

Measure 49: Cultural Arts and Diversity Fee

Ballot Type

Establishing a New Fee

Ballot Author

Cultural Arts and Diversity Student Interns

QUESTION:

Shall undergraduate students provide funding to the Cultural Arts and Diversity Center for the support of student-directed cultural arts performance organizations and campus-wide cultural programs by establishing a new compulsory fee of \$5.25 per quarter per student beginning Fall 2011?

SUMMARY POINTS

- New undergraduate compulsory fee of \$5.25 per quarter, excluding summer session.
- Fee will begin Fall Quarter 2011 and is a permanent fee with no ending date.
- Fee will be governed by a Board of Directors comprised of a student-majority.
- Fee will generate approximately \$234,486* in 2011-2012.
- This fee includes a 33% Return-to-Aid component in which 33% of all fees collected will automatically go to financial aid to help those students who are on financial aid cover the expense of the fee. This will be approximately \$77,380 per year.
- Fee is sponsored for undergraduates on the ballot by petition signed by 10% of registered undergraduate students.
- The Student Fee Advisory Committee (SFAC) endorses this measure because it supports a unique program focused on direct services to students and helps to retain a diverse, cultural and artistic program on the UCSC campus.
- Student consultation: Students led multiple focus groups to assess student needs and develop goals for student cultural programs on campus.

*Three quarter enrollment estimate based on the average 2009-2010 quarterly enrollment of 14,888

BALLOT STATEMENT

This student-governed fund will bring nationally known cultural arts performers and speakers to UCSC and will foster the growth of student-directed cultural organizations such as UCSC's award-winning Rainbow Theater and the African American Theater Arts Troupe, as well as student-directed cultural arts performances (e.g. Grupo Folklorico Los Mejicas Spring Concert, Pilipino Cultural Celebration, Indian Student Organization Cultural Show). These student organizations and performances have existed for 10-30 years, are under-funded, and are not housed within the Theater Arts Department.

EDUCATIONAL BENEFIT

1. Dynamic and diverse performances for the campus: The fund will increase campus-wide exposure to and awareness of diverse cultures through student productions and nationally known arts groups. These productions are critical to a well-rounded educational experience and must be protected from budget cuts. Events will include free performances of:

- Nationally known speakers and performers
- Student cultural arts productions

2. Cultural Arts and Technology Training:

UCSC undergraduate students will learn about cultural arts through workshops and in a community atmosphere that respects art from a diversity of perspectives. Students will also receive hands-on training and employment in the technical aspects of productions, including stage management, sound, lighting, et cetera; unique training currently limited to theater arts majors. The fund will support culturally competent and experienced staff to provide advising, instruction, and mentorship.

3. State-of-the-Art Equipment

UCSC's current performance facilities have not kept up with the growing needs of student cultural arts groups. Cultural Arts and Diversity students and staff have formed a partnership with Stevenson College to enhance performances at the existing Stevenson Event Center, if this measure is passed. The partnership will coordinate the purchase and maintenance of state of the art equipment to support performances at a professional level.

GOVERNANCE

Funds from the measure and inventory will be governed by a student-majority Board of Directors so as to maintain accessibility and accountability to student needs. Members of the board will include: 2 appointed representatives of Rainbow Theater, 2 from the African American Theater Arts Troupe; 1 representative of Stevenson College Student Council and 1 at-large representative of student cultural arts organizations appointed through the Student Committee on Committees; 1 CAD staff; and 1 ex-officio CAD alumni.

More information about the Cultural Arts and Diversity Center can be found at:

<http://cadrc.ucsc.edu/>.