



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

2012 - 2014 SAF Application Form

Checklist for Application

	Applicant	Office
<b>Preliminary Items Due 4pm, April 25, 2011</b>		
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"/>
<b>Final Attachments Due 4pm, September 9, 2011</b>		
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"> <li>● Officers</li> <li>● Number of Members</li> <li>● History</li> <li>● Activities, Programming, Events in Current Cycle</li> </ul>		<input type="checkbox"/>
Summary of request (2 pages)	<input checked="" type="checkbox"/>	<input type="checkbox"/>
08-11 Financial Statements	<input checked="" type="checkbox"/>	<input type="checkbox"/>
11-14 Projections	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>Office Use Only</b>		
Received by: _____		
Date Received: _____		
Sigs Checked: _____		

Applicant Organization/Program Name: CORNELL COLLEGIATE READERSHIP PROGRAM

Primary Contact Name: ROBIN K. IRWIN / MARKETING DIRECTOR

Secondary Contact Name: DEBRA SWIFT / GENERAL MANAGER

Address: USA TODAY

Address: USA TODAY

595 Commerce Drive  
Amherst, New York 14228

595 Commerce Drive  
Amherst, New York 14228

Phone: 716.691.9850 Email: RIRWIN@USATODAY.COM

Phone: 716.691.9850 Email: DSWIFT@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 2012-2013 and 2013-2014 fiscal years. The Student Assembly will review the applications in the fall semester of 2011. Organizations may not submit or amend applications after 4pm on Monday, April 25, 2011.

Representative: ROBIN K. IRWIN [Signature] 09/09/2011  
(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
<b>Required for All Applicants</b>		
Directly and primarily serves/benefits the entire undergraduate Cornell community	<u>RKI</u>	
Allows all students equal access to services and/or participation	<u>RKI</u>	
Requests minimum of \$0.50 per student per year and number of cents requested is divisible by two	<u>RKI</u>	
<b>Required for Applicants Who Are Not Currently Receiving Byline Funding</b>		
If applicant is not currently receiving byline funding, has collected petitions with 1,500 distinct signatures of registered Cornell undergraduate students	<u>N/A</u>	
<b>May Be Waived By Student Assembly with Approval of University President</b>		
Is registered with the Student Activities Office	<u>RKI</u>	
Is student-directed and student-led	<u>RKI</u>	
Has Cornell operating account with internally controlled funds	<u>RKI</u>	
Has a Cornell-employed advisor with oversight of Cornell funds	<u>RKI</u>	
Has received funding from a unit at Cornell university in each of the last two semesters	<u>RKI</u>	

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)

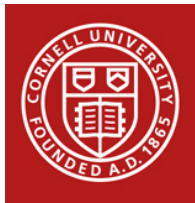
Treasurer: \_\_\_\_\_  
(name) (signature) (date)

Advisor: \_\_\_\_\_  
(name) (signature) (date)

# Cornell University

## Collegiate Readership Program

Student Activity Fee Application  
2012-2014



The New York Times



September 09, 2011

## **Student Activity Fee Application Checklist**

- 1) Eligibility Checklist & Updated Fee Request
- 2) Summary of Request: Program impact
- 3) Mission Statement
- 4) Organization Profile: Membership and Organization Chart, Officers, History
- 5) Activities, Programming and Events in Current Funding Cycle
- 6) Financial Information with Historical (2008-2011) & Projections (2011-2104): Summary Income Statement, Event Breakdown/Other Detailed Reporting, Projections
- 7) Constitution, Charter & Bylaws
- 8) SA Testimonial
- 9) Contact Information

# 1) Eligibility Checklist & Updated Fee Request



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## 2012 - 2014 SAF Application Form

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Applicant	Office
<b>Preliminary Items Due 4pm, April 25, 2011</b>	
Eligibility Checklist (reverse side)	<input type="checkbox"/>
Dollar request per student per year	\$ <u>10.00</u>
Petition signatures (if new applicant)	<u>N/A</u>
<b>Final Attachments Due 4pm, September 9, 2011</b>	
Constitution, Charter, Bylaws	<input checked="" type="checkbox"/>
Mission Statement (1 pages)	<input checked="" type="checkbox"/>
Group Profile (3 pages)	<input checked="" type="checkbox"/>
<ul style="list-style-type: none"> <li>Officers</li> <li>Number of Members</li> <li>History</li> <li>Activities, Programming, Events in Current Cycle</li> </ul>	<input checked="" type="checkbox"/>
Summary of request (2 pages)	<input checked="" type="checkbox"/>
08-11 Financial Statements	<input checked="" type="checkbox"/>
11-14 Projections	<input checked="" type="checkbox"/>
<b>Office Use Only</b>	
Received by:	<input type="checkbox"/>
Date Received:	<input type="checkbox"/>
Sign Checked:	<input type="checkbox"/>

Applicant Organization/Program Name: CORNELL COLLEGIATE READERSHIP PROGRAM

Primary Contact Name: ROBIN K. IRWIN / MARTINE DIRECTOR Secondary Contact Name: DEBRA SWIFT / GENERAL MANAGER

Address: USA TODAY Address: USA TODAY

595 COMMERCIAL DRIVE 595 COMMERCIAL DRIVE  
ITHACA, NEW YORK 14828 ITHACA, NEW YORK 14828

Phone: 607.491.9850 Email: RIRWIN@USATODAY.COM Phone: 607.491.9850 Email: DSWIFT@USATODAY.COM  
X-252 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 available for public distribution. The documents provided constitute the organization's application for undergraduate byline funding for the 2013-2013 and 2013-2014 fiscal years. The Student Assembly will review the applications in the fall semester of 2011. Organizations may not submit or amend applications after 4pm on Monday, April 25, 2011.

Representative: ROBIN K. IRWIN [Signature] 09/09/2011  
(print name) (signature) (date)

## Student Assembly Byline Funding Eligibility Checklist

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Allows all students equal access to services and/or participation	<u>RKI</u>	<input type="checkbox"/>
Requests minimum of \$0.50 per student per year and number of cents requested is divisible by two	<u>RET</u>	<input type="checkbox"/>
<b>Required for Applicants Who Are Not Currently Receiving Byline Funding</b>		
If applicant is not currently receiving byline funding, has collected petitions with 1,500 distinct signatures of registered Cornell undergraduate students	<u>N/A</u>	<input type="checkbox"/>
<b>May Be Waived By Student Assembly with Approval of University President</b>		
Is registered with the Student Activities Office	<u>RKI</u>	<input type="checkbox"/>
Is student-directed and student-led	<u>RET</u>	<input type="checkbox"/>
Has Cornell operating account with internally controlled funds	<u>RET</u>	<input type="checkbox"/>
Has a Cornell-employed advisor with oversight of Cornell funds	<u>RET</u>	<input type="checkbox"/>
Has received funding from a unit at Cornell university in each of the last two semesters	<u>RET</u>	<input type="checkbox"/>

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)

## 2) Summary of Request: Program Impact

- **Over 1,000,000 USA TODAY and New York Times have been picked up and read by Cornell Students in the past 6 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. (page 10 for locations)
- 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 has just started its 7th year at Cornell. The program has been student directed and student led and has a Cornell operating account with internally controlled funds.

## **2) Summary of Request: Program Impact:**

### **Six reasons a newspaper positively impacts student learning...**

- Increases student
- 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
- 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.](#)*

### 3) 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 a lifelong 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.



## **Organization Profile: Membership and Organization Chart, Officers, History**

- **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.
- Other than the current \$6.00 per student per year, there are no additional costs for the students to incur. 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 **1,000,000 newspapers!** Approximately 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.

# Organization Profile: Membership and Organization Chart, Officers, History

## ❖ **USA TODAY CEO Forum with 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](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/education/college/readership/newsletters/Spr06.pdf>

## Organization Profile: Membership and Organization Chart, Officers, History

- **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. Brian 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 distribute throughout campus to help promote the program especially to incoming freshman.
- **Collegiate Readership Program Liaison:** A SA CRP liaison was established to help with communication and marketing efforts at the school.
- Three Cornell Students have been spotlighted **in USA TODAY'S Collegiate Newsletter** which is sent to over 10,000 university administrators.
- **Adam Raveret**, SA rep, was selected to participate in a panel discussion entitled *Fostering Civic Engagement through the Collegiate Readership Program* at the National NASPA 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](http://usatodaycollege.com) website.

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

### **Current Campus Locations:**

Alice Cooke House  
Appell Commons  
Balch Hall  
Carl Becker House  
Clara Dickson  
College Town  
Duffield Hall  
Flora Rose  
Hans Bethe House  
Kay Hall  
Keeton Hall  
Mann Library Walkway

Martha Van Rensselaer Hall  
Mary Donlon Hall  
Noyes Community Center  
Olin Library Café  
Risley Hall  
Robert Purcell Community Center  
Statler Hall  
Trillium Dining (Kennedy Hall)  
Willard Straight Hall  
Keeton Hall  
House 5

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

## **6) Financial Information with Historical (2008-2011) & Projections (2011-2014)**

### **Historical:**

**2006-2008:** SA allocation \$6.00 per student per year

(National Education Rate = \$0.35/\$0.38 USA TODAY and \$0.40 The New York Times)

**2008-2010:** SA allocation \$5.50 per student per year

(National Education Rate = \$0.40/\$0.42 USA TODAY and \$0.45 The New York Times)

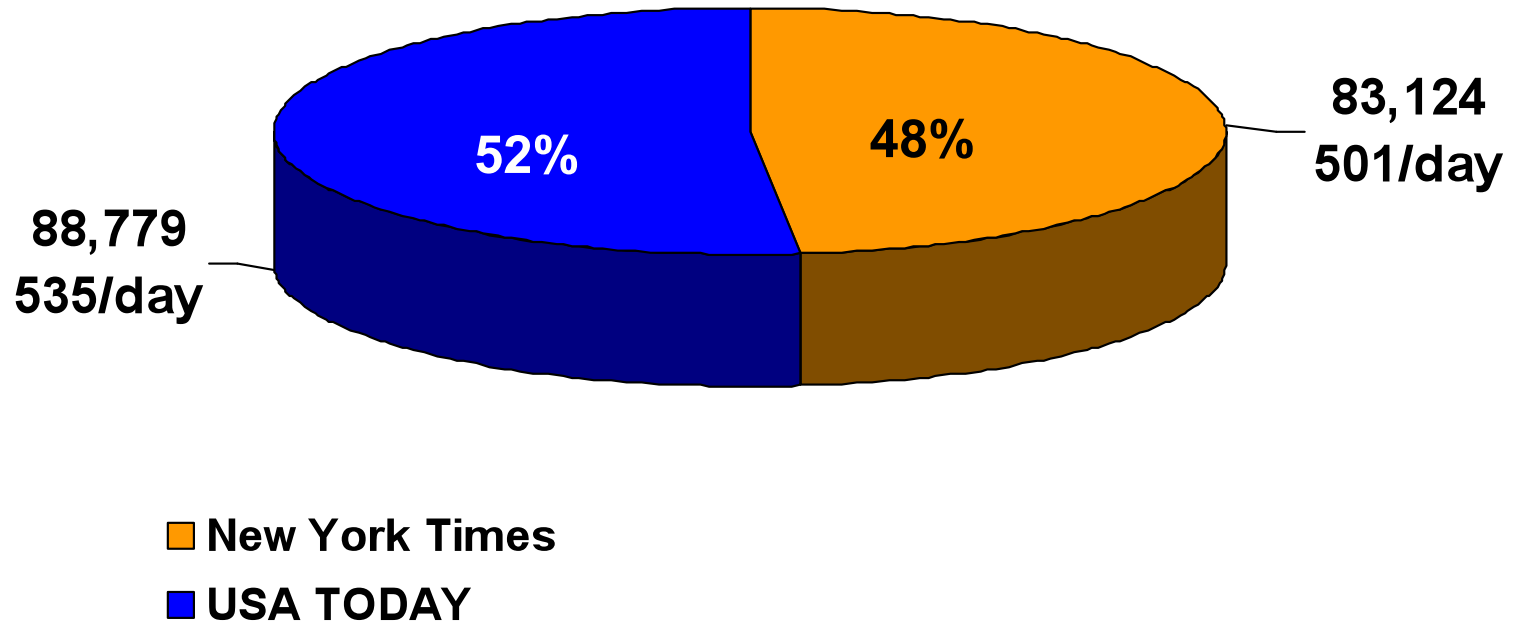
**2010-2012:** SA allocation \$6.00 per student per year

(National Education Rate = \$0.45 USA TODAY and \$0.50 The New York Times)

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.*

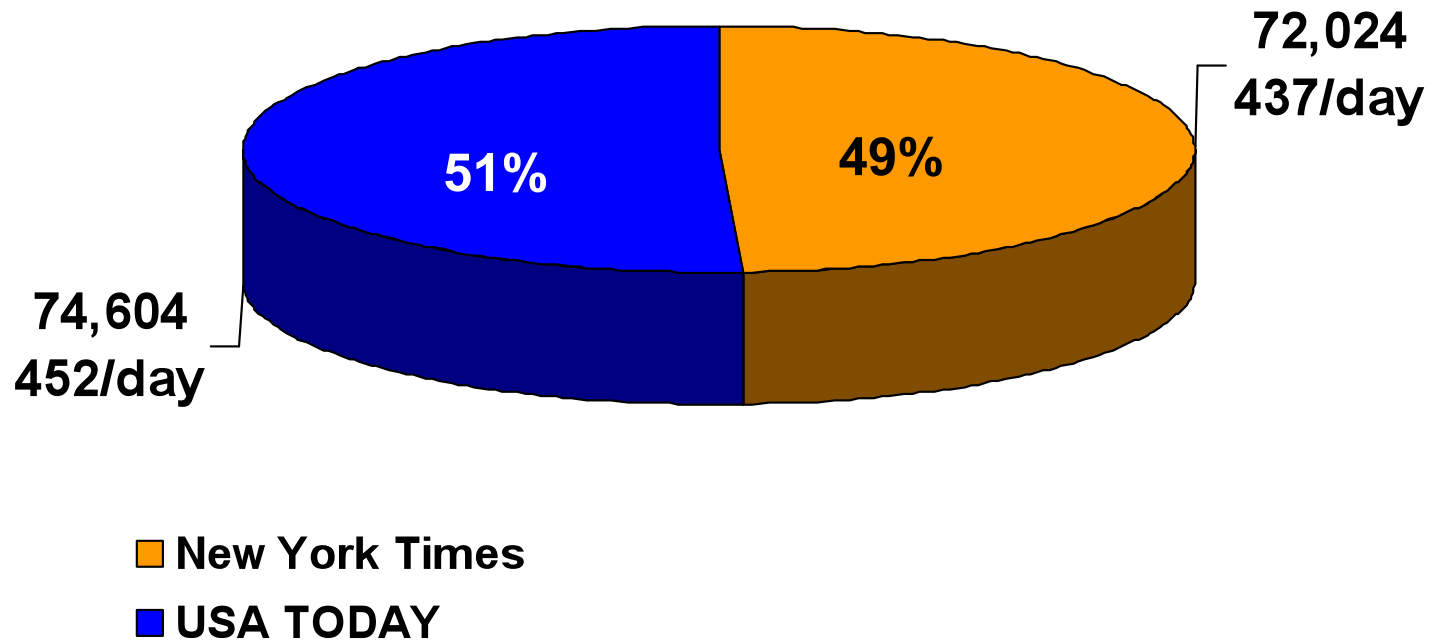
## 2008-2009 Program Summary

A total of **171,903 newspapers** were read by Cornell students...an average of 1,036/day!



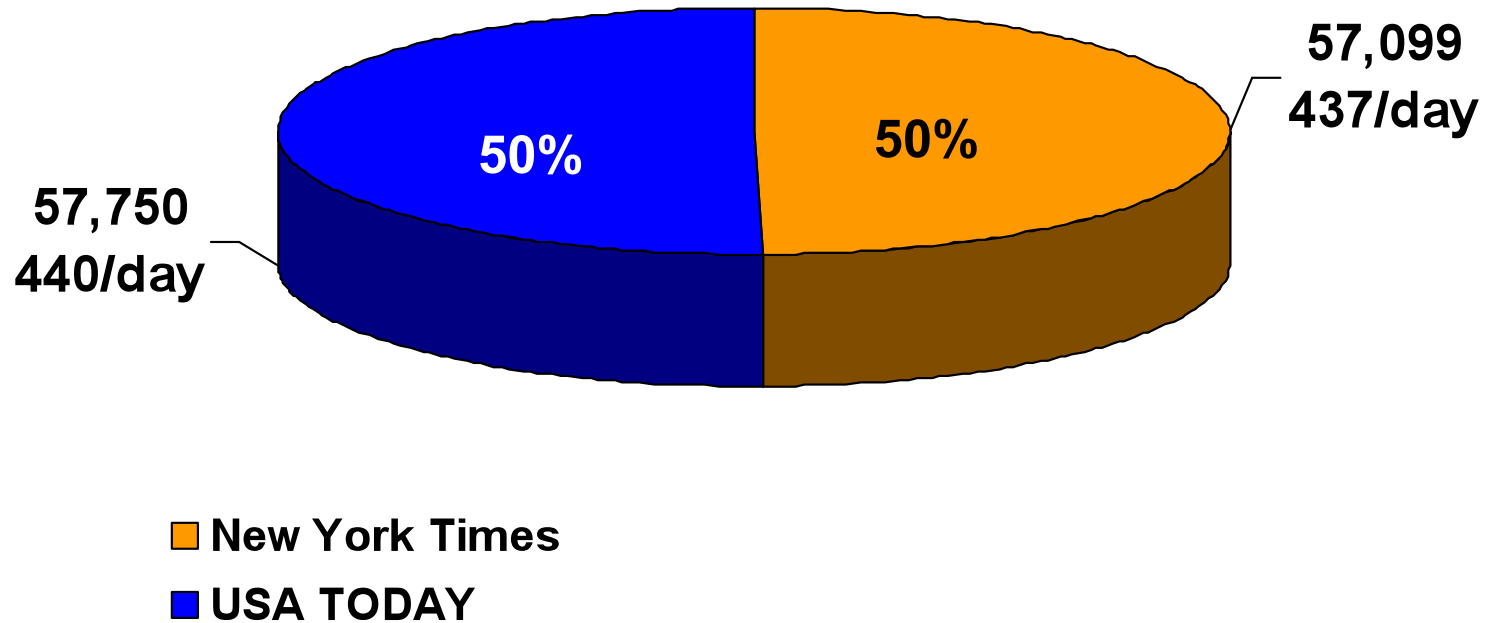
## 2009-2010 Program Summary

A total of **146,628 newspapers** were read by Cornell students...an average of 889/day!



## 2010-2011 Program Summary

A total of **114,849 newspapers** were read by Cornell students...an average of 877/day!





## **6) Financial Information with Historical (2008-2011) & Projections (2011-2014)**

### **Projections:**

Based on current newspaper consumption and a slight rate increase, we are recommending a **\$6.00 per student per year investment** for the school years 2012-2014. This investment recommendation is based on maintaining the approximate number of papers that are taken and read by Cornell students each day.

Cornell University will receive a discounted National Education rate of \$0.45 for USA TODAY and \$0.50 for The New York Times for the school year 2012-2013 and \$0.46 and \$0.50, respectively, for 2013-2014. Cornell is only charged for the papers that are picked up by students each day from the displays.

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.

## **7) 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.

## **7) Constitution, Charter & Bylaws**

### **ARTICLE III**

#### **Membership**

##### **Section I**

The Cornell Collegiate Readership Program task force shall be composed of representatives from newspapers such as USA TODAY, The New York Times, The Ithaca Journal, The Cornell Daily Sun, 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 one monthly bill 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.

## **8) SA Testimonial**

# **Josh Bronstein, Vice President 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

Robin Irwin  
Regional Marketing Director  
**USA TODAY**  
595 Commerce Drive  
Amherst, New York 14228

Web site: [www.usatodaycollege.com](http://www.usatodaycollege.com)

Work: 716.691.9850 x252  
Cell: 716.812.3143  
Fax: 716.691.9858

Email: [rirwin@usatoday.com](mailto:rirwin@usatoday.com)