

# AS Management Council

## Supplemental Funding Proposal Guidelines

The purpose of supplemental funding is to supplement the cost of programs or events for AS Programs. Money from supplemental funding may be given as a grant, loan, or underwrite. Supplemental funding use must meet the following conditions:

- a. The program primary sponsor must be an AS program.
- b. The program must fall within the mission objective of the AS program.
- c. Supplemental funding is to be used either to fund unique opportunities, unforeseeable events, and/or unexpected costs that are beyond the scope of the office's allocated budget.

In order for AS Management Council to be able to hear and vote on your request for funds, we must have a full written proposal sent to the AS Vice-President for Business & Operations at least two business days prior to a council meeting. The proposal should include the following:

### 1. Program Overview

- a. Title of program: *Take Back the Night featuring Staceyann Chin*
- b. Possible dates of program: *April 24<sup>th</sup>, 2013*
- c. Co-sponsoring offices/organizations: *Social Issues Resource Center, Diversity Fund, American Cultural Studies Department, the Law, Diversity, and Justice program*
- d. Funds requested: *An underwrite of \$1700.*

e. Detailed description of program, type of event, performer/speaker, etc.

- a. *We would like to bring poet and activist Staceyann Chin to Western for two nights in April as part of our annual Take Back the Night rally and march against rape and other forms of sexual violence targeted at people of marginalized identity.*

*Staceyann Chin is a spoken-word poet, performing artist and LGBT 'rights political activist. Her work has been published in the New York Times, the Washington Post, and the Pittsburgh Daily, and has been featured on 60 Minutes. She was also featured on The Oprah Winfrey Show, where she shared her struggles growing up as a queer female in Jamaica.*

*Ms. Chin will perform an abridged version of her typical as the main performer of the Take Back the Night rally on the 24th. Take Back the Night has long history of featuring monumentally talented performers as part of its pre-march program, and the Women's Center would like to continue this tradition with Ms. Chin. The rally will be held in the Performing Arts Center Concert Hall, a venue with a 660 person capacity.*

*As a mixed-race, queer artist who is specifically concerned with the intersection of sexual violence with gender, race, and socioeconomic status, we feel that Ms. Chin would be able to connect with a large portion of WWU students while inspiring them to join together and march for an end to gender inequity.*

*The event includes a rally portion in the PAC, where Ms. Chin will be performing, followed by a march targeted to people of marginalized gender identities (women and trans\*folk), with a vigil in Red Square for male-identified allies.*

- f. Past Program Information—have we had similar programs to this in the past? What was the attendance/reception of that?

*Take Back the Night has been one of the most highly anticipated annual events on Western's campus for many years, consistently drawing hundreds of attendees and providing a safer*

*space for people who are passionate about ending violence against marginalized identities to make connections and rally around a common goal.*

## 2. Program Vision

### a. Target Audience—who are we reaching out to?

*Take Back the Night is an event that reaches out to everyone who is passionate about ending gender-based violence and empowering those of marginalized gender identities. We want to involve both people involved in the social justice community and those who may be new to these issues and finding a voice for the first time. As only the march is gender-targeted, this event has a space for everyone.*

### b. Event Goals and Expected Outcomes

#### i. Why are we doing this?

*Take Back the Night is one of the ROP's best events for addressing gender violence and targeting/outreaching to new populations. It is both empowering for those who participate and those who witness it. Bringing Staceyann Chin will bring a very intersectional lens to what feminism means, and will also be a big name that will draw a lot of people. The ROP rarely has the opportunity or the budget to bring big-name speakers without significant monetary aid, so this is a unique opportunity to enhance both the event and the department.*

#### ii. What do we want people to get out of this?

*Attendees of the event will get a better understanding of how issues like sexual identity, gender identity, and race intersect. At the same time, they will get the opportunity to hear a well-known speaker/performer. Hopefully, female and trans -identified participants will also participate in the march downtown, while others can find a place in the rally and the vigil.*

#### iii. What benefit will be given to the student body and how does this fit within the mission statement and goals of the Associated Students?

*The AS Strategic Plan states, "Ensuring inclusion of all students allows us to develop a community of diverse perspectives and interests." By bringing a speaker who can speak to the intersections of experience, identity, and diversity, we are outreaching to marginalized groups on campus while providing a diverse event for everyone to enjoy. At the same time, by providing Take Back the Night, we are providing a space for student learning and development — many will have an introduction to the AS and some of the topics the ROP deals with. At the same time, "the event is fulfilling the AS Program Standards by providing a targeted event with participation opportunities for all identities, and notably fulfilling Program offices will take steps to create safe and inclusive spaces for student involvement and opportunity regardless of identity, background, or beliefs."*

#### iv. Logistical goals (ex: expected attendance, logistical preparations)

*The venue for Take Back the Night is the PAC Concert Hall, which holds 660 people. Generally, this event has attracted 200-600 people. We are hoping that, with a well-known speaker, the event will attract many people. Logistical preparations include speaker logistics and hospitality, working with the City of Bellingham to plan the march, organizing student involvement in the rally performances.*

### c. Current budget and co-sponsorship financial details—why can't your current budget handle this?

*In general, ROP offices do not have the budgets to afford huge speakers, with most speaker budgets ranging between 1000-3000. Take Back the Night, a separate budget managed by the Women's Center, has a speaker fee budget 0/2000 (including travel costs and lodging), while the total budget for Staceyann Chinn totals around \$6000. Bringing Staceyann Chin presents a unique opportunity for the Women's Center to bring a speaker with such a positive reputation and name recognition.*

d. Publicity and promotion plan

- *Posters*
- *Banners*
- *Handbills*
- *Numerous days of tabling*
- *Classroom announcements*
- *Emails to departments*
- *Collaboration with Communications Office (press releases, coordinated efforts)*
- *Outreaching to ESC*
- *KUGS*

e. Assessment—how will we evaluate the success of this program?

*This event will be assessed using the ROP Event Evaluation tool. In addition, staff will be evaluating the attendance of the event vs. the cost.*

**3. Detailed itemized budget, including projected expenses, revenues, and any other sources of funding.**