



Associated Students Productions



Operational Enhancement proposal to the Board of Directors

Operational Enhancement Proposal: *AS Productions is seeking \$1,950, \$450 for a Street Team Management web-site subscription and \$1,500 to purchase incentives. The intent is to enhance the operation and productivity of ASP 's Official Street Team.*

1. Program's Operational Overview

- a. Street team networking and recruiting website for AS Productions
- b. October 2010 - June 2011, \$50 per month for 9 months = \$450
- c. No co-sponsoring
- d. Fancorps is a website built for managing, networking and recruiting street team members. With the website, the AS Productions Logistics and Volunteer Coordinator will be able to track street team members' activity/participation, set up event blogs and forums, have access to a mass text program, easily recruit new members, manage members information/incentive status, manage a news section of the site, and much more. Students will also be able to sign up for the street team through the website or through the AS Productions Logistics and Volunteer Coordinator.

2. Street Team Vision

- a. Western Washington University students who are looking to be involved in promoting AS Productions events.
 - i. This website will give opportunities to those students who don't have the time to commit to a full volunteer position, and/or were not able to volunteer due to the limited spaces.
- b. Expand the knowledge of AS Productions events and give students an opportunity to become involved on campus.
 - i. Reach 350-400 active street team members by June 2011
 - ii. Give students an opportunity to learn about Associated Students and what it offers to them.
- c. Advertise this opportunity during volunteer meetings at large AS Productions events, by printing handbills with the website's information, put up a spot on the AS web-site, and make a Viking Village post about it
- d. This program has never been done as AS Productions Logistics and Volunteer Coordinator is a new position.
- e. The program will pay for itself. Last year AS Popular Music alone came in almost \$23,000 over budget due to a lack of ticket sales. The AS Street Team will be able to better advertise our concerts, increasing ticket sales and revenue. This won't only get more students at our concerts, but make our programs financially sustainable. This simultaneously fulfills the mission objective of the AS and improves our bottom-line. \$500 will be a worthwhile investment.

Motion: Transfer \$1,950 from Operational Enhancement to ASP Admin

- A. \$450 to pay for the Street Team Management Web-Site Subscription
- B. \$1,500 to pay for incentives for members of the Street team
- C. During the year-end budgeting process, the budget committee in conjunction with the AS Productions Director will assess this program to determine if it should be a line-item for the AS Productions budget