



CORNELL UNIVERSITY PROGRAMMING BOARD REPORT

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**Organization: Cornell University Programming Board**

**Date: November 11<sup>th</sup>, 2014**

The Appropriations Committee believes the Cornell University Programming Board provides broad impact to a variety of Cornell undergraduates and should continue to pursue their mission. Additionally, the Committee recognizes the importance of a variety of acts and CUPB's effective dedication to this cause. CUPB should continue to pursue lowering its rollover through increased free shows and larger speakers in Barton Hall over the next few years. Generally speaking, the Committee believes the pricing strategy is appropriate, but advises that more should be done to determine the potential success of events and to adjust ticket prices accordingly. The Committee also appreciates the work being done to partner with other programming boards (CCC, Haven, etc.) and suggests codifying these partnerships within the constitution or other internal documents to ensure they occur consistently. Finally, the Committee believes more should be done to investigate the effectiveness of CUPB's current social media efforts.

**Respectfully submitted,**

**Matthew Stefanko '16**

*Vice President for Finance*