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## MEMORANDUM

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**TO:** THE COUNCIL ON STUDENT AFFAIRS  
**FROM:** MCKINZIE HARPER, CHAIR, SIGNATURE EVENTS REVIEW COMMITTEE  
**SUBJECT:** RECOMMENDED SIGNATURE EVENTS ALLOCATION  
**DATE:** APRIL 25, 2016

**Background:** In March of 2016, a group of 8 individuals (Appendix I) representing various constituencies across student life were charged by the Chair of the Council on Student Affairs, Noel Fisher, to complete a comprehensive fiscal programmatic review of the Student Activity Fee funded Signature Events. As a result of this process, the Review Committee has developed a recommendation for the allocation of Signature Event dollars over the next two years. All current Signature Events and any current University wide events were invited to apply Signature Event funding. A total of twenty-nine applications were submitted (Appendix IV).

**Committee Methodology:** The review process began with a written application due in early March. After receiving these applications, the committee determined 4 dates in which to hold individual organization presentations. All applying organizations were given the opportunity for an in person presentation. Each organization was given the option of a full 10-minute presentation with 5 minutes of questions, partial five-minute presentation with 5 minutes of questions, and an online only option. The partial and online options were only provided to returning Signature Event applicants (all but one organization opted for the full presentation with one utilizing the partial timeframe). If the committee had additional questions regarding their presentation they were contacted via e-mail.

Following the event presentations, the Committee moved into a deliberation stage where each event was evaluated based on the definition of a Signature Event: a program that attracts or has the potential to attract 1,000 student participants that is identified with OSU. The program shall enhance social and community engagement while broadening the Ohio State experience for all students. The Committee also considered the following priorities: potential for success, value/fiscal responsibility, diversity, community building, and/or outreach to underserved populations, tradition/history of success, and academic and education merit.

The committee met 3/10 from 6 pm – 8 pm, 3/25 from 5 pm – 7pm, 3/28 from 5 pm – 7:30 pm, and 4/3 from 10 am – 5:30 pm, 4/19 5:30 pm – 7 pm, and 4/24 5:00 pm – 6:00 pm for a total of 16.5 hours. The committee operated under the assumption of an allocation of \$210,000 on an annual basis (2-year cycle). Based on enrollment planning estimates, the Student Activity Fee allocation for Signature Events is 5.79% of ~ \$4,258,025 based off the average enrollment plan created this year (2015-2016) in the Operating Procedures (Appendix II).

**Findings:** Each event showed merit and promise in a different way. The committee was consistently impressed with the dedication and passion displayed. The committee identified 21 events that comply with the priorities, structure, and spirit of Signature Event funding. It is recommended that the Council on Student Affairs approves the two-year allocation of Signature Event dollars in this distribution (See Appendix III).

Part of the Memorandums of Understanding that will be signed between the Council on Student Affairs and the sponsoring organizations for the Signature Events will include both standard and customized requirements that the events will be required to adhere to. The Ohio Union Council will review the events on a consistent basis, and should the Council on Student Affairs feel the need, all events can be asked to submit for a full review to the Council.

The Signature Events Review Committee approved this allocation distribution unanimously.

Appendix I (Membership)

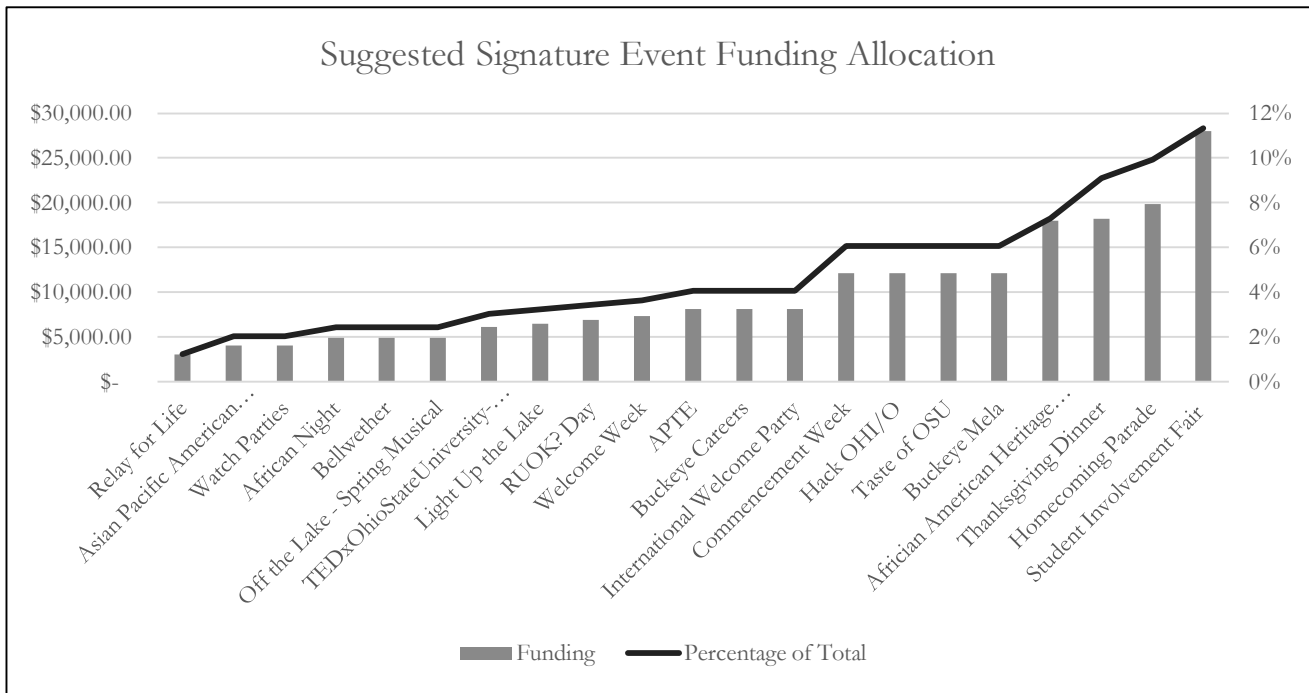
| Signature Event Review Committee Membership |  |
|---|--|
| Name  | Constituency                               |
| Bowen Marshall                              | Student Life - Strategic Partnerships, MCC |
| Bryan Ashton                                | Student Life - Student Wellness Center     |
| Carrie Miller (Ex-Officio)                  | Student Life - Student Activities          |
| Josef Asfoura                               | Inter-Professional Council                 |
| McKinzie Harper (Chair)                     | CSA, Undergraduate Student Government      |
| Nate MacMaster                              | Council of Graduate Students               |
| Patrick Gill                                | Undergraduate Student (At Large)           |
| Stephen Post                                | Ohio Union Council                         |

Appendix II (SAF)

| Fixed Cost  |   |   |
|---|---|---|
|   | Top Amount  | Overall Amount  |
| <b>Staffing</b>   | \$475,000   | 11.05% / \$475,000  |
| <b>Resource Room</b>  | \$120,000   | 2.79% / \$120,000   |
| <b>Graphics</b>   | \$75,000  | 1.74% / \$75,000  |
| Percentage  |   |   |
|   | Top Amount  | Overall Amount  |
| <b>OUAB</b>   | 51.79% / \$1,880,000  | 43.72%  |
| <b>D-Tix</b>  | 13.31% / \$483,000  | 11.23%  |
| <b>Student Organization</b>   | 12.48% / \$453,000  | 10.53%  |
| <b>Student Government</b>   | 8.42% / \$305,500   | 7.10%   |
| <ul style="list-style-type: none"> <li>• USG</li> <li>• CGS</li> <li>• IPC</li> </ul> | <ul style="list-style-type: none"> <li>• 85%</li> <li>• 25%</li> <li>• 10%</li> </ul> | <ul style="list-style-type: none"> <li>• 85%</li> <li>• 25%</li> <li>• 10%</li> </ul> |
| <b>Signature Events</b>   | 5.79% / \$210,000   | 4.88%   |
| <b>Buck-I-SERV</b>  | 6.96% / \$252,500   | 5.87%   |
| <b>Pay It Forward</b>   | 1.27% / \$46,000  | 1.07%   |
| <b>GRAND TOTAL</b>  | <b>100% / \$4,300,000</b>   | <b>100%</b>   |

Appendix III (Funding Per year)

| Event Name                            | Funding       | Percentage of Total |
|---------------------------------------|---------------|---------------------|
| Relay for Life                        | \$ 3,000.00   | 1%                  |
| Asian Pacific American Heritage Month | \$ 4,050.00   | 2%                  |
| Watch Parties                         | \$ 4,050.00   | 2%                  |
| African Night                         | \$ 4,860.00   | 2%                  |
| Bellwether                            | \$ 4,860.00   | 2%                  |
| Off the Lake - Spring Musical         | \$ 4,860.00   | 2%                  |
| TEDxOhioStateUniversity-Annual Event  | \$ 6,075.00   | 3%                  |
| Light Up the Lake                     | \$ 6,480.00   | 3%                  |
| RUOK? Day                             | \$ 6,885.00   | 3%                  |
| Welcome Week                          | \$ 7,290.00   | 4%                  |
| APTE                                  | \$ 8,100.00   | 4%                  |
| Buckeye Careers                       | \$ 8,100.00   | 4%                  |
| International Welcome Party           | \$ 8,100.00   | 4%                  |
| Commencement Week                     | \$ 12,150.00  | 6%                  |
| Hack OHI/O                            | \$ 12,150.00  | 6%                  |
| Taste of OSU                          | \$ 12,150.00  | 6%                  |
| Buckeye Mela                          | \$ 12,150.00  | 6%                  |
| African American Heritage Festival    | \$ 18,000.00  | 7%                  |
| Thanksgiving Dinner                   | \$ 18,225.00  | 9%                  |
| Homecoming Parade                     | \$ 19,845.00  | 10%                 |
| Student Involvement Fair              | \$ 28,000.00  | 11%                 |
|                                       | \$ 209,380.00 | 100%                |



Appendix IV (All Applicants)

| <b>Event Name</b>                                 | <b>Organization Name</b>  |
|---|---|
| African Night                                     | African Youth League  |
| African American Heritage Festival                | African American Leadership Consortium                            |
| APTE  | Business Builders   |
| Asian Pacific American Heritage Month             | Multicultural Center  |
| Back 2 School Bash                                | Animal Sciences Community Alliance                                |
| Bellwether  | 8th Floor Improv  |
| Buckeye Mela                                      | Indian Students Association                                       |
| Commencement Week                                 | Major Campus Events Committee                                     |
| Dance Marathon                                    | BuckeyeThon   |
| Exploring Majors Fair                             | College of Engineering  |
| Founder's Day                                     | Ohio Staters  |
| Hack OHI/O  | Buckeye Hackers/CSE   |
| Homecoming Parade                                 | Major Campus Events Committee                                     |
| International Welcome Party                       | International Friendships   |
| Light Up the Lake                                 | Ohio Staters Inc.   |
| Masquerade Ball                                   | United Nation Children's Fund at Ohio State                       |
| Off the Lake - Spring Musical                     | Off the Lake Productions  |
| One Asian Nation                                  | Asian American Association  |
| Relay for Life                                    | Colleges Against Cancer   |
| RUOK? Day   | Buckeye Campaign Against Suicide                                  |
| Spring Career Fair                                | Buckeye Careers   |
| Student Involvement Fair - Autumn                 | Major Campus Events Committee                                     |
| Student Involvement Fair - Spring                 | Major Campus Events Committee                                     |
| Taste of OSU                                      | Office of International Affairs                                   |
| TEDxOhioStateUniversity-Annual Event              | TEDxOhioStateUniversity   |
| Thanksgiving Dinner                               | Office of International Affairs/Office of Diversity and Inclusion |
| Open House and Don Scott Trot: A 5K on the Runway | The Ohio State University Airport                                 |
| Watch Parties                                     | Block O   |
| Welcome Week                                      | Major Campus Events Committee                                     |