



Campus Elections Orientation

November 3, 2017

November 7, 2017

November 9, 2017



Introductions

- Lucy Rojas, Elections Commissioner
- 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*



Student Consultation

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.”



Student Consultation

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*



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
- May not be used to supplement payment of student tuition or fees



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

- Administrative Assistant III \$34,300 minimum
- Blank Assistant II \$39,770 minimum
- Student Affairs Officer I \$40,800 minimum
- Administrative Analyst \$45,100 minimum
- Build in 3% annual salary increases each year

Go to: <https://tcs.ucop.edu/tcs/jsp/nonAcademicTitlesSearch.htm>

Staff Benefits (new career positions)

- Current: \$13,000 plus 28.5% of annual salary
- Build in 3-4% annual cost increase each year



Building Your Budget

Planning Assumptions

Student Workers

- Less than 20 hrs per week during school year
- \$10.50/hour minimum
- \$11.00/hour in Jan. 2018 and increases \$1.00/hour per year until Jan. 2022 when it becomes \$15.00/hour.

Student Benefits

- Minimal cost (generally $< 5\%$ of earnings)



Building Your Budget

Planning Assumptions

Fee Revenue

- Use 2016-17 3-Quarter Average Enrollment:
 - 16,328 Undergraduates
 - 1,735 Graduates
 - 18,063 Total
- (3Q Ave Enroll) X (Fee Level) X 3 = Total Revenue

Example: $18,063 \times \$5.00 \text{ fee} \times 3 = \$270,945$



Building Your Budget

Planning Assumptions

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:

$18,063 \text{ students} \times \$5 \times 3 \text{ quarters} \times 33\% = \$89,412$



Building Your Budget

Developing a Budget & Fee Amount

Top-Down Approach

Example

- Start with approximate fee level desired
 - Compute total revenue available \$12.00/qtr
\$650,268
 - Deduct 33% for return-to-aid -\$214,588
 - Balance available for program \$435,680
- Determine how to allocate balance
 - New staff positions \$190,000
 - Student workers \$ 27,500
 - Benefits \$ 67,150
 - Supplies \$ 8,000
 - Programming Activities \$ 103,000
 - Reserve for cost increases \$ 40,030



Building Your Budget

Developing a Budget & Fee Amount

Bottom-Up Approach

Example

– Figure out how much funding is needed

- New staff positions \$122,000
- Student workers \$ 35,000
- Benefits \$ 48,000
- Supplies & Programming \$ 50,000
- Reserve for Cost Increases \$ 27,000

– Calculate necessary fee level

- Total operating funds needed (A) \$282,000
- Increase for RTA (B) = $A / 0.67$ \$421,000
- Fee needed (C) = $B / 18,063 / 3$ \$7.75/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



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.



Measure Must Include:

- Cost
- Return to Aid component
- How students were consulted
- When the fee will begin and for which quarters (Summer?) it will be 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:

- Dean of Students
- UCSC Planning and Budget
- UCSC General Counsel
- UCOP Office of Campus Life
- UCOP Office of General Counsel



SPONSORSHIP: 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



SPONSORSHIP: 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.



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



Voting Pools

- A minimum of 25% of the undergraduate student population and/or 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% must vote yes for the measure to pass



Electronic Voting System

- Complete voting process is accomplished online, via the Campus Elections Website
- Student log into the voting system using UCSC secure login
- 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.



Elections Guidelines

- Be responsive and conscious of deadlines
- Be in regular contact with the Elections Commissioner
- Campus Posting Regulations
 - As we get closer to campaigning and elections dates, we will meet again to discuss guidelines for posting, advertising, etc.



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



Review of Campus Elections Timeline:

– *Key Dates*



Questions