

# DASG Budget Request 2024-2025

## For All Programs Excluding Athletics

Budget Request due to the Office of College Life by 4:00 pm Monday, November 6, 2023  
Applications and attachments must be typed and submitted via email to Dennis Shannakian at [ShannakianDennis@fhda.edu](mailto:ShannakianDennis@fhda.edu).

Please also copy the Administrator on the email.

Applications must be submitted as Word documents or searchable text PDFs (not scans; signatures are not required)

The Email Subject must be in the following format:

“DASG Budget Request - Your DASG Account/Program Name - Your DASG Account Number”

For Example: “DASG Budget Request - DASG Budget Committee - 41-51140”

**Everything submitted will be publicly available online.**

**Delete the Object Codes and lines within Object Codes you do not need.**

1. Program (Account) Name: La Voz News
2. Is this a new DASG account? Yes  No  DASG Account Number: 41-56500
3. Amount requested for 2023-2024 \$ 16,000
4. Total amount allocated for 2023-2024 \$ 4,500
5. How long has this program existed? Since 1967
6. Number of students directly served in this program: Between 30-60 students every quarter
7. How have you been meeting or how do you plan to meet the budget stipulation of requiring that all students benefiting from DASG funds allocated to you have paid the \$10 DA Student Body Fee and are DASG Members (DASG Budget Stipulation # 1)? La Voz News is a First Amendment news publication and a service to the community that is produced by students for students. We hope that all students will use this news platform that informs and entertains. La Voz has expressed its readiness to cooperate with DASG in transmitting information throughout years. Although the production classes are still offered in the hybrid modality, La Voz News proudly resumed its print publication in spring 2023.
8. What would be the impact if DASG did not completely fund this request? La Voz relies heavily on DASG funding for printing and for the platform to continue its online presence (lavozdeanza.com) and provide an app (College News Source). La Voz is facing a huge problem currently since for the first time in years, DASG didn't allocate fund for the print publication. DASG is also the only budget to be used for student expenses to attend journalism conference, to compete with other community college students and to enter their work into state contests. To lose the funding would cause major disruptions and the possible loss of printing and a viable, attractive and permanent online presence. Without the fund, students would not be able to attend journalism conferences. Without the fund, students won't be able to measure themselves against other community college students who will be their rivals in the industry. La Voz didn't print during the COVID-19 shutdown and their lack of presence led to the lack of advertising, therefore no advertising revenue was generated. Please note that the new state of media and its reliance on technology require more investment in La Voz News.
9. Total amount being requested for 2024-2025 (from page 3) \$ 27,064.81

Delete the Object Codes and lines within Object Codes you do not need.

### Student Payroll (2310)

MUST ALSO COMPLETE THE HOURLY BENEFITS (3200) SECTION

Must adhere to FHDA Student Pay Levels as stated at

<https://www.deanza.edu/financialaid/types/studentjobs.html>

	Job Title	# of emp. x \$ Per hr x # hrs/wk x # of wks	Cost
1.	<u>Newsroom assistant and business manager</u>	<u>1x15.50x10x36</u>	<u>\$5,580</u>

TOTAL: \$5,580

### Hourly Benefits (3200)

MUST ALSO BE COMPLETED WHEN REQUESTING PAYROLL

Benefits rates can change each year. Please check rates before requesting the same amount as last year.

(1.52 % for Student Employees, 10.4 % for Casual Employees)

	Job Title	Total \$ x Percentage	Cost
1.	<u>Newsroom assistant</u>	<u>\$5,580x1.52%</u>	<u>\$84.81</u>

TOTAL: \$84.81

### Food/Refreshments (4015)

(Must adhere to district Administrative Procedure 6331,

<http://www.boarddocs.com/ca/fhda/Board.nsf/goto?open&id=AKVUKX7C7F98>)

	Item	Intended Use	Cost
1.	<u>Pizza&amp;soda on newspaper production nights for students who stay long in the newsroom</u>	<u></u>	<u>\$600</u>

TOTAL: \$600

### Printing (4060)

(Flyers, posters, programs, forms, etc.)

	Item	Intended Use	Cost
1.	<u>Printing newspaper issues of La Voz News</u>	<u>Newspaper for the community</u>	<u>\$8,000</u>
2.	<u>Banners, posters, flyers, bookmarks</u>	<u>To promote the program</u>	<u>\$700</u>

TOTAL: \$8,700

### Technical and Professional Services (5214)

(Limited Engagement/Independent Contractor Agreements, Consultants/Guest Speakers/Entertainment (list programs).

For contracted speakers or performers DASG Funding shall not exceed \$5,000 per event or performance. Meals, beverages, and travel will not be reimbursed.)

	Item	Intended Use	Cost
1.	<u>Web services</u>	<u>Lavozdeanza.com</u>	<u>\$3,000</u>
2.	<u>Transcription service for 10 students</u>	<u>License for Otter.ai</u>	<u>\$2,500</u>

TOTAL: \$5,500

## Domestic Conference and Travel (5510)

(Must adhere to district travel policies,  
<http://business.fhda.edu/policies-and-procedures/ff-travel-policy.html>,  
 and DASG Limitation and Requirements from the DASG Finance Code)

	Item	Intended Use	Cost
1.	ACP/JACC/CCMA state conference	Attending conferences/contests	\$6,000
2.	JACC NorCal conference	Attending conferences/contests	\$600
TOTAL:			<b><u>\$6,600</u></b>

Total amount being requested for 2024-2025 (also complete line 9 at bottom of first page)

\$ 27,064.81

### Request For Information (RFI)

*Everything submitted will be publicly available online.*

	Question / Inquiry	Program Response
1.	Please provide a <b>thorough</b> description of your program. Please describe the new services or features of your program that were implemented after you last submitted a DASG RFI. Explain how your program is unique. Are there any programs on campus that are similar or is there any duplication of services?	<p>The student publication La Voz News, both online (<a href="http://lavozdeanza.com">lavozdeanza.com</a>) and in print, provides news, information and entertainment from October through June, as well as social media and a mobile app that are consistently updated. La Voz produced by about 30-50 journalism students in JOUR 61 and JOUR 62 classes each quarter. The publication covers student government and other shared governance, as well as publishing profiles of notable students and covering clubs, sports and the arts. Over the past year, La Voz News won statewide awards for reporting about community issues. Fifteen JACC NorCal awards were handed to students on October 2022. They also received 12 awards at the JACC State convention in March 2023, 10 awards at the CCMA contest in March 2023 and 4 awards at the CNPA contest in May 2023. One La Voz student was elected as the NorCal student representative of the JACC.</p> <p>Providing news of the college from the students' perspective is not duplicated on campus. Also, this past year, students started a podcast channel, discussing issues that are the concerns of the community, shedding light on issues that are hidden. This is unique.</p>
2.	How will your program expand students' perspectives and positively impact their lives and the community? (250 words max)	<p>In the age of technology, harnessing the power of information and optimizing communication are essential for success. La Voz News informs the De Anza community about important events and developments, and highlights students' achievements, including DASG elections, sports and performances. La Voz News plays a pivotal role in shaping students into proficient communicators, astute critical thinkers and well-informed individuals.</p>

	<b>Question / Inquiry</b>	<b>Program Response</b>
3.	Go through the most recent DASG Budget Guiding Principles and explain how your program fits each of them or as many as possible. Please do not merely copy and paste the DASG Guiding Principles. The DASG Budget Guiding Principles are available at <a href="http://www.deanza.edu/dasg/budget">www.deanza.edu/dasg/budget</a>	La Voz News, equips students of all backgrounds with journalistic and media literacy skills in a diverse setting. It provides an important student voice on campus, covering events and shared governance independently from college communications. This allows students and staff to stay informed and participate in democratic institutions. Student editors guide the content of La Voz News with an eye toward reflecting diversity, challenging assumptions and raising questions. In the era of fake news, having a reliable source of community news is vital. See La Voz's mission statement. <a href="https://sites.google.com/view/la-voz-staff-handbook/about/mission">https://sites.google.com/view/la-voz-staff-handbook/about/mission</a>
4.	Explain how your program advertises and promotes itself to all students. Has your program made extra effort to market and reach underserved students? If so, describe how. If not, describe what challenges your program faces in trying to do so. Provide a clear plan for the current academic year as well as any marketing material you will or have used.	La Voz News advertises and promotes itself on its website and social media. Students also visit other classes and high schools to recruit future reporters. Student editors attended the Welcome Day and promoted La Voz News. A free bootcamp session was advertised for those interested in journalism. Bookmarks with La Voz information were published and distributed. This summer, flyers were distributed beyond De Anza College. They were posted in other colleges, libraries and other public areas. Most of this work was done voluntarily. Allocating fund to this area would be beneficial.
5.	Explain how your program promotes equity within the program and on campus. For example: equity training for all staff and student leaders, hiring from underrepresented communities, etc.	La Voz's mission includes reporting on the diversity of De Anza. Editors and reporters are encouraged to seek stories reflecting and advancing diversity and equity. See the La Voz News mission statement: <a href="https://sites.google.com/view/la-voz-staff-handbook/about/mission">https://sites.google.com/view/la-voz-staff-handbook/about/mission</a> Also, La Voz editors are chosen based on their ability, skills, competence as well as their representation of the diverse population of students. We have many international students selected as editors. Our editors represent Black population, Asian population, Latino population, Middle East population, etc.
6.	How has your program adapted to providing its services online? Alternatively, please provide a clear plan for how your program would provide online services if needed in the future.	La Voz News had published online, as well as in print, since the 1990s. When the campus closed in March 2020, La Voz stopped printing the newspaper and began publishing online only. La Voz resumed its print publication by printing one issue in spring 2023. La Voz will produce more print publication this year, but it still has the digital first mentality. Over the past two years, La Voz started being available on a mobile app, College News Source and also enhanced its social media coverage. Digital first is our motto.

	Question / Inquiry	Program Response
7.	Please indicate which object codes are critical for DASG to fund this year. Please do NOT list down all of the object codes.	The most critical object code is <b>5214</b> – Technical services – which is used to pay the website platform that publishes La Voz online and the mobile app, and includes 20+ years of archives. The next critical one is object code <b>4060</b> , printing, through which we can continue our print production. La Voz is facing a huge problem currently since for the first time in years, DASG didn't allocate fund for the print publication. The decision was probably made because of the pandemic era, when La Voz didn't have print issue and didn't use its print budget, but now that La Voz is up and running again, investing in print is essential. The livelihood of La Voz heavily depends on all object codes. In order for this organization to be open and running, it should be open every day, so investing in hiring a business manager to sell advertisement and to keep the newsroom open for our journalists to use the facility is huge. (Object code <b>2310</b> ). Also, every year La Voz brings honor to campus by attending state and NorCal conferences and competitions. That's another area that needs investment (object code <b>5510</b> ). Without it, our student journalists won't be able to attend conferences and compete with other student media. Thank you for your attention and your support!

## Data Sheets/Attachments

Please attach supporting documents of the following questions and list the document names accordingly.

Covering all the bullet points will be beneficial for our review process. IF attachment is not required or missing, please give your thorough answers below.

***Everything submitted will be publicly available online.***

	Question / Inquiry	Document Name / Additional Response
1.	<p>ENROLMENT</p> <ul style="list-style-type: none"> <li>• Number of total AND new active students over the past 3 years</li> <li>• Number of enrolments retained (stayed for more than a quarter)</li> <li>• Number of students enrolled in online services</li> <li>• Does your program serve a certain demographic or the whole De Anza population?</li> <li>• Racial demographics (if possible)</li> </ul>	<ul style="list-style-type: none"> <li>• Enrollment in JOUR 61 and JOUR 62 classes that produce La Voz News has been at about 30-50 per quarter over the past three years. Each quarter, about 10-15 students continue to a new level in JOUR 61 and 62 classes, and about 25-30 students are new.</li> <li>• Readership online: The SNO analytics show that the site had 6,613 unique users this past week.</li> <li>• La Voz News serve all demographics and all De Anza population. Lo Voz has something for everyone.</li> </ul>

	Question / Inquiry	Document Name / Additional Response
2.	<p>STUDENT FEEDBACK</p> <ul style="list-style-type: none"> <li>• Attach student feedback forms, surveys, etc.</li> <li>• How has your program responded to suggestions made by students in the previous year?</li> </ul>	<ul style="list-style-type: none"> <li>• Content of La Voz News is directed, assigned, edited and published by students. Faculty serves as instructor and adviser, but students control content.</li> <li>• La Voz News responds to student feedback in email and social media. La Voz News receives letters, emails, requests, news tips, etc.</li> <li>• Generally, La Voz editors respond to the community feedback by assigning and publishing stories as suggested.</li> <li>• La Voz publishes guest columns and letters to the editor as received.</li> </ul>
3.	<p>FUNDING</p> <ul style="list-style-type: none"> <li>• List any funding from the college, sources of income, any grants, and any other source (include ALL Account Numbers, Account Names, Account Balances, and Account Purposes/Restrictions)</li> <li>• Attach account reports of all sources of funding</li> </ul>	<ul style="list-style-type: none"> <li>• La Voz Fund 15: FOP: 115200 238010 060100 – account balance is currently \$2,868.85.</li> <li>• B Budget: FOP: 11400 23810 060100 - \$643.12. The La Voz B budget pays for office supplies and equipment for the journalism lab in L-41. The fund cannot be spent on printing La Voz, for technical services for the online lavozdeanza.com or for conferences. It's strictly for office supplies.</li> <li>• FOP: 114000 238012 060100 has a minus -\$200</li> <li>• Journalism Department (not just La Voz News) is a CTE program and has Perkins fund that pays for equipment and faculty conferences, but not for student activities or the student newspaper.</li> <li>• Zero advertising revenue because of not printing the newspaper in the past years during the pandemic.</li> </ul>

**Signatures are not Required for this Application**

Signatures are not required for this application; however, the Administrator should still review and approve the application and should be copied on the email submitting the application. **The Budgeter and Administrator cannot be the same person.** Applications must be typed and submitted via email along with any attachments; applications must be submitted as Word documents or searchable text PDFs (not scans).

**Signatures that are Required for Utilizing Funds**

All future financial documents, forms, requests, requisitions require the signature of the budgeter(s) and the administrator responsible for the program of the account. The budgeter and administrator responsible for the program of the account shall sign designating this is an appropriate expenditure of DASG funds and in the best interest of the student body. Administrators are responsible for any expenditures exceeding budget allocations. **The Budgeter and Administrator cannot be the same person.**

**Budgeter and Administrator Information**

For DASG accounts the Budgeter is the person directly responsible for managing the account program and the Administrator is the person over them.

Budgeter’s Name:	_____ Farideh Dada _____
Phone Number:	_____ 408-864-8588 _____
Email Address:	_____ dadafarideh@fhda.edu _____
Relationship to Project:	_____ Journalism instructor/La Voz adviser _____
Position on Campus:	_____ Journalism department chair _____
Administrator’s Name:	_____ Kristin Skager _____
Phone Number:	_____ 408-864-8542 _____
Email Address:	_____ skagerkristin@fhda.edu _____
Relationship to Project:	_____ Division Dean _____
Position on Campus:	_____ Dean of Language Arts _____