Campus Elections Orientation
Introductions

• All – What organization or department do you represent? What is your measure, SUA constitutional amendment, or opinion poll idea?
Relevant Policies

• Policy on Compulsory Campus-Based Student Fees. Section 80 of University of California Policies Applying to Campus Activities, Organizations and Students.

• UCSC Campus Elections Policy
Section V of Campus Elections Policy:

“Prior to a compulsory fee question being placed on the ballot, those responsible for approving the ballot question will verify that students have been represented and involved in the planning process to develop the fee proposal.”
Policy on compulsory campus based fees requires that measure authors verify that there was appropriate student representation on a planning committee which was charged with developing need, cost and viability assessments.

Strategies used:

- Advisory committees*
- Focus groups*
- Planning committees*
- Student governments*
- Opinion polls and surveys*

* You are required to provide documentation that supports your student consultation methods, ie. copies of survey data, meeting minutes, etc. You are required, per policy, to have a planning committee.
Placing a Question on the Ballot

Step One: Determine Your Audience

• Undergraduate and/or Graduate Students?

• If you have a measure, and want to tax undergraduate and graduate students at different rates, you must have two separate measures.
Placing a Question on the Ballot

Undergraduate (must obtain one of the following):

• Petition signed by at least 10% of the undergraduate student body, with no more than 25% from any one college or

• Resolution of Student Union Assembly or

• Resolution endorsed by 2/3 of the College student governments or

• A proposal of the Dean of Students or the chancellor after consultation with the SUA.
Placing a Question on the Ballot

Graduate (must obtain one of the following):

- Petition signed by 10% of the graduate student body; or
- A resolution of the Graduate Student Association; or
- Proposal of the Dean of Graduate Studies or the Chancellor after consultation with the GSA.
Place a Question on the Ballot

Undergraduate and Graduate Students:

• Must fulfill one of the approval mechanisms for Undergraduate students and

• Must fulfill one of the approval mechanisms for Graduate students
Measure Must Include:

- Cost
- Return to Aid component
- How students were consulted
- When the fee will begin being assessed
- Opinion statement by Student Fee Advisory Committee (SFAC)
- Ballot statement which includes: why the fee is needed, how it will be used and how students will benefit
- Whether the fee is temporary or ongoing
- **Please review the application for ballot language and sample measures for more information**
Ballot Language

Before a measure is placed on the ballot, the following people/entities review and comment on the language:

– UCSC Dean of Students
– UCSC Planning and Budget
– UCSC General Counsel
– UCOP Office of Campus Life
– UCOP Office of General Counsel
Building Your Budget

Typical Cost Areas:

– Staff Salaries & Benefits
– Student Employment
– Operating Expense (phone, mail, supplies…)
– Student Programming & Events
– Facilities Operations & Maintenance
  • Debt Service
– Equipment
– Special or Unique Items
Building Your Budget

On-Going vs. One-Time

On-Going Costs:
- Recur every year
- Funds needed to support continuing activities
- Permanent fee needed (or activity stops)
  - Or another student vote needed to continue fee

One-Time Costs:
- Expenses occur for one year or a few years
- Program has limited duration
- Temporary fee needed
Building Your Budget

Planning Assumptions

Staff Salaries

– Clerical Assistant III  $43,054 minimum
– Student Affairs Officer I $40,800 minimum
– Administrative Analyst $45,100 minimum

Go to: http://shr.ucsc.edu/compensation/salary/index.html for more information

Staff Benefits (new career positions)

– Current: $13,000 plus 27.25% of annual salary
Building Your Budget

Planning Assumptions

Student Workers

– Less than 20 hrs per week during school year
– Assistant IV $9.00/hour minimum
– Minimum wage increases to $10 in July 2016

Student Benefits

– Minimal cost (generally < 5% of earnings)
Fee Revenue

– Use 2014-15 3-Quarter Average Enrollment:
  • 16,277 Undergraduates
  • 1,589 Graduates
  • 17,866 Total

– (3Q Ave Enroll) X (Fee Level) X 3 = Total Revenue

Example: 17,866 X $5.00 fee X 3 = $267,990
Mandatory Requirements

- Return-to-Aid
  - Used to help students with financial need to cover the cost of the fee
  - At least 33% of fee revenue required at UCSC

Example for $5 quarterly fee:

17,866 students X $5 X 3 quarters X 33% = $88,436
Building Your Budget

Developing a Budget & Fee Amount

Top-Down Approach

- Start with approximate fee level desired
  - Compute total revenue available
    - $603,108
  - Deduct 33% for return-to-aid
    - -$199,026
  - Balance available for program
    - $404,082

- Determine how to allocate balance
  - New staff positions
    - $195,000
  - Student workers
    - $ 27,500
  - Benefits
    - $ 96,000
  - Supplies
    - $ 10,000
  - Programming Activities
    - $ 70,000
  - Reserve for cost increases
    - $ 5,582

Example

- $12.00/qtr
- $603,108
- -$199,026
- $404,082
# Building Your Budget

## Developing a Budget & Fee Amount

### Bottom-Up Approach

- Figure out how much funding is needed
  - New staff positions: $122,000
  - Student workers: $36,000
  - Benefits: $58,000
  - Supplies & Programming: $37,000

- Calculate necessary fee level
  - Total operating funds needed (A): $253,000
  - Increase for RTA (B) = A / 0.67: $377,612
  - Fee needed = C / 16,753 / 3: $7.50/qtr

Try to round your quarterly fee whenever possible.
Pitfalls of Funding Staffing with Referenda

Costs tend to increase over time:

– 3% or more per year salary increases
– Retirement and health benefits charges

Problem:

– Fee income increases if enrollment grows
– Insufficient to cover cost increases
– Program cuts needed to balance budget
Pitfalls of Funding Staffing with Referenda

Options to Consider:

– Minimize staff needs in fee referenda
– Build in reserve for future cost increases
– Incorporate a cost escalator into fee measure
  • Planning & Budget will assist in determining
– Future vote to increase fee amount

Need to balance ultimate cost to students against financial sustainability of program
Voting Pools

• A minimum of 25% of the undergraduate student population and 25% of the graduate student population must vote on a particular measure for the measure to be considered (based on the third week enrollment numbers in spring quarter)

• Of those voting on a measure, 66% of the voters (undergrads) and/or 50%+1 (graduate students) must vote yes for the measure to pass.
Electronic Voting System

- Complete voting process is accomplished online, via the Campus Elections Website and a survey system administered by Institutional Research

- Students log into the voting system using gold password

- Institutional Research will administer the voting process and verify results
SUA Constitutional Amendment

An amendment to the Constitution may be proposed by either a two-thirds (2/3) vote of the SUA, two-thirds (2/3) of the college governments (rounded up), or petition signed by at least ten-percent (10%) of all registered undergraduate students.

Once sponsored by one of the above mechanisms, the amendment is placed on the ballot. Approval of any amendment requires a simple majority where 20% of undergraduate students have noted on the amendment measure.
Opinion Poll

Opinion poll: a survey conducted as part of the ballot to elicit or express student sentiment or convictions on a particular subject. An opinion poll does not have a direct or binding impact.

Sponsorship of Opinion Poll: Student government, student organization, administrative or academic unit, individual student who is collaborating with above mentioned.
Elections Guidelines

• Be responsive and conscious of deadlines

• Be in regular contact with the Elections Commissioner

• Campus Posting Regulations and Voting Stations – see attached.
  – As we get closer to campaigning and elections dates, we will meet again to discuss guidelines for posting, advertising, etc.
Review of Campus Elections Timeline:

– *Key Dates*
After the Election

• Results are reviewed and verified by Institutional Research

• Chancellor reviews and approves results

• Elections results are submitted to UC President for review and approval
Questions