



Annual FY22 EWU S&A Budget Request (Dept/Prog/Unit)

## EWU Athletics

Submitted By: Shanna Marchand, smarchand@ewu.edu on 1/29/2021 4:38:57 PM

The EWU Student Activity Fee (S&A Fee) supports student-centered activities, services, facilities, and recreation to improve student life. To apply for funding derived from the EWU Student Activity Fee, EWU departments/units/program and Clubs & Organizations (C&Os) are required to submit a budget spreadsheet (available [HERE](#)) that outlines salaries/wages, benefits, and/or direct expense funds being requested. As part of developing a budget request, you will be asked to respond to questions that will explain the impact your unit has on the student community, and what you intend to use the requested funds for.

### **Here are the budget requests currently being accepted for consideration to receive funding.**

- FY2022 (July2021-June2022)
- FY2021 Supplemental Budget Request - NOT AVAILABLE

### **All funding requests must be received by:**

Friday, January 29th, 2021 at 5pm

### **Estimated S&A Fee Committee Schedule:**

- End of Jan. | General Committee Introductions and Process Orientation
- End of Jan | Training
- 1st week Feb | Review Fee Increase Proposal
- 3rd - 4th week Feb | Initial Review of FY22 Requests
- 1st - 3rd week Mar | Scheduled Budget Presentations
- 4th week Mar - 1st week Apr | Recommendations
- 2nd week Apr | Finalize Recommendations
- TBD | Funding Proposals Issued to BOT
- 7/15/21 | Funding Award Letters Sent

### **General Guidelines for Requesting & Spending Funds Awarded:**

- S&A Fees are collected from students for the express purpose of funding non-academic student activities and programs.
- Purchases supported by fees must conform to the organization's approved objectives and expenditure plan submitted to the 2020-21 S&A Fee Committee. If you plan to deviate from your approved expenditures, it is required that you notify and request the ability to spend differently from the 2021-22 request and the funds awarded to you based on this request, you will need to come back to the S&A Fee Committee to request permission to re-allocate the funds you were awarded.
- The S&A Fee Committee considers how the last allocation was managed and spent. A well-documented history of prudent expenditures improves the organization's chances for continued funding.
- Expenditures should clearly promote and conform to the University's mission and goals. All purchases should be reasonable and prudent.
- Purchases may not directly or indirectly result in personal material benefit.
- An organization is to discuss all purchases with their designated expenditure or budget authority prior to purchasing items or services. Individuals with budget authority can outline what is allowable and appropriate or indicate a University office for resolution of questions.
- S&A Fees are considered public monies of the State of Washington. Each purchase from an organization's account must be allowable, authorized, recorded, and appropriately used.
- Individual students may not unilaterally make purchases.
- Individuals may not make purchases with personal money and seek reimbursement without prior approval. All University paperwork must be complete and signed by the expenditure authority before purchases occur.
- Contract that require an expenditure of S&A fee monies must be processed through EWU Procurement and Contracts. The organization must not commingle S&A Fee Monies with other types of funds.
- The organization must not overspend S&A fee accounts. The organization must carefully monitor expenditures and allocations.

### **As you plan and deliver your budget plans for FY21 and FY22, please use these assumptions and considerations.**

- Classified base wage increase FY22 0%
- Public Service Employees (PSE-Exempt) base wage increase estimated July 1 for FY22 is 0%
- Faculty general salary adjustment FY22 is 2%
- Exempt base wage increase on July 1st of each year estimated for FY22 at 0%
- Benefit increase is planned for FY22 at 4%
- Direct Expense increase FY22 is 2.4% Historical Analysis

### **Additional Information**

- Judy Miller in Student Accounting can provide you with a breakdown of what you have spent in YTD in each budget category. Additionally, she is happy to work

with you to review your spending trends from years past.

- Consider the accuracy of your budget and changes experienced/planned for your unit.
- Be sure to take into account any cyclic expenditure patterns unique to your index such as quarterly expenditure patterns, or cyclic employee costs.
- Classified positions – General salary adjustment increases ARE NOT centrally funded and you will need to plan for these increases in DIRECT EXPENSE. The department is responsible for funding step increases AND general salary adjustments.
- PSE exempt positions – General salary adjustment increases ARE NOT centrally funded and you will need to plan for these increases in DIRECT EXPENSE. Exempt positions – General salary adjustment increases ARE NOT centrally funded and you will need to plan for these increases in DIRECT EXPENSE. Benefit increases – Increases ARE NOT centrally funded and you will need to plan for these increases in DIRECT EXPENSE
- Anticipated position and benefit increased based on the expenditure assumptions should be reflected as an increase to the direct expense budget. Do not change the total in the individual positions.

**Other Budget Considerations**

- Minimum wage increases to \$13.69 on Jan. 2021
- Starting in Sept 2020, L&I will make a cost of living adjustment to min. wage earners and clerical worker. This minimum wage will be announced Sept 30, and take effect on Jan. 2021, and yearly thereafter.

**Contacts**

- Emily Fitzgerald (ASEWU) – [asewufinancevp@ewu.edu](mailto:asewufinancevp@ewu.edu)
- Judy Miller (Student Accounting) – [jmiller62@ewu.edu](mailto:jmiller62@ewu.edu)
- Sam Armstrong Ash (Dean of Students) – [samstrong@ewu.edu](mailto:samstrong@ewu.edu)

For the complete S&A Fee Guidelines, click [HERE](#).

## Requesting Organization

EWU Athletics

## Requester's Contact Information

### Name

First & Last Name

Shanna Marchand

### Phone Number

(555)555-5555

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### Email

smarchand@ewu.edu

### Mailing Address

Administrative Office (Street, City, State, Zip)

207 Physical Education Building

## Budget Request and History

Please complete and submit this narrative along with the budget spreadsheet found [HERE](#). The spreadsheet must be completed and uploaded at the end of

this form.

### Please select which represents your request best?

To ensure that you are completing the right process, please select from the drop down menu. If you are requesting both, you will need to submit two separate budget requests (spreadsheet and narrative).

Annual Funding for FY22

### Please provide a summary of your dept/prog/unit.

This section should be <200 words.

The Department of Athletics at Eastern Washington University is a nationally recognized NCAA D1 FCS program. The request for funding from the S&A Fee is to assist with operational expenses to maintain a competitive commitment within the Big Sky Conference and nationally. Our request for funds will be used to solidify Athletics as an asset to the University by enhancing campus life for all students; building pride and traditions; helping increase the brand of the University; increasing the visibility of our campus; and adding value to the equity of a degree from EWU.

### How does your dept/prog/unit plan to spend the awarded funds.

It is important to note any increases or decreases for FY22, and the reason for these.

The request to the S&A Fee Committee for FY21 was \$2,500,000, but only \$1,700,000 was awarded. Our request for FY22 will be \$2,200,000. Wages & Benefits (600): \$400,000: \$50k below what was awarded in FY21. The Department of Athletics' game day operation is heavily facilitated through EWU student employment. The only wages and benefits paid out of the S&A fee allocation, are paid directly to students. During a normal academic year, the Department of Athletics creates opportunities for approximately 120 Eastern Washington University students to work on campus. These opportunities allow our student body to gain valuable experience in areas such as event management, equipment room, training room, and academic support. With the increase in minimum wage to \$13.69/hour effective 1/1/21, we will continue to see these costs rise. We are proud to say that in FY20, EWU Athletics paid student wages of approximately \$362k. OPERATIONS EXPENSES (700): \$1,800,000: \$550K above what was awarded in FY21 Based on FY20 activity and F21 projections, we feel the funding would be used for: A. Travel: \$800,000 – These dollars help cover the cost of team travel to all athletic contests. Total travel costs in FY20 were approximately \$2.06M. B. Game Operation Expenses: \$650,000 – These are costs associated with the hosting of Division I athletic events. The total cost of home athletic events are approximately \$1M. In FY22 we are anticipating expenses to increase with more contests being played than in FY20-21. Please note that due to the utilization of the S&A Fee for Athletics, all regular season home athletic events are free to EWU students. C. Supplies/Equipment: \$350,000 - Team-specific costs. Total costs in FY20 were about \$796,112

### Did your dept/prog/unit receive funds in 2020-21 (FY2021)?

Yes

### If you answered yes to the previous question, please submit the total received funding.

Please enter a number (without any characters) that represents the total funding received for FY2021 (July 2020 - June 2021)

1700000

## Salaries, Benefits, & Wages

### Does your request include any staff salaries/benefits, and/or student wages?

Yes

### If you are requesting money for salary/wages/benefits, how many UNDERGRADUATE STUDENT STAFF do you expect to support with the allocation you are requesting?

If zero, type "0".

**If you are requesting money for salary/wages/benefits, how many GRADUATE STUDENT STAFF do you expect to support with the allocation you are requesting?**

If zero, type "0".

8

**If you are requesting money for salary/wages/benefits, how many CLASSIFIED STAFF do you expect to support with the allocation you are requesting?**

if zero, type "0"

0

**If you are requesting money for salary/wages/benefits, how many ADMINISTRATIVE STAFF do you expect to support with the allocation you are requesting?**

If zero, type "0".

0

**If you are requesting money for salary/wages/benefits, how many FACULTY do you expect to support with the allocation you are requesting?**

If zero, type "0".

0

**Please confirm that you have budgeted for all salary increases, according to the Budget Assumptions outlined, and that number will be included in your direct expense figure when you build your budget**

Yes

## Impact From Funding

**How does your dept/prog/unit collaborate with departments, programs, units?**

Be specific, and respond in <200 words.

Both our staff and our students show high levels of collaboration and leadership on the campus. Some specific examples of how the Athletic Department works withing the mainstream of campus: A. Our athletic events bring over 100,000 visitors a year to the campus. These events open up opportunities for all colleges, leadership, and the EWU Foundation to cultivate and entertain donors, regional and alumni prospects to come back and give back. These events are also great ways to recruit potential students. B. Due to the large number of diverse students in the varsity athlete cohort, we maintain a valuable relationship and shared programming with the Multicultural Center. C. Collaborations with Student Affairs in shared programming around special events such as Homecoming and student orientations. The departments work closely with each other in meeting student needs/issues and mental health programming. The Athletic Department has offered and shared speakers and seminars that they fund to the rest of campus through Student Affairs. D. Approximately 60% of all donors to the University are also athletic donors - - so there is a close working relationship with University Advancement and the Alumni Office.

**How does your dept/prog/unit collaborate with outside stakeholders?**

Be specific, and respond in <200 words.

Intercollegiate Athletics functions as a rallying point of many institutions. Often, the introduction to the institution is done through an athletics event or media surrounding an athletics accomplishment. EWU Athletics works extremely diligently to be a campus partner as we engage countless external constituents. More than \$500k annually is generated through external corporate partnerships. Football games routinely have an attendance in excess of 10,000 people, connecting a wide variety of external stakeholders

directly with our campus. The brand of EWU is wrapped tightly with the development and culture around our game days. Many home events provide an opportunity for alumni and community members to gather. Athletics also creates opportunities for donors as many are introduced to other valuable campus programs through their initial investment to athletics.

## **How does your dept/prog/unit contribute to the local/regional community?**

Be specific, and respond in <200 words.

While attending Eastern Washington University, varsity athletes, coaches and staff all participate in varied forms of community service throughout the West Plains and Spokane area as a means impacting our community. More than 4,000 hours of community service was amassed by the different groups within the Athletics Department, in the year prior to COVID-19. Additionally, our football game days as well as basketball, volleyball and soccer games provide an opportunities for our community to come to our campus for entertainment, marketing, social media impact and regional connection. The local and regional media generated by the Athletics, contributes to the exposure of our institution, city, and state. In just the three-month run to the football FCS national championship game, this was generated: Print, broadcast (radio-TV), and web hits during the time period beginning November 16, 2018 – January 7, 2019 when we participated in the FCS Playoffs & National Championship Game all broadcast on ESPN. Total Story Count 748 Total Audience Estimate 12,800,000 Website Traffic +140% Social Media Impressions 5,300,000 Social Media Engagements +982% Total Publicity Value \$3,300,000

## **What impact(s) does this dept/prog/unit has on campus? Briefly describe the need for your dept/prog/unit. How does your dept/prog/unit support the mission and/or goals of EWU?**

Respond in <200 words.

Athletics serves as one of the one of the primary marketing opportunities for the University to highlight its success. We are often considered the “front porch” of the institution, because many students and community members are first introduced to the campus through athletic events. Besides athletic events bringing over 100,000 people a year to campus, we also are covered on radio and television weekly from the beginning of football season to the end of basketball season. EWU Athletics help establish the brand and the traditions of the University and increase the regional and national visibility of the University through the media outreach we have. Additionally, we have created an atmosphere on game weekends where a percentage increase of the student population remains in Cheney instead of going home on weekend. This allows athletics to position itself as an important part of converting Eastern Washington University into an attractive school at not only the regional level, but at the national level. Whether you are buying merchandise in the Eagle Store, you high-five Swoop, you wear red and white, or you sing the school fight song - - athletics plays a major role in campus life and University branding.

## **How does your dept/progr/unit assesses the effectiveness of your programs/services?**

Be specific, and respond in <200 words.

We assess our department as a whole in a variety of ways. We consistently evaluate each staff member and student through the use of metrics and behavioral expectations that have been set. Administrators evaluate coaches and staff, and coaches evaluate the students on their teams. Below is a list of expectations/metrics that we evaluate our students and staff on: A. Academic success is evaluated based on graduation rates, retention percentages, and GPA. All coaches plus our academic staff are evaluated on these metrics. B. Coaches are evaluated on recruiting success and on win/losses that their teams achieve in competition, for individual honors received. C. Conference and national coaching awards received. D. The number of community service projects each team is involved in. E. Department goals are set financially - - total dollars raised; number of donors involved; season tickets sold; corporate sponsorships sold; overall game attendance; student body engagement; stewardship efforts. F. Success of special events - - evaluate attendance number and funds raised. G. Marketing efforts and creativity in outreach to fans is evaluated. H. The use of social media platforms and the number of “hits” and followers. I. Programming success in providing education to our students on social issues; mental health; career planning; appropriate relationships. J. Ethics and integrity - - evaluated based number of NCAA violations that are reported. Teams/coaches are evaluated based on behavioral issues that occur.

## **What service indicators (data) are tracked & how is this information collected?**

Be specific, and respond in <200 words.

With the popularity of college athletics in our country tracking of our information & data is done both within the institution & externally. • Financial numbers are collected and sent to the NCAA every January. • Attendance at each of our events is tracked by our Director of Athletic Ticketing and reported to outlets with all other statistics. • The EWU Foundation compiles our total fundraising numbers and amount of donors to our Eagle Athletic Fund for use in marketing materials to potential donors/stakeholders. • The Spokesman-Review and Easterner also have dedicated sports sections, of which some stories are picked up for national distribution. • Television rating numbers for any of our national-televised events can be used to gauge our success nationally (FCS Football Playoff games on ESPN, certain football & men's basketball games on ESPN, Fox Sports, or the PAC-12 Network, etc.); even ratings of NFL and NBA games involving EWU alumni can be used in determining this as well. • Lastly, an EWU Perception Research Study conducted by the firm Desautel-Hege in the Spring of 2015 determined that one of the Key Findings of the group was Eastern Washington University was known in the region for their success in athletics.

### What are the top funding priorities for your dept/prog/unit?

Be specific, and respond in <200 words.

The funding priorities for the department can be categorized in three areas. Our overall goal as a department is to be centered around student-athlete welfare and to offer our students a championship experience so that they can be successful academically, athletically, and develop into servant leaders. In order to offer that experience our three overall funding priorities are: A. Scholarships -- fully funding all scholarship opportunities as allowed per NCAA rules for 14 varsity sports -- \$4 million a year. B. Operational Resources -- team travel, staffing, equipment, student-welfare programming. C. Capital Projects -- continue to work on advancing the department of athletics by providing resources for long-term success and viability. The top funding priority for the utilization of the S&A fee request would center on helping support our operations so that we can truly offer a great experience for EWU students. We strive to be an asset to the University by providing affordable entertainment that all are proud of; developing pride and traditions for the campus; and helping to increase the equity of an EWU degree.

### Are there any long-term contracts/obligations associated with this funding request?

If yes, please list each obligation and the amount associated with it. If no, please note NA. Be specific, and respond in <200 words.

There are no specific long-term contracts/obligations associated with this funding request in regards to a specific purchase. However, the S & A fee allocation plays a significant role in our revenue matrix, which impacts the overall operation of the Department of Athletics. Of course, we are consistently working to increase donor support, but it would take time to build a level of support to cover the loss of fee support. With the Athletics Department's commitment to utilize the S & A fee allocation solely on students, any adjustment, positive or negative, will have a corresponding impact on our ability to provide for our student population. Notably, a reduction in funding would necessitate the department having to mitigate the deficiency from other resource allocations. Given our current budget reality, that adjustment would certainly lead to a diminished student experience.

### How does your dept/prog/unit track and manage your budgets to ensure financial sustainability?

Be specific, and respond in <200 words.

We have an extensive external budget & auditing processes that are scheduled annually, plus internal weekly and monthly oversight checks of expenditures and revenues. Here is a review of how the department works to be fiscally responsible: A. Within our department, monthly budget updates are e-mailed from the Assistant Athletic Director (AD) for Business and Finance to all head coaches and head staff members giving a recap of their expenses to date that includes a second sheet showing reconciliations of all travel activity. Any applicable Foundation accounts and/or camp accounts reconciliations are sent at this time as well. B. A meeting is held weekly with the senior athletic staff to review current budget expenditures and external fundraising and EWU Foundation activity for the current fiscal year. C. At the University level, a monthly meeting is held between the athletic department and members of the University financial team to track the progress of the budget and includes a projection of the intended surplus/loss for the fiscal year. D. Annual audit of the program. E. Completion of two major financial reports -- which are public -- per NCAA rules -- the EADA Report and Agreed Upon Procedures Review.

### How will you ensure that student fees do not subsidize non-student use?

Be specific, and respond in <200 words.

The department has several layers of oversight for checks and balances, with both internal and external experts, to ensure that all funding is appropriately utilized. Below is a list of the processes in place: 1) The NCAA requires an Equity in Athletics Disclosure Act (EADA) Report & Survey in October that is a nationally public document. 2) The University and the NCAA require an audit of our financial statements and activity for the previous fiscal year, typically performed in September or October by the firm of CliftonLarsonAllen (CLA). 3) The NCAA requires the NCAA Membership Financial Report to be completed each January. 4) Internally we have a weekly business meeting with Senior Staff to review both the budget and revenues. 5) The department is required to meet with the University CFO and staff monthly for a review of expenditures and revenues. That information is then reported to the President. 6) Monthly budget reports are given to each team for their review of expenditures. The above processes gives EWU Athletics and Business Affairs the opportunity to constantly evaluate where resources are being utilized and ensures that student fees do not subsidize non-student uses.

**Based on the data/utilization numbers you collect, please share the number of STUDENTS your dept/prog/unit serves annually:**

If zero, type "0"

5000

**Based on the data/utilization numbers you collect, please share the number of FACULTY your dept/prog/unit serves annually:**

If zero, type "0"

100

**Based on the data/utilization numbers you collect, please share the number of STAFF your dept/prog/unit serves annually:**

If zero, type "0"

62

**Based on the data/utilization numbers you collect, please share the number of ALUMNI your dept/prog/unit serves annually:**

If zero, type "0"

130000

**Based on the data/utilization numbers you collect, please share the number of EXTERNAL STAKEHOLDERS your dept/prog/unit serves annually:**

If zero, type "0"

3350

## Confirm and Submit Budget Request

### Is your dept/prog/unit interested in presenting to the S&A Fee Committee

Please select the answer that fits best. Note: While we value all interest in presenting to the S&A Fee Committee, time for all requests to be presented may not be possible. The Committee will schedule dept/prog/units where there are outstanding questions/concerns regarding the funding proposal and, if time permits, schedule dept/prog/units who would like to present where there are no outstanding questions based on their proposal.

Yes

### Submission Process

1. Upload your budget spreadsheet below.
2. Click [HERE](#) to access and download the budget spreadsheet.
3. Sign this form (below), confirming that the information you've entered is accurate to the best of your knowledge.
4. Scroll to the top of the form, and click the "Submit" button on the upper right corner of the form.
5. The Student Accounting staff will send you a copy of this submitted form (it may take up to a week).

**Upload your dept/prog/unit final budget spreadsheet here.\***

See link to spreadsheet above.

[3dd09f73-b965-49dc-a26d-f45db061a00c.xlsx](#)

### Requester Confirmation

By signing, you confirm that the details included in this budget request are accurate to the best of your knowledge, and are fully aware of EWU's S&A Fee regulations

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