gore, David Petraeus, Gary Kasparov, etc.), 2-3 officers for 2-3 hours at ~\$110 per hour. However, speakers increasingly incorporate A/V into their presentations, and therefore we need money to offer tech support.</i> | \$(16,000.00) | \$9,600.00 | \$9,600.00 | \$9,600.00 | | |
| Event Services (Undergraduate Special Fees/Annual) | | | | | | | |
| 6310 | <i>Speakers fees typically range from \$20,000 to \$80,000 all-inclusive of travel, accommodations, etc. We aim to bring at least 2 speakers each quarter. Our policy has evolved such that we are bringing both big ticket speakers and more smaller speakers so that we are able to increase our number and range of guests. Based on honoraria expenses from the last two years, we expect total costs of just about \$160,000 for the next academic year (if we need more, we can dip into reserves). Accounting for our current commitments and list of planned speakers for the rest of this year, we do not expect excess funding in our honoraria account at the end of spring quarter.</i> | \$(160,000.00) | \$96,000.00 | \$96,000.00 | \$96,000.00 | | |
| Honoraria Fees (Undergraduate Special Fees/Annual) | | | | | | | |
| 6560 | <i>We often host small dinners with our speakers, and they typically request refreshments. In addition, for certain partnerships with SIG, Cardinal Nights, and The Stanford Storytelling Project there are luncheons or receptions for group members to meet with the speaker.</i> | \$(1,000.00) | \$600.00 | \$600.00 | \$600.00 | | |
| Event Food (Undergraduate Special Fees/Annual) | | | | | | | |
| 7020 | <i>We provide on average \$1,500 per event, with the ability to fund up to \$3,000, to any VSO that wishes to hold a speaking event and submits a satisfactory application for co-sponsorship. The Stanford Speakers Bureau meets with a representative from the applying group before making any funding decisions. Funding helps support the reservation of venues and speaker honoraria.</i> | \$(20,000.00) | \$12,000.00 | \$12,000.00 | \$12,000.00 | | |
| Co-Sponsorship Expenses (Undergraduate Special Fees/Annual) | | | | | | | |
| 7130 | <i>Correspondence with agents and assorted shipments to fulfill contractual obligations (i.e. mailing DVDs, checks and event recordings).</i> | \$(50.00) | \$30.00 | \$30.00 | \$30.00 | | |
| Postage/Courier (Undergraduate Special Fees/Annual) | | | | | | | |
| 7220 | <i>Posters, flyers, etc. for promoting speakers. Our marketing often includes paid Facebook advertising. We hold approximately 2-3 events each quarter at \$40 per event.</i> | \$(250.00) | \$150.00 | \$150.00 | \$150.00 | | |
| Marketing Copies / Print Expenses (Undergraduate Special Fees/Annual) | | | | | | | |
| APPLICATION TOTALS | | \$(197,300.00) | \$118,380.00 | \$118,380.00 | \$118,380.00 | | |

ACCOUNT BALANCES

| Account | | Balance |
|-----------------|---|--------------|
| 2-5052-1-0-2800 | SPEAKERS BUREAU | \$3,863.20 |
| 2-5052-1-0-9010 | SPEAKERS BUREAU O/S PURCHASE ORDER | \$0.00 |
| 2-5052-2-5-2820 | SPEAKERS BUREAU CREDIT CARD LIMIT | \$10,000.00 |
| 2-5052-2-5-5760 | SPEAKERS SPEC FEE EVENTS SERVICES | \$9,609.60 |
| 2-5052-2-5-6310 | SPEAKERS SPEC FEE HONORARIA FEES | \$143,600.00 |
| 2-5052-2-5-6510 | SPEAKERS SPEC FEE MEETING FOOD | \$824.45 |
| 2-5052-2-5-6560 | SPEAKERS SPEC FEE EVENT FOOD | \$369.80 |
| 2-5052-2-5-7020 | SPEAKERS SPEC FEE COSPONSORSHIP EXP | \$2,165.00 |
| 2-5052-2-5-7130 | SPEAKERS SPEC FEE POSTAGE/COURIER | \$50.00 |
| 2-5052-2-5-7220 | SPEAKERS SPEC FEE MKTG COPIES/PRINT EXP | \$1,344.29 |
| 2-5052-9-0-2820 | SPEAKERS BUREAU RESERVE | \$94,292.60 |