

The Ohio State University's Undergraduate Student Government's 2024 Summer Budget



UNDERGRADUATE
STUDENT GOVERNMENT

JULY 2024 | PRESIDENT BOBBY MCALPINE
CHIEF FINANCIAL OFFICER ARYAV
YADAPADITHAYA

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Executive Summary

In the spirit of prioritizing our organization's goals and aspirations, we present the budget proposal for the first semester of our administration. Our primary objective is to lay a strong foundation for the upcoming year, setting us up for successful large-scale initiatives and events while fostering the growth and development of our members. Additionally, we aim to enhance our visibility, particularly during the start of the academic year, and extend our support during Welcome Week events.

We are excited to showcase the work done by our team in the past couple of months, which has laid a strong foundation for the year ahead. As we move forward, we remain committed to our mission, proud of our accomplishments, and eager to make a positive difference in the lives of our fellow students. With enthusiasm and determination, we welcome the opportunities that lie ahead and look forward to an exceptional year. Together, we proudly exclaim, "GO BUCKS!" Let us forge ahead, united in purpose, and make this year one to remember.

Signed,

Bobby McAlpine

President of the Undergraduate Student Government



Undergraduate Student Government Finance Team

Nothing happens financially in this organization without this team. A huge thank you to this team for helping make this budget happen!

Chief Financial Officer, Aryav Yadapadithaya.1
Senior Director of Allocations, Hanniel Diaz Elizarraga.1
Office of Student Life Associate Director and USG Advisor, Matt Couch
Office of Student Life Student Government Coordinator, Erica Brown
Office of Student Life Business Manager, Angela Britton

Undergraduate Student Government Funding Composition

The Undergraduate Student Government receives its funding for this budget from two distinct sources.

Student Activity Fee (SAF)

The Student Activity Fee is charged to all undergraduate, graduate, and professional students enrolled at the Ohio State Columbus campus only, which does not include students from Ohio State's regional campuses. The fee is directed to several fixed costs throughout the University, with USG receiving 5.85% of remaining funds after these fixed costs are paid. USG reports its budget on a per-semester basis to the Council on Student Affairs (CSA) Allocations Committee, sharing information about what they have used funds for, upcoming plans, and the success of their past programs.

Coca-Cola Endowment (COKE)

The Coca-Cola Endowment was established on November 3, 2000, by funds received from the beverage pouring rights between the Coca-Cola Company and The Ohio State University. The Undergraduate Student Government is given the annual interest generated by the endowment so that it may be “Used to Contribute to the Effectiveness of the Undergraduate Student Government in Serving Undergraduate Students, and for Programs, Activities, and Services Benefiting Undergrad Students.” Traditionally, the fund has been used to fund USG’s internal administrative costs, leadership development programs, budgetary shortfalls, etc.

Undergraduate Student Government Budget Descriptions: Summer 2024

Academic Affairs

The Academic Affairs committee strives to enhance University policies surrounding academics. The policies we are trying to enhance regard those concerning SEIs, advising, affordability in many capacities, STEP, Libraries, and many more. As a committee, we seek accountability of University Administration in terms of the student's experience with teaching, learning, and everything else related to academic affairs.

Director: Araceli Leon.157

Total SU24 Budget: \$0.00

Total SAF Budget: \$0.00

Total COKE Budget: \$0.00

Association of Big Ten Students Liaison

The mission of the Association of Big Ten Students is to increase information sharing and networking among student government organizations and serve as the active collective voice of students of the Big Ten Conference. Ohio State sends a delegation to conference and annual lobbying trips to ensure OSU student concerns are voiced throughout the conference.

Liaison: Mekateko Mathebula.1

Total SU24 Budget: \$3540.00

Total SAF Budget: \$3540.00

Total COKE Budget: \$0.00

Line #1: Association of Big Ten Students Summer Conference

Contact: Mekateko Mathebula.1

Budgeted for in the Past: Yes, Summer 2023

Description: Every year, the Association of Big Ten Students (ABTS) brings together student leaders from the 14 peer institutions of the Big Ten during three conferences (Summer Conference, Winter Conference, Big Ten on the Hill). These conferences serve to build connections and share ideas to improve student experience across all Big Ten schools. Also, conferences advocate for issues faced by a combined 600,000 students. Participating Big Ten schools take turns in hosting summer and winter conferences. This August the summer conference will be hosted by Michigan State University for 3 days to accomplish the association's conference goals. Ohio State has participated in such conferences for the past ten years and hosted one this past winter.

Cost Breakdown:

Hotel Fee - \$915

Ground Transportation - \$1300

Food - \$1080

Total Budgeted: \$3540.00

Funding Source: Student Activity Fee (SAF)

Black Caucus

The Undergraduate Black Caucus is an executive-level unit of the Undergraduate Student Government. This organizational unit is composed of Black students whose function is to represent, support, and advocate for the Black student body through policy, event programming, and other specialized initiatives. The Undergraduate Black Caucus is governed by its Chair and works with senior leadership to ensure overarching initiatives of USG are inclusive of Black students.

Chair: Jessica Asante-Tutu.1

Total SU24 Budget: \$0.00

Total SAF Budget: \$0.00

Total COKE Budget: \$0.00

Communications

The Communications Committee plays a vital role in managing public relations and communications for the Undergraduate Student Government (USG). Their responsibilities encompass a wide range of activities, including the management of USG's social media presence, promoting various USG events and programs, and fostering meaningful connections with the student body. Through these efforts, the committee ensures that USG's initiatives and messages reach and resonate with students, enhancing engagement and participation across campus. The committee works to continuously strengthen USG's current communications, while planning and implementing new platforms for students to connect with their USG representatives.

Director: Katherine McKeown.46

Total SU24 Budget: \$77.00

Total SAF Budget: \$0.00

Total COKE Budget: \$77.00

Line #2: Canon EOS Rebel T7i Charger**Contact:** Katherine McKeown.46**Budgeted for in the Past:** No

Description: The purpose of buying this charger is to allow the communication committee to be able to utilize the Canon camera that was found in the USG office (the charger is the only thing that is missing). As of now, COMMS does not have a camera for events, thus, a charger would allow us to be able to finally have access to this great resource. We would be able to take high quality photographs of events/initiatives hosted by USG and various committees throughout the school year, boosting the quality of the content published on social media platforms. By using COKE funds, this benefits USG because posting higher quality content will allow for us to maintain/boost USG's status and brand as a professional organization. Lastly, although the camera will be associated with comms, other committees and operations will have access to the camera as well, therefore being a valuable resource to the whole organization. Whether one utilizes it or not, the camera will benefit/engage all of USG.

Cost Breakdown:

Canon EOS Rebel T7i Charger (can be found on Amazon): \$13

Total Budgeted: \$13.00**Funding Source:** Coca Cola Endowment Fund (COKE)

Line #3: Tiny Mic for Social Media Content**Contact:** Katherine McKeown.46**Budgeted for in the Past:** No

Description: The purpose of purchasing a small microphone is to enhance the current creativity of the content that USG puts out on its social media. By having a small microphone, COMMs could make entertaining videos/interviews of the student body, USG members, senior staff/executive committee, etc. This is a very popular social media trend that has caught millions of users' attention. Thus, by participating in this trend and having a mic, we could make USG content more entertaining while still being informative, attracting the attention of potential new members. Since this would help USG recruitment, retention, and overall social media content, it would benefit all of USG, thus explaining why COKE funds should be used. Likewise, other committees could utilize the microphone as well.

Cost Breakdown:

2 Pack Tiny Wireless Microphone - \$14.00

Total Budgeted: \$14.00

Funding Source: Coca Cola Endowment Fund (COKE)

Line #4: Targeted Social Media Ads

Contact: Katherine McKeown.⁴⁶

Budgeted for in the Past: No

Description: Investing in paid-promotional advertisements on Instagram would serve numerous benefits for USG. Primarily, it would allow for USG social media, information, and recruitment/promotional content to have enhanced reach since these ads can extend our reach beyond current followers. This is via Instagram's precise targeting, allowing us to narrow down our audience by age, location, interests, and school - thus ensuring we can flush out information to intended, smaller audiences - a huge goal of Operations this year. Additionally, by investing in these advertisements, we will be able to access analytics for ads - something we have not had in the past. Receiving information on reach, impressions, engagement, and so on will help Operations refine future outreach campaigns. Moreover, since this is helping attract new members, it is directly benefiting USG, explaining the use of COKE funds. Lastly, Operations would be mainly engaged through this project, specifically COMMs and Recruitment.

Cost Breakdown:

Paid Promotional Content Fees to Instagram - \$50

Total Budgeted: \$50.00

Funding Source: Coca Cola Endowment Fund (COKE)

Community Relations

The Community Relations committee strives to reach out to students and be an effective communication mechanism between the student body and the student government that advocates for them. Community Relations gives both students and USG a voice by putting on forums, starting dialogue, and connecting undergraduates to their representatives.

Director: Max Robins.⁸¹

Total SU24 Budget: \$200.00

Total SAF Budget: \$200.00

Total COKE Budget: \$0.00

Line #5: Peer Mentorship Programs

Contact: Max Robins.⁸¹

Budgeted for in the Past: No

Description: We are starting a peer mentorship program for students switching campuses. The funds will be used to give peer mentors a shirt, so they look uniform and official. The peer mentors are not USG members and will include students

Cost Breakdown:

USG Shirts — \$185.00

Shipping — \$15.00

Total Budgeted: \$200.00

Funding Source: Coca Cola Endowment Fund (COKE)

General Assembly

The General Assembly serves as the undergraduate student body's representative and legislative body made up of elected Senators. Senators of the General Assembly serve as the chief spokespersons and representatives of the undergraduates of their constituencies.

Speaker: George Bernard.1

Total SU24 Budget: \$1,000.00

Total SAF Budget: \$0.00

Total COKE Budget: \$1,000.00

Line #6: GA Apparel

Contact: George Bernard.1

Budgeted for in the Past: Yes, SP 22

Description: By providing senators with apparel, they will gain a tangible benefit for the extensive commitment they are making to the organization. Also, name plaques have been successful in helping foster community in the General Assembly by allowing everyone's names to be visible, making it easier for new members to quickly learn names. The apparel will be provided to all members of the General Assembly.

Cost Breakdown:

Notebooks - \$500 (43 people)

Pens - \$200 (43 people)

Name Plaques - \$300 (43 people)

Total Budgeted: \$1,000.00

Funding Source: Coca Cola Endowment Fund (COKE)

Government Relations

Government Relations has a mission of representing the undergraduate student body by creating and upholding relationships with leaders at the local, state, and federal level to discuss and propose ideas for the betterment of our university. Internally, we strive to facilitate the initiatives of other USG committees and their relationships with legislative bodies by acting as the main communicator and lobbyist on their behalf. Externally, we assist students by taking their suggestions, research, and ideas to government officials for support and guidance.

Director: Luke Bornhorst.50

Total SU24 Budget: \$0.00

Total SAF Budget: \$0.00

Total COKE Budget: \$0.00

Health and Safety

The Health & Safety Committee strives to research and address issues impacting the short-term and long-term health, safety, and well-being of all Ohio State students, and to sustain successful existing practices at Ohio State.

Director: Natalie Pigman.17

Total SU24 Budget: \$1,079.00

Total SAF Budget: \$1,079.00

Total COKE Budget: \$0.00

Line #7: Welcome-Back Health and Safety Tabling

Contact: Natalie Pigman.17

Budgeted for in the Past: No

Description: The items will be used to hand-out resources to students related to their health and safety while returning to campus. The items will be given out while tabling where we will also provide informational handouts to students about helpful campus resources. We intend to gain student interest in their own health and well-being and educate them about existing campus resources. We hope to engage with 200 people while tabling.

Cost Breakdown:

400 Phone Cleaner Wipes - \$20 (Amazon)
100 Goodie Bags - \$20(Amazon)
Band-Aids Dispensers (with band aids) - \$273 (250 from 4imprint)
200 Sanitizer - \$382 (Amazon)
200 Safety Whistles - \$349
Tabling fee - \$30,

Total Budgeted: \$1079.00

Funding Source: Student Activity Fee (SAF)

Internal Operations

The Internal Operations Team strives to maintain the internal operations of USG. This includes event planning, internal communications, record keeping, and other logistical tasks. Internal Affairs also oversees USG's membership which includes the recruitment and education of new members, continued membership development, the Interns program, and membership requirements. The overall mission of Internal Affairs is to create a positive, inclusive environment within USG where students feel valued and empowered.

Director: Bella Margolin.13

Total SU24 Budget: \$200.00

Total SAF Budget: \$0.00

Total COKE Budget: \$200.00

Line #8: Bingo Board Raffle Prizes

Contact: Bella Margolin.13

Budgeted for in the Past: No

Description: We want to incentivize the members of USG to participate in more committee events through a Bingo Board. We hope that turnout will improve amongst members of USG and the student body as more people attend and promote events. Everyone in USG can enter the raffle.

Cost Breakdown:

Air Pods- \$170,
Owala Water Bottle- \$30

Total Budgeted: \$200.00

Funding Source: Coca Cola Endowment Fund (COKE)

Justice & Equity

The mission of the Justice and Equity Committee is to support, protect, and advocate for the safety and success of all students, with a strong emphasis on marginalized groups; we will work to ensure that The Ohio State University promotes these same principles through policy and programming.

Director: Chay Rossing.1

Total SU24 Budget: \$0.00

Total SAF Budget: \$0.00

Total COKE Budget: \$0.00

Recruitment

The Undergraduate Student Government Recruitment Committee at The Ohio State University plays a vital role in fostering a vibrant campus community. Comprising dedicated student leaders, the committee's primary objective is to identify and attract diverse and passionate individuals to join the undergraduate student government. Through innovative outreach initiatives, informative workshops, giveaways tailored to student needs, and engaging campus events, they strive to inspire potential candidates to become actively involved in shaping the university's future. Emphasizing inclusivity and collaboration, the Recruitment Committee works tirelessly to ensure that all students feel encouraged to participate, regardless of their background or experience. By cultivating a dynamic and empowered student body, they contribute to a thriving and enriching academic environment.

Director: Lucia Rieppi.1

Total SU24 Budget: \$500.00

Total SAF Budget: \$260.00

Total COKE Budget: \$240.00

Line #9: Oval Recruitment Tabling

Contact: Lucia Rieppi.1

Budgeted for in the Past: Yes, AU 23

Description: This funding will provide for donuts for tabling in the oval and for chalk to be used across campus. We plan to use these methods to market the organization to prospective new members.

Cost Breakdown:

Donuts for Oval Tabling: \$250.00

Chalk for oval: \$10.00

Total Budgeted: \$260.00

Funding Source: Student Activity Fee (SAF)

Line #10: Pizza for New Member Education

Contact: Lucia Rieppi.1

Budgeted for in the Past: No

Description: This will provide pizza for New Member Education, occurring for two Tuesdays after cabinet takes place.

Cost Breakdown:

\$240 - Pizza (Split between at two sessions)

Total Budgeted: \$240.00

Funding Source: Coca Cola Endowment Fund (COKE)

Senior Staff

The Senior Staff is the appointed staff of the President and Vice President. Budget items comprised by the Senior Staff seek to provide a welcoming environment for USG members, increase organizational retention, increase the leadership capacities of all USG members, and include Presidential and Vice-Presidential initiatives.

Chiefs of Staff: Sarah Schmidt.1318 & Alexis Wade.635

Total SU24 Budget: \$82,243.00

Total SAF Budget: \$75,515.00

Total COKE Budget: \$6,728.00

Line #11: Collaborative Leadership Team Retreat

Contact: Sarah Schmidt.1318

Budgeted for in the Past: Yes, SU 22

Description: Retreat for USG CLT (~35 or so highest leadership positions in USG) to team build, set goals for the year, and build trust, cohesion, and working relationships between

organization leaders. A two-day one night retreat in Geneva Hills. This leads to higher motivation, engagement, dedication to the organization, and leadership development.

Cost Breakdown:

Cabin: \$1050

Chipotle Catering: \$604.25 (\$12.85 per person w/ 35 people = 449.75 + Chips and dip = 154.50)

Meals: \$200 (for breakfast and lunch - Cabin has full kitchen, groceries will be utilized)

Supplies for activities: \$300

Discretionary: \$200

Total Budgeted: \$2,355.00

Funding Source: Coca Cola Endowment Fund (COKE)

Line #12: Senior Staff Retreat

Contact: Sarah Schmidt.1318

Budgeted for in the Past: Yes, Pre-Covid

Description: The Senior Staff retreat provides an opportunity for team bonding and strategic planning, fostering stronger collaboration among the President and Vice Presidents direct Staff. The retreat allows members to reflect on past achievements and set clear goals for the future, ensuring effective leadership. It provides time to brainstorm and develop innovative initiatives and address student needs more effectively. Roughly 20 people will be there.

Cost Breakdown:

Union catering The State Fair 25 @ 11.50 = \$287.50

Total Budgeted: \$288.00

Funding Source: Coca Cola Endowment Fund (COKE)

Line #13: USG Promotional Items

Contact: Sarah Schmidt.1318

Budgeted for in the Past: Yes, SU 23

Description: Shirts, Water Bottles, Stickers and Tote Bags These items serve as tangible reminders of the organization advocacy and services, increasing org recall among the student body. We will hand them out at various events including the involvement fair and the USG recruitments events open to the entire student body.

Cost Breakdown:

Shirts (750): \$6,784

Water bottles (200): \$312

Stickers (500): \$135

Tote Bags (300): \$1,059

Total Budgeted: \$8,290.00

Funding Source: Student Activity Fee (SAF)

Line #14: 2023/2024 Shirt Frame

Contact: Sarah Schmidt.1318

Budgeted for in the Past: No

Description: During the 2023/24 end of year celebration everyone signed a shirt to remember the year. The frame would be used to frame the shirt and hang it in the USG office. It would serve as a reminder of the work completed during that year.

Cost Breakdown:

36x24 Shadow Box frame: \$85

Total Budgeted: \$85.00

Funding Source: Coca Cola Endowment Fund (COKE)

Line #15: Homecoming Picnic

Contact: Paul Huang.4572

Budgeted for in the Past: Yes, AU 23

Description: This is a homecoming picnic which is put on for the students. For the 3rd year in a row, we will hold it the Thursday of Homecoming weekend in the South oval and include food, rides, games, music and a raffle. Cost estimates were taken directly from the budget last year.

Cost Breakdown:

Super Games for 2 bouncy attractions - \$2800.00

750 scoops of Ice cream (Hannah Higgins) - \$3800.00

400 plates of food from a BBQ truck (Elma and Joes Legacy) - \$4000.00

Professional DJ for 4 hours - \$400.00

Giveaway items (2 OSU jerseys) - \$300.00

Brutus mascot rental for 30 minutes - \$125.00

Total Budgeted: \$11,425.00

Funding Source: Student Activity Fee (SAF)

Line #16: Autumn Social Events

Contact: Paul Huang.4572

Budgeted for in the Past: Yes, AU 23

Description: This is the line item for social events in the fall, which will include events which have no cost such as cabinet socials. The listed costing items are a bar social, the Halloween cabinet, and a lump sum for committee socials.

Cost Breakdown:

Woody's Pizza cabinet for Halloween cabinet (10 boxes x 29.95 per box) - \$300.00

Bar social Rental (midway pricing) – \$950.00

Pizzas at social - \$250.00

3 committee socials- \$2500.00 - Given to the 2 issues committees and 1 Black Caucus committee with the highest percentage attendance at cabinet through the month of September

Total Budgeted: \$4,000.00

Funding Source: Student Activity Fee (SAF)

Line #17: Wall Street Journal Subscription

Contact: Hayden Price.1695

Budgeted for in the Past: USG currently pays for all students to have access to the New York Times

Description: Following the success of the New York Times initiative, we have engaged in talks with the Wall Street Journal (WSJ). 8 of the other 13 Big Ten Schools have already adopted a WSJ program with great results. Many students, especially in the business school, are required to purchase a WSJ subscription for their classes. We have currently negotiated a rate of \$31100 for 2 years of access for all students, faculty, and staff (subject to change). This works out to a rate of about \$0.25 annually per head, far lower than the \$48 annually that many students pay. We have explicit funding from the Council on Student Affairs for this initiative and are working with stakeholders Student Life Technology Services for technical integration and ADA Office for digital accessibility to ensure a successful rollout. The ADA office has accessibility standards for all technologies the university rolls out, and we will be working with a company called Mobikasa to ensure that this initiative meets

those standards. They are going to perform full accessibility testing for \$19,200 (far less than the >\$40,000.00 that we were quoted from other vendors). We will work with the WSJ marketing department, various student organizations, and other relevant parties to ensure we can market this initiative effectively.

Cost Breakdown:

Wall Street Journal Subscription -\$31,100 (2 years of Wall Street Journal Digital)
Accessibility testing- \$19,200 (\$7700 for iOS & Android App + \$11500 for website)

Line #18: Buck-I-Frenzy

Contact: Rishabh Mehta.590

Budgeted for in the Past: Yes, SU23, SU22, etc...

Description: Provide Activities for annual Buck-I-frenzy event at RPAC on August 19th. Providing misting station to alleviate heat for students, free ice cream, mechanical bull ride, and DJ for student entertainment. Reach is estimated to be around 5,000 students

Cost Breakdown: Misting Machine (Awesome Entertainment): \$1,295 (\$299 for 3h + \$35/h, setup, tax)
Ice Cream Truck (Sweet Tooth Truck): \$2,800 Minimum
USG Cup Logo (Uniprint): \$205
Mechanical Bull (Super Games): \$1,200

Total Budgeted: \$5,500

Funding Source: Student Activity Fee (SAF)

Student Affairs

The Student Affairs committee strives to advance the Student Quality of Life at The Ohio State University. We have identified four factors as a benchmark for improvement: Affordability, Accountability, Accessibility, and Advance-ability. We aim to consider these factors as we undertake projects to better the existing features of Student Life, and target and fulfill the need for additional resources and opportunities.

Directors: Lorelai Turner.1955 & Zoe Matsuzaki.3

Total SU23 Budget: \$0.00

Total SAF Budget: \$0.00

Total COKE Budget: \$0.00

Sustainability

The Sustainability committee strives to improve our environmental ethics as a campus and to enhance students' understanding of important issues such as climate change, waste reduction, and habitat loss. Our committee is not only driven by people that have an extensive environmental background, but also by people who truly want to learn about how they can help the planet. This committee operates under the philosophy that what someone wants to accomplish, we will work on.

Director: Annalise Khandelwal.60 & Comelia Soltanirad.6

Total SU24 Budget: \$255.00

Total SAF Budget: \$255.00

Total COKE Budget: \$0.00

Line #19: Student Org Funding for Greenscope Compost Volunteers

Contact: Comelia Soltanirad.6

Budgeted for in the Past: Yes, SU 23

Description: GreenScope Consulting provides funding for student organizations who volunteer their time to help with compost at OSU. This funding will allow GreenScope to pay the student organizations who have put in time to better campus and make it more sustainable.

Cost Breakdown:

Student organizations received \$10 in funding per hour of volunteering completed

Food Recovery Network - \$20

Parks and Recreation - \$80

Fisher Ink Magazine - \$20

VSA - \$115

APO - \$20

Total Budgeted: \$255.00

Funding Source: Student Activity Fee (SAF)

Undergraduate Caucus/Shared Governance

Shared Governance is a system of university decision-making that formally brings together faculty, administrators, and students to approve and review university policy. Ohio State's robust Shared Governance system includes the University Senate, as well as many university committees. Each of these bodies gives full voting and participation rights to its student members. Ohio State students are quite fortunate in this respect, as student involvement is less formalized at many other universities. To USG, Shared Governance is where we apply our

student advocacy to real policy proposals. Projects from USG Cabinet Committees and resolutions from USG General Assembly can be introduced into the Shared Governance system for higher-level discussion and consensus-building. Ideas approved via Shared Governance are generally enacted by university administrators.

Chair: Nigel Gore.153

Total SU23 Budget: \$0.00

Total SAF Budget: \$0.00

Total COKE Budget: \$0.00

Budget Breakdown

Area	Amount	% of Budget
Academic Affairs	\$-	0.00%
Allocations	\$-	0.00%
Association of Big Ten Students (ABTS)	\$3,540.00	3.97%
Black Caucus	\$-	0.00%
Community Relations	\$200.00	0.22%
Communications	\$77.00	0.09%
Justice and Equity	\$-	0.00%
General Assembly	\$1,000.00	1.12%
Governmental Relations	\$-	0.00%
Recruitment	\$500.00	0.56%
Health and Safety	\$1,079.00	1.21%
Internal Operations	\$200.00	0.22%
Senior Staff	\$82,243.00	92.31%
Student Affairs	\$-	0.00%
Sustainability	\$255.00	0.29%
Undergraduate Caucus	\$-	0.00%

Total	\$89,094.00
Coca Cola Endowment Fund - COKE	\$8,245.00
Student Activity Fee - SAF	\$80,849.00