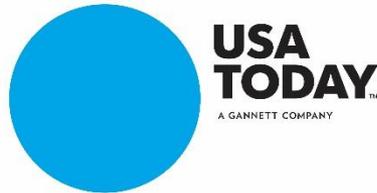


# Cornell University

## Collegiate Readership Program (CRP)

Student Activity Fee Application  
2016-2018



August 31, 2015

## **Student Activity Fee Application Checklist**

- 1) Eligibility Checklist – please see attached
- 2) Dollar Request per student per year - \$5.00
- 3) Constitution, Charter, Bylaws
- 4) Mission Statement
- 5) Group Profile – Officers, Members, History, Activities, Programming, Events in Current Cycle
- 6) Summary of Request
- 7) Financial Statement
- 8) Projections
- 9) SA Testimonial & Contact Information

### **3) 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.

# **3) Constitution, Charter, Bylaws**

## **ARTICLE III**

### **Membership**

#### **Section I**

The Cornell Collegiate Readership Program task force shall be composed of representatives from participating publications such as USA TODAY and The New York Times 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 biannual billing 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.

## 4) Mission Statement

**The Collegiate Readership Program** seeks to enhance the learning environment on university campuses through a daily newspaper program, customized web content, a mobile application 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 lifelong learning, create a 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.

## 5) Group Profile: Officers, Members, History, Activities, Programming, Events in Current Cycle

- **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.
- 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 **1,750,000 newspapers!** Between 500-800 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.

## 5) Group Profile: History & Activities

- ❖ **The USA TODAY CEO Forum was held on campus featuring 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/educate/college/readership/newsletters/Spr06.pdf>

## 5) Group Profile: History & Activities

- **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 distributed throughout campus to help promote the program especially to incoming freshman.
- Three Cornell Students have been spotlighted **in USA TODAY'S Collegiate Newsletter** which is sent to over 10,000 university administrators.
- **Adam Raveret '12**, SA rep, was selected to participate in a panel discussion entitled *Fostering Civic Engagement through the Collegiate Readership Program* at the National NASPA (National Association of Student Personnel Administrators) 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) Group Profile: Cornell University Collegiate Correspondents

The Collegiate Correspondent Program is one of the nation's premier journalism opportunities for undergraduate students. Relevant writing experiences combined with professional training and advice from seasoned journalists provides unique writing opportunities that allow students to share their perspective on national/international, regional/local topics. All articles appear on [usatodaycollege.com](http://usatodaycollege.com). Some articles may be picked-up on [usatoday.com](http://usatoday.com) or in the print edition of USA TODAY.

- **Akane Otani '14**, Managing Editor of *The Cornell Daily Sun*, was selected as a Fall 2013 Collegiate Correspondent for USA TODAY College.
- **Jonathan Swartz '15**, Senior Writer for *The Cornell Daily Sun*, and a member of the Cornell Israel Public Affairs Committee, The Chai Notes. Jonathan was selected as a Summer 2014 Collegiate Correspondent for USA TODAY College.
  - "Oh, we brunch! What's with this brunch obsession anyway?" 8/13/2014
  - "5 international students offer tips for incoming college freshmen." 8/8/2014
- **Anushka Mehrotra '16**, News Editor of *The Cornell Daily Sun*, Editor-in-Chief of *The Student Body Magazine*, Junior Editor of the *Cornell International Affairs Review*. Anushka was selected as a Summer 2014 Collegiate Correspondent for USA TODAY College.
  - "8 free smartphone apps to solve common college issues" 8/11/2014
  - "Move over college students. Silicon Valley turns to high schools for interns" 7/22/2014
- **Mary Jarvis '16**, Writing contributor of *The Cornell Daily Sun*. Mary was selected as a Summer 2015 Collegiate Correspondent for USA TODAY College.
  - "Viewpoint: I'm a college senior and I'm terrified" 8/21/2015
  - "Viewpoint: Donald Trump is a distraction" 8/14/2015

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

### **Current Campus Locations (21):**

Alice Cooke House

Appell Commons

Balch Hall

Carl Becker House

Clara Dickson

Duffield Hall

Flora Rose

Goldwin Smith Hall

Hans Bethe House

Kay Hall

Keeton Hall

Mann Library Walkway

Martha Van Rensselaer Hall

Mary Donlon Hall

Libe Café

Risley Hall

Robert Purcell Community Center

Statler Hall

Trillium Dining (Kennedy Hall)

Willard Straight Hall

Goldie's Cafe

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

## 6) Summary of Request

### Reasons a newspaper positively impacts student learning...

- Increases student motivation
- 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 engagement
- 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."*

## 6) Summary of Request

- **Over 1,750,000 USA TODAY and New York Times have been picked up and read by Cornell Students in the past 12 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.
- 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 we are entering into the 7<sup>th</sup> funding cycle. The program has been student directed and student led and has a Cornell operating account with internally controlled funds.

## 7) Financial Statements

**2004-2006:** Launch of program. SA unanimously approved \$5.00 per student and selected eight locations on campus.

**2006-2008:** SA allocation \$6.00 per student per year  
National Education Rate = \$0.35/\$0.38 USA TODAY and \$0.40 NYT

**2008-2010:** SA allocation \$5.50 per student per year  
National Education Rate = \$0.40/\$0.42 USA TODAY and \$0.45 NYT

**2010-2012:** SA allocation \$6.00 per student per year  
National Education Rate = \$0.45 USA TODAY and \$0.50 NYT

**2012-2014:** SA Allocation \$6.00 per student per year  
National Education Rate = \$0.45 USA TODAY and \$0.50/\$0.60 NYT

**2014-2016:** SA Allocation \$6.00 per student per year  
National Education Rate = \$0.45/\$0.55 USA TODAY and  
\$0.60/\$0.70 NYT

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.*

## 8) Projections

Based on current newspaper consumption and the addition of The Buzz Mobile App, we are recommending continuing at a **\$5.00 per student per year investment** for the school years 2016-2018. This investment recommendation is based on maintaining the approximate number of papers that are taken and read by Cornell students each day and adding new digital resources (NYT “seats”, The Buzz Mobile app).

The Buzz Mobile App content includes feeds from USA TODAY, usatodaycollege.com, The Ithaca Journal and campus feeds deemed appropriate by Student Assembly.

Cornell University will receive a discounted National Education rate of \$0.55 for USA TODAY and \$0.70 for The New York Times. Cornell is only charged for the papers that are picked up by students each day from the displays and we remove all unused copies each day from campus.

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.

## 9) SA Testimonial

### Josh Bronstein, VP 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

Ian Dryburgh  
Regional Sales Manager  
**USA TODAY / Gannett Publishing Services**

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