

Mandatory Student Fee Prioritization Report
Review of Accounts Associated with each Mandatory Student Fee
October 2014 - December 2014
Student Government Association of Georgia College

The following report provides an overview of the process, a summary of recommendations, a listing of all accounts/programs reviewed, and an appendix with supporting documents.

Overview of Process

On October 20, 2014, SGA President Juawn Jackson announced the formation of a special Task Force to review accounts associated with mandatory student fees and to begin the process of prioritization. The purpose of the process is to review the services offered to students through the mandatory student fees and to make recommendations to enhance, maintain, maintain with reduced funding, and restructure or phase out services provided by these fees. The Task Force was made up of members of the Executive Board of the Student Government Association and the student members of the Mandatory Student Fee Committee.

Student Service Prioritization Criteria

(30%) Importance to Student Body – how much the student body values the service

(15%) Importance to GC – how much the campus community values the service

(20%) Quality – Quality of services and efforts of the program

(15%) Cost Effectiveness – expenses and overhead incurred in providing service

(20%) Opportunity Analysis – additional contributions program could make with specific additional resourcing

Likert's scale: 1-5

1. Strongly Disagree
2. Disagree
3. Neither Agree nor Disagree
4. Agree
5. Strongly Agree

Likert scales use fixed choice response formats and are designed to measure attitudes or opinions. The scale measures the levels of agreement/disagreement.

Health Fee

The Health Fee supports the operational costs of the health clinic as well as supports programming and associated costs of health education programs. In addition, the Health Fee supports a portion of the operational costs of the Wellness & Recreation Center.

Recommendations:

- We understand the reason behind the original intent for the health fee to be under the College of Health Sciences, but we believe that student programming could be further enhanced, increased and expanded if moved to the Office of Student Affairs.
- Revenue generated from the Outdoor Center should go back to support the fee and not to Public Services (not fee supported).

Opinion: (78%)

It is the opinion of this task-force that the health fee should be fully **maintained**. With the exception of student programming in the Wellness Center, the Task Force found the services provided under this fee, specifically with the Student Health Clinic, to be sound.

Technology Fee

The funds generated by this fee are designated for technology activities that benefit the student's academic learning experience. Typical expenditures at Georgia College include support for maintaining the Instructional Technology Center computer facilities and software for student use at all locations, equipment checkout from the ITC, replacement and expansion of student used hardware, and support for technology in the classrooms, including the Macon Center and the Warner Robins Center.

Recommendation:

- We recommend that personal services be moved from the Technology Fee to the Department of Instructional Technology, savings \$294,846 (\$49 decrease per year).

Opinion: (80%)

We understand that the technology fee is mandated by the University System Board of Regents and is paid by all students enrolled at any University System of Georgia Institution; graduate, undergraduate, full-time, part-time, web-based classes only students, etc. The Task Force recommends that the shift in the responsibility of personal services be moved to general funds to allow approximately \$49 (per semester) to be saved by the students and that the overall fee be **maintained with reduced funding**.

Transportation Fee

The transportation enhancement fee and parking fee provides funding for Central and West Campus transportation service and maintenance of surface parking. Payment of this mandatory fee provides all students with either a Commuter (C) or Resident (R) parking permit depending upon whether they reside in off-campus or on-campus housing respectively and allows students to utilize the appropriately designated C or R lots as well as any Perimeter (P) lot. Additionally, this fee allows students' unlimited access to the university shuttle system that runs regular routes from most parking lots and all residence halls while school is in session and on limited basis during non-class times.

Recommendation:

- Mailing out annual parking permits to upperclassmen for convenience would be a nice service; however, it is unnecessary and would increase non-essential costs.
- We are very concerned with the low usage of the Irwin Street parking lot and unavailability of parking on main campus. We would advocate for the creation of commuter passes (students within the vicinity that SNAP services) that are specific to Irwin Street parking lot and not the generic commuter parking passes.
- Remove the ability of students who have commuter parking passes to park in the Centennial Center parking lot (possibly create one row of commuter parking for students who commute and have classes in the Centennial Center) to allow residents in that area a place to park which will in return free up spaces along city streets.
- In an effort to decrease the number of cars on campus and raise additional revenue for the possibility of a parking garage, consider charging incoming Freshman who want to bring their car on campus
- Reduce the hours that the Parking & Transportation Office is open on Monday-Thursday preferably from 8AM-5PM (currently 8AM-10PM) and utilizing savings to combat fuel and maintenance costs among others as outlined in the FY16 fee proposal.

Opinion: 80%

If the Transportation fee is to be enhanced in the future, the additional revenue should be focus solely on the creation of additional parking spaces and/or the construction of a parking garage. The Task Force recommends that this fee be **maintained**.

Wellness Center Fee

This fee pays for the bond that was approved to pay for the 101,000 square foot Wellness and Recreation Center (WRC). A very small amount of this fee is sometimes used to offset some operational costs of the Center. The WRC is home to Georgia College's Wellness Programs, Recreational Sports, Health Services, and Counseling Services.

Recommendation:

- None

Opinion: 100%

We recommend that this fee is **maintained** to honor the bond that led to the creation of the Wellness and Recreation Center.

Bobcat Card Fee

This fee funds a portion of annual support and maintenance on all equipment associated with the one card system at Georgia College.

Recommendation:

- None

Opinion: 65%

Further enhancement is unnecessary. Adequate funding allows for the continuation of this important service/fee. We recommend that this fee is **maintained**.

Student Activity Fee

This fee supports the programs and services of: Recreational Sport, Social and Entertainment, Student Publications, Campus Green Initiatives, Student Government, The GIVE Center and other student activities and reserves. This fee also pays for the purchase and renovation of the former Methodist Church that is now the Georgia College Student Activities Center. The Center includes the Magnolia Ballroom and "The Den," as well as student meeting and organizational space.

Recommendation:

- The taskforce found the names of two accounts associated with the fee to be confusing in some cases and also misleading. We recommend that the MSU Account and Leadership Center account be merged and renamed to Campus Life as these two accounts provide for professional travel, graduate assistants and operating expenses.
- Additionally, the Task Force recommends combining the Club Sports and Intramurals accounts and renaming it to Rec Sports.
- We recommend that personal services be moved from under the purview of the Student Activity Fee and shifted to general services (saving \$114,433.22)
- Decrease funds earmarked for Campus Green Initiatives that each student pays per semester from \$5 to \$3 (saving \$26,000 per semester) and shift funds to support other programming fees without increasing the student activity fee.

Opinion: 83%

- The Task Force is concerned with the lack of recognition of green initiatives on campus by students and the gap between accessibility to students and actual student involvement with the green initiatives promoted by the Campus Green Initiatives Committee. We support Senate Resolution passed by the Student Senate of the Student Government Association during the 2013-2014 session that advocated for the reallocation of these funds.
- This Task Force disagrees with the Academic Support Task Force's opinion that the GC Homecoming budget should be decreased. We believe that Homecoming helps bring the campus and community closer together, strengthens relations with alumni and increased funding will directly increase campus ethos.

- We also fully support the Office of Recreational Sports and believe additional funding is needed to meet the demand of the large percentage of our student body that are engaging in intramurals and club sports and the student involvement aligns well with our liberal arts mission.
- The Task Force recommends that this fee be **restructured** by the Student Activity Budget Committee.

Athletic Fee

This fee provides funding for the Georgia College intercollegiate athletics programs. The Bobcats compete at the NCAA Division II level and are members of the Peach Belt Conference. Our institution sponsors teams in men's basketball, women's basketball, baseball, softball, women's soccer, women's volleyball, men's and women's cross country, men's and women's tennis, competitive cheerleading and men's golf, and a dance team.

Recommendation:

- The Task Force suggested placing the Pep Band solely under the music department or looking into the possibility of the organization becoming an RSO (saving 6759.79)
- The Task Force suggested that the student Dance Team (Sassy Cats) be fully funded by the Student Activity Budget Committee (SABC) instead of the Athletic Fee
- Urge the university to swiftly move forward with hiring a development officer solely for the Athletics Department to assist with finding additional revenue streams.
- We recommend that the number of contests be reduced to align with the NCAA minimum requirements to combat high costs associated with this fee.

Opinion: 63%

The Task Force is very concerned with the constant rising costs associated with the Athletic Fee. The fee has increased by 18.2% since FY11 and is expected to continue to rise if serious changes do not take effect. As stated in the the FY 16 Athletic fee request, it is projected that the enrollment of women on campus will increase requiring an increase in the number of women sports to stay in Title XI compliance. We strongly suggest that an audit be held on existing sports to determine which sport could possibly be eliminated instead of adding a sport and increasing the total cost of the fee. The Task Force recommends that this fee be **maintained with reduced funding**.

Housing Rates (Mandatory for Freshmen)

Recommendation:

- Decrease Housing programming & marketing budget

Opinion: The Task Force is adamantly against the call for an increase in housing rates for FY16. We believe that University Housing should look for savings inside of the budget. The Task Force supports the recommendation made by the Academic Support Task Force in reducing Housing's marketing budget. Additional savings could be found in the programming budget.

Appendix

Membership

Juawn Jackson, President of the Student Government Association
Angelina Webber, Vice President of the Student Government Association
Laura Ahrens, Secretary of the Student Government Association
David Gastley, Treasurer of the Student Government Association
Barrett Stanley, President Pro Tempore of the Student Government Association
Shelby Weitzel, Attorney General of the Student Government Association
Mahmood Al Bayati, Chief of Staff of the Student Government Association
Moriah Thomas, University Senator
Nora Anderson, Mandatory Student Fee Committee member
Rebecca Gaylor, Mandatory Student Fee Committee member
Joseph Burns, Mandatory Student Fee Committee member & SGA Senator
Julie Coopedge, Mandatory Student Fee Committee member

Timetable of Events

Monday, October 20th – Task Force meets for pre-planning & campus community is notified of prioritization effort

Tuesday, October 21st – Taskforce receive mandatory fee accounts & fee holders are notified of prioritization efforts

Monday, October 27th – Wednesday, November 25th – Task Force reviews mandatory student fee accounts

Wednesday, December 2nd – Task Force meets to finalize prioritization plan

Friday, December 5th – President Jackson shares the prioritization plan at SGA Senate meeting (campus community invited to attend and ask questions)

Tuesday, December 9th – Mandatory Fee Committee meets with VP for Finance

Committee Attendance

Tuesday, November 11th

Juawn Jackson, Gina Webber, David Gastley, Barrett Stanley, Nora Anderson, Shelby Weitzel

Monday, November 17th

Juawn Jackson, Gina Webber, Laura Ahrens, David Gastley, Mahmood Al Bayati Barrett Stanley, Nora Anderson, Rebecca Gaylor , and Joseph Burns

Monday, November 24th

8AM: Juawn Jackson, Gina Webber, Laura Ahrens, Barrett Stanley, Nora Anderson, Moriah Thomas, Shelby Weitzel

5PM: Juawn Jackson, Gina Webber, Laura Ahrens, Barrett Stanley, Mahmood Al Bayati, Nora Anderson, Julie Coppedge

Wednesday, December 3rd

Juawn Jackson, Gina Webber, Laura Ahrens, Barrett Stanley, Nora Anderson