

BUDGET PROPOSAL CONTACT INFORMATION

Department Name:

Create Date:

Due Date:

Submitter Name:

UW Email Address:

Phone Number:

Department Head Approval:

Department Head:

Requested Amount:

Departmental Information

STUDENT UTILIZATION

These funds will go to the operations of two student-operated publications, the weekly newspaper The Ledger and the annual literary journal Tahoma West.

In short, the Ledger provides a news service for the campus, and Tahoma West provides student writers and artists with a creative outlet, as well as direct experience with a small-scale version of the submission process they would face at a professional operation. The employees of both publications receive firsthand education in the skills required to see a multimedia creative project to completion. The Ledger produces 30+ small projects each year in the form of weekly print and online issues, while Tahoma West completes one large project in the form of its book.

If approved in full, this SAF funding request will pay for:

- student personnel wages,
- weekly printing of 300+ copies of the Ledger,
- subscription to the MailChimp email newsletter service,
- Workday cost allocation,
- annual 900-copy printing of Tahoma West,
- office supplies,
- Adobe Creative Cloud,
- UW telephone services,
- professional journalism memberships and contest entry fees,
- copy and postage fees,
- food for Ledger staff training in September and the Tahoma West launch party in May.

A (\$5,000) deficit is included in the budget to account for advertising revenue goals. Additionally, in the past, I've used end-of-year surpluses to purchase promotional goods that are distributed free to students at involvement fairs.

CORE VALUES/MISSION ALIGNMENT

Student Publications aligns with the Strategic Plan indicators of **Students**, **Scholarship**, and **Vitality**.

Students

Our new strategic plan advises UW Tacoma programmers to "ensure every student has opportunities to engage in high-impact practices."

The American Association of Colleges and Universities identifies **collaborative projects** and **writing-intensive courses** as two practices with a high impact on student learning. The Ledger and Tahoma West are both intensely collaborative environments, and the Ledger is certainly writing intensive if not a course per se. Reporters who work for an entire academic year will write 24-30 articles on top of their coursework. Section editors produce the same amount of work, and additionally edit the writing of the reporters they supervise.

In terms of collaboration, the students of the Ledger rely on each other to bring the newspaper to print each week, whether writers and editors polishing an article, writers and illustrators brainstorming artwork for a topic, or editors and designers deciding how the week's newspaper will look. Meanwhile, the editors of Tahoma West must work together to select and edit contributions to the journal before collaboratively designing a 120-page book on a tight deadline for spring launch.

Scholarship

Goal 7 advises programs to "Foster a climate of creativity, entrepreneurship, and innovation. In recent years, the Ledger staff rapidly innovated in the areas of email newsletters and ebooks. This year, students have created new products for advertisers and produced a mini-podcast to add value to the longtime Huskies in the Hallway feature.

Vitality

Goal 10 advises us to "create spaces, programs and activities that encourage engagement" with UWT. Ledger reporters must engage with new and unfamiliar areas of campus in order to produce interesting work and perform their jobs. Readers are engaged when they read about topics relevant to their campus experience, such as available child care services, the Husky 100 program, or the opening of Milgard Hall. Tahoma West provides an

engagement opportunity offered nowhere else on campus--the opportunity to go through a creative editing process and have their story, poem or artwork appear in a book.

SAF-FUNDED PROGRAM OR SERVICES GOALS AND OUTCOMES

Tahoma West's goal each year is to gather as many submissions as possible from UW Tacoma students, alumni, faculty, and staff. As of February 9, Tahoma West has received 24 submissions in advance of the March 24 deadline for the 2023 volume. That's one more early submission than we reported to SAFC during last year's process--and we'd conducted that count in March! The majority of submissions come in over Spring Break, and staff typically receive around 100/year, with the two pandemic volumes seeing slightly fewer.

The Ledger's service goals are to expand readership in print and online.

Print issues are tracked with a hand-count sheet by circulation manager AJ Pioquinto. The manager distributes new issues and counts issues remaining from previous weeks. **I've attached the distribution manager's weekly reports for the year so far.**

Web traffic to thetacomaledger.com is growing so far this year. 2022 traffic was astoundingly higher than 2021 traffic in terms of views and visitors, though this was mostly due to unprecedented traffic drawn by our April Fools edition (more than 200,000 views and visitors, almost three times the performance of the April Fools 2021 edition). Comparing non-April months between 2022-2023 and 2021-2022, the Ledger has seen modest growth over the previous year, with clear upticks in September, October, and January, tempered by November and December numbers that were slightly down over the previous year. **The website has had 75,440 views in the current school year, through Feb. 15, 2023 (a 64.5% increase over the previous year) and 57,918 visitors (a more than 28% increase over the previous year).**

The Ledger newsletter averaged a 61.5% open rate. Unsubscribes average 0.2%. Our average click-through rate from the newsletter to the website is 18.2%, **which is more than 14x the rate we saw last year.** Link clicks have risen across the board, but a major driver of the growth seems to be readers downloading our e-book editions, which are available in both PDF and EPUB, which is compatible with all major e-reader devices including Kindle. We've offered e-book editions for three years, but they did not become popular until the current school year.

In terms of advertising revenue, our paid accounts so far are \$285, and we have a pending \$370 ad sale to the Museum of Glass as of this writing. This is more than double what we reported last year, but a far cry from the amount we would like to report. The economy has been unkind to businesses and their ability to purchase ads, but this year we added email newsletter advertising products that are more cost-effective for clients and higher margin for us.

STUDENT UTILIZATION (COMPARISON OVER PAST 2 YEARS)

The Ledger primarily tracks service use through distribution and readership, covered above in Q3 and supported by supplementary attachments to this application. The attached bar chart of web traffic to thetacomaledger.com provides raw readership numbers (including non-student readers) by month over the past two years. The MailChimp data provides a gender and age breakdown of students using the mailing list.

Tahoma West tracks the total number of submissions received by the Spring Break deadline for its annual volume:

- The 2022 issue of Tahoma West saw 105 total submissions (21 visual art, 7 creative nonfiction, 73 poetry, 4 fiction)
- The 2021 issue of Tahoma West saw 86 total submissions (47 visual art, 10 creative nonfiction, 25 poetry, 4 fiction)
- The 2020 issue of Tahoma West saw 79 total submissions (22 visual art, 12 creative nonfiction, 43 poetry, 2 fiction)
- The 2019 issue saw 130 total submissions (37 visual art, 20 creative nonfiction, 50 poetry, 17 fiction + 6 additional art submissions for a new Tahoma West logo)

While we haven't returned to our pre-pandemic submission numbers just yet, Tahoma West has bounced back significantly from the numbers seen in the 2020 volume, which had its deadline right as the campus closed down. The total number of submissions in 2022 was on par with the number of submissions seen through the majority of the 2010s. This year's editorial staff has taken a proactive approach to get the word out about the journal, visiting classrooms as early as October. Students have responded by submitting their work well in advance of our spring break deadline.

Demographic data for submissions to the 2022 Tahoma West is attached.

COLLECTION OF FEEDBACK & IMPROVEMENTS

Tahoma West and the Ledger are both located in MAT 151. Both editorial staffs hold combined Student Publications office hours to take feedback and answer student questions. These have returned to being fully in-person after being held online from the beginning of the COVID-19 pandemic through the end of the last school year.

Tahoma West maintains three regularly updated social media accounts on Facebook, Twitter, and Instagram to interact with UWT students interested in submitting or attending events. We have a university-hosted website at tacoma.uw.edu/tahoma-west, where users can find submission guidelines, contact information, and online editions of the past two years' journals. The editor-in-chief interacts with interested submitters or campus partners via tahomaw@uw.edu.

The Ledger likewise maintains social media and a dedicated email address (ledger@uw.edu), to communicate with students, accept press releases, and otherwise conduct business. Email has been the most active source of qualitative feedback. Usually this takes the form of story ideas, in which case the editors evaluate the content for newsworthiness. If the feedback comes in the form of a correction to the story, the staff fact check the point brought up and, if they determine the story got the fact wrong, they run a correction online and in the next possible print issue.

SERVICE BENEFITS TO STUDENTS

The most significant way the Ledger benefits students is that it gives them a chance to read about issues that impact the student body, in articles written by students like them. One tool we have to see this in action, and examine whether the paper is hitting the mark, is to review thetacomaledger.com's story analytics on the day new stories are released. Stories about cocurricular programs, support resources, health services, or local businesses--in short, stories that directly affect students' day-to-day lives--rise to the top of the "Most Viewed" list when they're published online. We believe that it is essential for universities to have an independent paper that reports and critiques topics that are relevant to students.

It's important to gauge the paper's impacts on its student employees as well. The Ledger's staff develop professional skills that carry over after college. The process of handling unfamiliar information, making quick sense of it, cooperating with peers, and transfiguring raw material into a narrative product that will make sense to casual readers--all on a deadline that repeats week after week--prepares students for managing the ambiguity and demanding schedule of a full-time workplace.

I like to keep track of former Ledger employees; many have gone on to wonderful and varied careers. Editor-in-Chief Talia Collett (2020-2021; arts editor 2019-2020) is now a program assistant in UW Tacoma's Office of Community Partnerships. Managing Editor Alyssandra Goss (2019-2021) is a project coordinator for Belshire Environmental in Southern California. Opinion Section Editor Remi Frederick (2021-2022) has contributed articles about local theater to the Seattle Times Company's event calendar website, The Ticket. Former Tahoma West Nonfiction Editor Tiera Nhem (2019-2021) is an assistant editor for the same publication. Layout Manager and Designer Morgan Morgans (2019-2022) provides costuming services for community theaters throughout Western Washington.

Tahoma West benefits students by providing them a manageable first step toward becoming a published author/artist. Students who submit to Tahoma West are exposed to the same publication process they would encounter at a professional publisher, but scaled down to the size of our campus, making it a manageable first step for someone interested in pursuing authorship. Creative arts majors are far from the only group interested in this goal.

Contributors to the 2022 journal came from 11 different major programs. Historically, Writing Studies majors make up the largest group of contributors, but in a surprise turn, this year the most contributors came from programs in the School of Social Work. Creativity is and should be for everyone.

Staff Budget Requests

Category	Details	Amount Requested
Student Staff ³	Tahoma West Editor-in-Chief (regular hours). One employee. 19.5 hours per week x 40 weeks x \$16.74/hour E001	
	Student Staff Wages:	\$13,058
	Fringe @ 21.5%:	\$2,807
Student Staff ³	Tahoma West genre editors (regular hours). Four employees. 10 hours/week x 40 weeks x \$16.24/hour E002	
	Student Staff Wages:	\$25,984
	Fringe @ 21.5%:	\$5,587
Student Staff ³	Ledger editor-in-chief (regular hours). One employee. 19.5 hours/week x 40 weeks x \$16.74/hour E003	
	Student Staff Wages:	\$13,058
	Fringe @ 21.5%:	\$2,807
Student Staff ³	Ledger editor-in-chief (summer hours). One employee. 5 hours/week x 12 weeks x \$16.74/hour E004	
	Student Staff Wages:	\$1,005
	Fringe @ 21.5%:	\$216
Student Staff ³	Ledger managing editor (regular hours). One employee. 19.5 hours/week x 40 weeks x \$16.74/hour E005	
	Student Staff Wages:	\$13,058
	Fringe @ 21.5%:	\$2,807
Student Staff ³	Ledger section editors - news, opinion, arts-and-entertainment (regular hours). Three employees. 15 hours/week x 40 weeks x \$16.24 E006	
	Student Staff Wages:	\$29,232
	Fringe @ 21.5%:	\$6,285
	Ledger Staff Reporters. Eight employees. 8 hours/week x 40 weeks x \$15.74 E007	

Student Staff ³		Student Staff Wages:	\$40,295
		Fringe @ 21.5%:	\$8,663
Student Staff ³	Ledger Advertising Manager. One employee. 10 hours/week x 40 weeks x \$15.74	E008	
		Student Staff Wages:	\$6,296
		Fringe @ 21.5%:	\$1,354
Student Staff ³	Ledger Web and Media Manager. One employee. 8 hours/week x 40 weeks x \$15.74	E009	
		Student Staff Wages:	\$5,037
		Fringe @ 21.5%:	\$1,083
Student Staff ³	Ledger Circulation Manager. One employee. 4 hours/week x 40 weeks x \$15.74/hour	E010	
		Student Staff Wages:	\$2,519
		Fringe @ 21.5%:	\$542
Student Staff ³	Ledger Page Layout Manager. One employee. 13 hours/week x 40 weeks x \$16.24/hour	E011	
		Student Staff Wages:	\$8,445
		Fringe @ 21.5%:	\$1,816
Student Staff ³	Ledger page designers. Two employees. 8 hours/week x 40 weeks x \$15.74	E012	
		Student Staff Wages:	\$10,074
		Fringe @ 21.5%:	\$2,166
Student Staff ³	Ledger art team. Two photographers, or one photographer and one illustrator. 8 hours/week x 40 weeks x \$15.74	E013	
		Student Staff Wages:	\$10,074
		Fringe @ 21.5%:	\$2,166
PERSONNEL TOTAL:			\$216,434

Other Budget Requests

Category	Details	Amount Requested
Contracted Services	Honoraria for guest speakers. S001	\$100
Other Services	Cost of printing 30 issues of the Ledger in full color at the most recently quoted price of \$774.10 (delivery included). The price includes a longtime customer discount that is contingent on us continuing to print weekly. S002	\$23,223
	Estimated cost of printing 900 copies of the annual Tahoma West book. We are currently shopping for a new company to print our books; this figure comes from price quotes we've gathered so far. S003	\$10,000
	UW telephone services S004	\$350
	Postage fees for mail center. S005	\$200
	Adobe Creative Cloud licenses for Ledger and Tahoma West. Used to design the pages for the publications' weekly newspapers and annual book. S006	\$1,350
	Estimated annual cost of Mailchimp for the Ledger's email newsletter. The monthly price has increased by \$10/month two years in a row. This estimate anticipates another increase on Jan 1, 2024. S007	\$1,380
	Workday cost allocation. S008	\$650
	Web hosting fees for thetacomaledger.com S009	\$100
	Professional journalism memberships, conference, and contest entry fees. The Ledger belongs to the Associated Collegiate Press. Tahoma West belongs to the Association of Writers and Writing Programs. S010	\$300
	Non-Food Supplies & Materials	Office supplies (notebooks, pens, printer ink, paper, and miscellaneous) for MAT 151. S011
Food	Food for Ledger's September 2023 staff training session. S012	\$100
	Food for Tahoma West Book Launch in May 2024. S013	\$300
Anticipated Revenue	Advertising revenue goal. S014	\$-5,000
SUPPLEMENTAL TOTAL:		\$35,053

PERSONNEL TOTAL:	\$216,434
SUPPLEMENTAL TOTAL:	\$35,053
COMPLETE PROPOSAL TOTAL:	\$251,487

Supplemental Documents



TAHOMA WEST VOLUME 26 BY THE NUMBERS

Demographic breakdowns of last year's Tahoma West contributors by gender, class standing, and major.

PAGEVIEW STATISTICS FOR LEDGER WEBSITE



www.thetacomaledger.com



LEDGER PRINT DISTRIBUTION (2022-2023 SO FAR)

An excel document tracking distribution of the Ledger's print newspapers to racks around the UW Tacoma campus. Document tabs cover each week September through end of January.



EMAIL NEWSLETTER PERFORMANCE AND DEMOGRAPHIC DATA

Data on the Ledger Email Newsletter's open rate, click rate, unsubscribe rate, and audience demographics.