



“Wall Street Journal Membership Program”

Proposed Motion: *Approve \$24,490 to fund Wall Street Journal memberships for all students, staff, and faculty of Western Washington University for the 2018-2019 academic year out of FXXRES.*

Sponsor: AS Vice President for Business & Operations, Alexander William LaVallee

Persons of Contact: AS Vice President for Business & Operations, Alexander William LaVallee

Guest Speaker: (none)

Date(s): Friday, May 23, 2018

Background & Context

The AS Board of Directors was contacted by a representative of the Wall Street Journal soliciting a service that would provide every student, staff, and faculty member with online access to the Wall Street Journal at a quoted rate of \$24,490 for one year.

A comparable existing program within the AS is the New York Times subscriptions and physical copies which are funded in part by the Associated Students and WWU’s Provost Office. This program supplies access to less than 700 individuals at a total cost of approximately \$21,000, of which the AS contributes \$8,765.

Current NYT Cost Ratio	Current AS Proportional Cost Ratio	Potential WSJ Cost Ratio
\$21,000/700	\$8,765 / 700	\$24,490 / 16,000
\$30.00 per individual	\$17.53 per individual	\$1.54 per individual

Pursuing this opportunity would be of great benefit to the student body of WWU as it provides access to 23 times more students (and additionally faculty and staff) at a slightly higher cost, but at 1/20th the cost per individual who is able to access the publication.

Summary of Proposal

The program will function as a pilot for the duration of the 1-year contract with the Wall Street Journal. At the time of possible renewal, the WSJ can provide data metrics (# of subscription activations, # of articles accessed, # of pages read) to assist the 2018-2019 AS Board of Directors in determining if the pilot program should continue and be operationalized.

Fiscal Impacts

1-year contract with WSJ \$24,490 out of FXXRES

Alternative Options

This is a unique opportunity for which no alternatives exist. Other publications could be reached out to but they would not be alternatives.

Rationale

Currently, the AS places a value on students having access to a professional publication with national and international scope, in the form of the New York Times Readership Program. Now, we have been presented with an opportunity to uphold and enhance our offering to our constituents, the students of Western Washington University, and additionally the faculty and staff of the institution.