

**SAN DIEGO STATE UNIVERSITY  
ADVISORY STUDENT FEE  
REFERENDUM**

**MARCH 9 - 10, 2011**

**Polling Hours**

Polling begins Wednesday, March 9<sup>th</sup> at 8 a.m. and concludes Thursday, March 10<sup>th</sup> at 7 p.m. To vote, log in to the SDSU Web Portal at <http://www.sdsu.edu/webportal> and click on the link to “eVote.”

**PUBLIC NOTICE**

**BALLOT FOR THE SAN DIEGO STATE UNIVERSITY ADVISORY STUDENT FEE  
REFERENDUM ON ESTABLISHMENT OF A PROPOSED STUDENT SUCCESS FEE**

**Shall a mandatory Student Success Fee for undergraduate and graduate student majors in the College of Engineering, undergraduate and graduate student majors in the College of Sciences, and undergraduate student majors only in the College of Business Administration be established at \$100 per semester effective in fall 2011 and an additional \$75 per semester in each of the fall 2012 and fall 2013 semesters for a total increase of \$250 per semester by the 2013/14 academic year for the purpose of creating student enrichment opportunities beyond what can be supported by state funding or existing student fees?**

**The proposed fee levels, if this fee is approved, for all students in the College of Engineering, all students in the College of Sciences, and undergraduate majors in the College of Business Administration at San Diego State University, including pre-majors but excluding those students exclusively attending Imperial Valley Campus, are as indicated below:**

<b>ACADEMIC YEAR</b>	<b>FALL</b>	<b>SPRING</b>	<b>SUMMER</b>
2011-12 (proposed)	\$100	\$100	\$30
2012-13 (proposed)	\$175	\$175	\$40
2013-14 and thereafter (proposed)	\$250	\$250	\$50

## **Proposed Student Success Fee**

A Student Success Fee is being proposed for students enrolled in undergraduate degree programs in the College of Business Administration, undergraduate and graduate programs in the College of Engineering, and undergraduate and graduate degree programs in the College of Sciences, including pre-majors and excluding those exclusively attending Imperial Valley Campus, to provide support for multiple investments aimed at enhancing the success and achievement of students. Students in pre-majors offered by these three colleges would be charged the fee. Students with double majors would be charged the fee if their primary or secondary major is in one of these three colleges. However, if a student's primary and secondary majors are both in one of the three colleges, that student would be charged the fee only once. If approved, the fee would start in Fall 2011 and would be phased in over a three year period, with a \$100/semester initial charge effective in 2011/12 (\$30 for the summer term), and an additional \$75/semester (\$10 for the summer term) in each of the 2012/2013, and 2013/2014 academic years to a total of \$250/semester (\$50 for the summer term) in 2013/2014. The fee would provide support for a number of educational enhancements and enrichment opportunities beyond the academic programs and student services supported by State funding and existing student fees.

A recommendation on the implementation of the fee will be made separately for each of the three colleges. Therefore, votes on this fee will be tabulated separately by College. If the fee is approved, the allocation of fee revenue would also be done independently within each College. Representative allocations of the fee proceeds are described below and are based on the results of a campus-wide student survey, student focus groups, and meetings on student enrichment activities. Actual distribution of unallocated revenues will be determined each year by a college-specific Student Success Fee Committee composed of the President of the Associated Students College Council, students selected by their department through the Associated Student College Council, faculty selected by the college dean, and one staff member selected by the dean. A majority of the voting committee members will consist of students. Decisions on the distribution of funds will be reported to the appropriate Associated Students College Council and to the Associated Students Council.

Student Success Fee Committees may choose to expend fee revenue to cover one-time expenses or to support long-term activities such as the hiring of staff to manage internship and mentorship programs. Therefore, in any given year, a committee would have the ability to distribute unallocated revenues (i.e., total fee revenue collected less amounts needed to cover long-term commitments made in prior years).

**SUMMARY OF BALLOT ISSUE: College of Business Administration**

## **A “YES” VOTE ON THE REFERENDUM MEANS:**

The pre-major and major undergraduate students enrolled in the College of Business Administration (graduate students exempt because they already pay a similar per unit fee; international business majors exempt since they are housed within the College of Arts and Letters) would be charged a Student Success Fee as proposed to enable the College to expand its direct support for internships and professional training programs (e.g., resume writing, networking), increase the frequency at which electives are offered, offer new electives, and assist students in the development of a resume/professional portfolio, all of which will give students a competitive edge in the global workplace. Under the guidance of the College Student Success Fee Committee, the fee would provide support for several direct additions to the College of Business Administration. The following illustrate the types of programs and services that may be funded by the fee revenue:

- A state-of-the art career services program exclusively for the College of Business Administration undergraduate students which will oversee additional student enrichment opportunities such as an increased number and variety of quality internships, resumé and job interview preparation, an increased number of career fairs, assistance in the preparation of a professional physical and electronic portfolio, and international experiences. This career services program will be part of the current Career Services offerings on campus, with new staff hires being dedicated to undergraduate business students.
- Expansion of additional electives to provide students with a greater choice of courses.
- A mentorship program where each business student will have the opportunity to be assigned a business professional as a mentor to give them expert advice and involve them in business community networking opportunities during their college career.
- The addition of a speaker series where business experts will be invited to campus to provide relevant professional updates and to complement classroom instruction. Students in the College of Business Administration will have priority access to the speaker events.
- Creation of learning communities, service learning, undergraduate research, new programs to prepare students to compete effectively in the global economy, and participation in global student competitions.
- Establishment of a public relations campaign to increase the rankings of the College programs and value of the degree.
- Selected services to be determined by the college council will be provided to alumni of the college for a period of one year following graduation.

In summary, this fee would provide support for multiple investments that will enhance the success and achievement of undergraduate students in every major in the College of Business Administration. Proposed additions will be in the form of several specific hires to oversee the career development, internship and mentorship programs. The proposed hands-on complements to academic programs will enable graduates to hit the ground running and more effectively operate as business professionals after graduation.

**A “NO” VOTE ON THE REFERENDUM MEANS:**

The Student Success Fee would not be implemented; therefore students enrolled in the College of Business Administration would not see an increase in internships and hands-on training programs, would not have enhanced resume/portfolio development assistance, would not have enhanced support personnel dedicated to increasing student internships and career services, and would not have the benefit of a College-wide mentorship program.

**FINANCIAL ANALYSIS:**

The College of Business Administration Fall 2010 undergraduate student count is 3,929, so after the three year implementation period, the proposed \$250 per semester Student Success Fee revenue would amount annually to approximately \$2,028,850 in 2013/14 and beyond. These funds will be applied to College of Business Administration program and service enhancements beyond what can be supported by state funding or existing student fees.

YES \_\_\_\_\_ A Yes vote indicates your approval of the proposed fee.

NO \_\_\_\_\_ A No vote indicates your disapproval of the proposed fee.

**STATEMENT IN FAVOR OF THE STUDENT SUCCESS FEE FOR THE COLLEGE OF BUSINESS ADMINISTRATION**

It is no question that the state of California is in a financial crisis that is directly affecting student fees here at San Diego State University. This means that we as students need to be even more prudent about where our money is being spent. The Student Success Fee is a supplemental student fee that is solely intended to enhance the value of our SDSU degree. We as business students know better than anyone else what opportunity cost means, which is why a Student Success Fee makes sense. The short term costs from the Success Fee will result in a lifetime full of reward on both a personal and professional level. All business students will immediately experience the positive benefits from this Success Fee through the support of internships, professional training programs, increased electives, a professional portfolio, and more. The Student

Success Fee will have long term effects for us that will drastically outweigh the short term costs. We need to realize as business students that this is an opportunity that will make our experience at SDSU more valuable and our professional careers more fulfilling.

**Cord Claffey, College of Business Administration**

### **STATEMENT IN OPPOSITION TO THE STUDENT SUCCESS FEE FOR THE COLLEGE OF BUSINESS ADMINISTRATION**

"Student Success Fee" sounds like an oxymoron. The higher our student fees go, the more difficult it will be for us students to start out successfully. If anything we should be trying to lower student fees, especially book costs. There is no reason why our required reading couldn't all be online at a fraction of what we spend on books today. The higher you make the cost of education, the less people will be able to afford it. Resulting in a less educated population; not what the University is here for.

**Heidi Hanssen, College of Business Administration**

### **REBUTTAL TO THE STATEMENT IN OPPOSITION TO THE STUDENT SUCCESS FEE FOR THE COLLEGE OF BUSINESS ADMINISTRATION**

It is important to emphasize that the Student Success Fee is not associated with student fees that are imposed by the state. This Student Success Fee will provide business students with valuable items that are not covered by fees charged by the state. We as students need to realize the extraordinary benefits that this short term fee will bring to us as we graduate from SDSU. It is no debate that education costs are rising. In regards to book costs, SDSU is already a leader for providing digital textbooks through the service CourseSmart. In addition, our school has taken major steps to save students money by providing the textbook rental program. Students are saving hundreds of dollars by renting books for a fraction of the cost of buying them. The mission of San Diego State University is to provide a high quality education for students. The Student Success Fee is entirely intended to uphold this mission not just for the university, but for us as students.

**Cord Claffey, College of Business Administration**

### **REBUTTAL TO THE STATEMENT IN FAVOR OF THE STUDENT SUCCESS FEE FOR THE COLLEGE OF BUSINESS ADMINISTRATION**

No rebuttal to the statement in favor of the Student Success Fee for the College of Business Administration was submitted.

## **SUMMARY OF BALLOT ISSUE: College of Engineering**

### **A “YES” VOTE ON THE REFERENDUM MEANS:**

Undergraduate and graduate students enrolled in the College of Engineering would be charged a Student Success Fee as proposed to enable the College to expand its direct support for hands-on training and project work. The fee starting in Fall 2011 would provide support for several direct additions to the College of Engineering. The following illustrate the types of programs and services that may be funded by the fee revenue

- Enhanced support for student projects, including the hiring of design engineers and technicians, added laboratory equipment and supplies, hiring of student laboratory assistances, and funding for projects including supplies, services, and additional travel funds to participate in student competitions
- Expanded virtual computing laboratory program to enable students to access SDSU computer resources, including laboratory software, from remote sites via laptop or desktop computers and mobile devices including tablets and smartphones.
- Addition of speaker series, where off-campus experts will be invited to campus to provide relevant professional updates and compliments to classroom training. Students in the College of Engineering will have priority access to the speaker events
- Internship program with a full-time manager to accumulate opportunities for student work assignments (coordination with employers) and matching and placement of students in these opportunities.
- Selected services to be determined by the college council will be provided to alumni of the college for a period of one year following graduation.

In summary the proposed additions will be in the form of several specific additions and is currently targeted at the hiring of technicians or design engineers, purchase of project related supplies, hiring of part-time student laboratory assistants, direct support for student projects, speaker series will have funds for external speakers, software will be purchased for remote software access, and one program manager will be hired to coordinate the internship program. The proposed hands-on compliments to academic programs will enable graduates to hit the ground running and more effectively operate as engineers after graduation.

### **A “NO” VOTE ON THE REFERENDUM MEANS:**

The students enrolled in the College of Engineering would not see an increase in hands-on student training, will not have support personnel dedicated to student projects or design projects, will not have additional funding to support purchases or travel associated with student projects, will not have major-specific speaker series, will not be able to operate a virtual computer laboratory, and there will be no focal point for employers and students with respect to internships.

**FINANCIAL ANALYSIS:**

The College of Engineering Fall 2010 student count is 2,350, so after the three year implementation period, the proposed Student Success Fee revenue would amount to approximately \$1,200,000 annually in 2013/14 and beyond. These funds will be applied to College of Engineering program hands-on enhancements beyond what can be supported by state funding or student fees.

YES \_\_\_\_\_ A Yes vote indicates your approval of the proposed fee.

NO \_\_\_\_\_ A No vote indicates your disapproval of the proposed fee.

**STATEMENT IN FAVOR OF THE STUDENT SUCCESS FEE FOR THE COLLEGE OF ENGINEERING**

The Student Success Fee could potentially change the image of the SDSU Engineering Programs. With access to career counselors, laboratory space and trained personnel, the students studying engineering will be even better prepared to enter full time employment or seek further education through advanced degrees. The Student Success Fee will offer students opportunities like new lab equipment, money for student projects (like the concrete canoe, steel bridge, Formula Society of Automotive Engineers (FSAE), etc). Although current tuition prices are rising, adding the Student Success Fee should be looked at as an investment into your future. Tuition will not always be there to cover the extra programs, services and supplies that the prestigious universities have. I support this fee increase because it is not here to supply further funding of what our university already offers, but because it will provide the entire College of Engineering opportunities above and beyond just the classroom learning.

**Amanda Pascoe, College of Engineering**

**STATEMENT IN OPPOSITION TO THE STUDENT SUCCESS FEE FOR THE COLLEGE OF ENGINEERING**

If students want hands on experiences, they can join clubs which will provide such experiences. The clubs mainly get their money from sponsors and it is not necessary to impose a fee on everybody for the few who want such an experience. If the students believe more money is needed for the club, they can devote the money which they would have paid with the success fee directly to the club that they support. I have only attended the Formula Society of Automotive Engineers (FSAE) meetings, but the leaders were competent, and no further support personnel were needed.

**Ryan Banks, College of Engineering**

### **REBUTTAL TO THE STATEMENT IN OPPOSITION TO THE STUDENT SUCCESS FEE FOR THE COLLEGE OF ENGINEERING**

The Student Success Fee will do more for students than just providing funding for projects. It will upgrade lab space for those student's projects and provide experienced technicians to help those projects succeed. The Student Success Fee will allow all students within the College of Engineering much more than just access to student projects though. This fee will allow SDSU to begin to distinguish itself among the most prestigious universities for studying engineering. The programs and services that have the potential to be provided to engineering students will be a great investment made by each student.

**Amanda Pascoe, College of Engineering**

### **REBUTTAL TO THE STATEMENT IN FAVOR OF THE STUDENT SUCCESS FEE FOR THE COLLEGE OF ENGINEERING**

No rebuttal to the statement in favor of the Student Success Fee for the College of Engineering was submitted.

### **SUMMARY OF BALLOT ISSUE: College of Sciences**

#### **A "YES" VOTE ON THE REFERENDUM MEANS:**

Pre-major, undergraduate, and graduate students enrolled in the College of Sciences would be charged the Student Success Fee as proposed to enable the college to expand its support for student success and achievement. The fee would provide support

for a number of educational enhancements and student opportunities in the College of Sciences. The following illustrate the types of programs and services that may be funded by the fee revenue:

- Expanding course offerings, including laboratory courses, new courses with student projects, and popular upper division elective courses by: providing new laboratory equipment, supplies, and facilities; hiring student laboratory assists; and expanding access to computer resources for students both in on-campus computer labs and off-campus
- Increasing student enrichment opportunities off-campus, through internships at local companies, participation in community programs, and international experiences by: hiring coordinators to expand opportunities with industry, community leaders, and international programs, to promote student awareness of these opportunities, and to help place students in attractive opportunities
- Increasing student success by providing tutors and workshops focused on challenging undergraduate courses, with a focus on specialized responses to courses that are a challenge for different majors in the College of Sciences
- Increasing access to graduate school, career and professional preparation by providing classes focused on resume, vitae, personal statement preparation as well as GRE/MCAT/DAT and other professional exams preparation and supporting a coordinator to advise students on job opportunities specific to the college
- Increasing student research opportunities by supporting graduate students mentors to work closely with undergraduate research students
- Selected services to be determined by the college council will be provided to alumni of the college for a period of one year following graduation.

In summary this fee will provide support for multiple investments that will enhance the success and achievement of students in every program in the College of Sciences. It is anticipated the benefit to students will be realized by increased success in entering graduate and professional programs and enhanced employability for graduating students.

#### **A “NO” VOTE ON THE REFERENDUM MEANS:**

The Student Success Fee would not be implemented. Students enrolled in the College of Sciences would continue to have access to courses and curricula offered by the college through state support and existing student fees, but will not have the resources provided by the Student Success Fee. Without this fee, students in the College of Sciences will not have expanded elective course offerings, will not have extended

access to course software from off-campus, will not have additional tutors and teaching assistants to enhance student success, will not have additional support personnel dedicated to facilitating student internships and career opportunities or international experiences, will not have supplemental funding to support student travel, and will not have increased opportunities for student research.

### **FINANCIAL ANALYSIS:**

The College of Sciences Fall 2010 student count is 4,817, so after the three year implementation period, the proposed Student Success Fee revenue would amount to approximately \$2,461,600 annually in 2013/14 and beyond. The proposed Student Success Fee funds will be applied to College of Sciences program enhancements beyond what can be supported by state funding or existing student fees.

YES \_\_\_\_\_ A Yes vote indicates your approval of the proposed fee.

NO \_\_\_\_\_ A No vote indicates your disapproval of the proposed fee.

### **STATEMENT IN FAVOR OF THE STUDENT SUCCESS FEE FOR THE COLLEGE OF SCIENCES**

Implementing the Student Success Fee in the College of Sciences will have a profound impact in regards to academic opportunities available to students. Students will have direct input on how the generated revenue may be allocated to fund areas of education that we believe must be enhanced. These areas include but are not limited to the expansion of laboratory courses and resources, access to tutors and workshops focusing on challenging undergraduate courses as well as professional preparation beyond undergraduate studies, and finally increased research opportunities, internships and international experiences. By approving this fee, the students of the College of Sciences will heighten the level of scholarly activities, accelerate graduation rates and maximize the value of their degrees upon graduation. Students will have an alternative source of financial support and will be able to strengthen their education given the current situation in state funding.

**Sean Tangco, College of Sciences**

### **STATEMENT IN OPPOSITION TO STUDENT SUCCESS FEE FOR THE COLLEGE OF SCIENCES**

Fees have continuously been going up for the last two semesters and although I understand that funding is being cut short, tuition and fees are already expensive enough and books are not getting any cheaper. I do not think raising fees will benefit students. Eventually school will be too expensive and many will have to drop out because of all the continuous raises in fees and tuition.

**Jennifer Felix, College of Sciences**

### **REBUTTAL TO THE STATEMENT IN OPPOSITION TO STUDENT SUCCESS FEE FOR THE COLLEGE OF SCIENCES**

We must hesitate to categorize the Student Success Fee with the tuition fees that have been increasing due to cuts in the state budget. The logistics about this fee have yet to be clearly explained to the students. We should not close the door to this opportunity without exploring the potential benefits that it could provide given the financial instability of the educational system. It is difficult to predict the direction of our academic future so I advise the student body to conduct the research necessary in order to make an educated decision such as seeking the College of Sciences Student Council. As future physicians, professors, researchers, professionals and leaders of the twenty-first century, we must not make the mistake of overlooking a choice that could have a profound effect on each student that receives their degree from SDSU. With the departure of President Weber, the probability that we will encounter another opportunity like this remains uncertain.

Whether you're a graduating senior or an incoming freshman, I urge all students to inquire how this fee may affect you. For those of you who feel you may not benefit from this fee, the problems that you believe it may create is highly valuable for students to make an appropriate decision. Please, do not remain silent; even if this fee is not approved, the act of students discussing and collaborating will help build cohesion, and strengthen the community among those in the College of Sciences.

**Sean Tangco, College of Sciences**

### **REBUTTAL TO THE STATEMENT IN FAVOR OF THE STUDENT SUCCESS FEE FOR THE COLLEGE OF SCIENCES**

I understand that the idea of the Student Success Fee is intended to raise money for the College of Sciences in order to provide educational programs that aim to enhance the future of San Diego State University's students. Although the proposition of new programs for students is undoubtedly promising, there are concerns that many students have regarding this Student Success Fee. The proposed fee has been presented somewhat vaguely –which has been seen before at SDSU. The new Modern Space

was presented to the student body vaguely allowing two days for students to vote via web-portal. The new Modern Space states will provide additional facilities that we already have. We should be attempting to take what we already have and enhance it instead of implementing new fees for things that we don't need more of. Tuition and fees has already been raised last semester and the approval of future fees has already been made along with the never ending expense of books. Students are looking at approximately \$300 of future fee increases which can be a lot of pressure for students who do not qualify for financial aid and those who simply feel they are not in an able state to pay. The Student Success Fee has been proposed by the Dean of the Colleges and **not** by the students of San Diego State University. A proposition like this should be advocated and run by students to ensure that what the students **really** need is what arises.

**Jennifer Felix, College of Sciences**

Prepared by the Campus Fee Advisory Committee