

Cold Beverage Contract Enhancement Fund - Funding Proposal Form

Cold Beverage Website: www.wvu.edu/depts/vpsa/coldbev

Cold Beverage Student Committee
Student Affairs and Academic Support Services

FUNDING GUIDELINES & PROCESS

Background: In a competitive process, Bellingham's Walton Beverage (local distributor of Pepsi products) was selected as the University's supplier of Cold Beverages for the 10-year period from September 23, 1998 through September 22, 2008. The agreement covers all cold beverages including soft drinks, juices, teas, sports drinks, cold coffees and bottled waters. By competitively bidding these pouring rights, a new revenue source was secured for the University. Funds are one-time in nature and are available for special projects or pilot programs that have other sources of ongoing revenue.

Goals and parameters of this funding source: To provide intellectual, cultural and recreational opportunities for students and, in many instances, the entire campus. The money is to be used to fund programs and projects that tie to the strategic directions of the University and meet critical needs, but for which sufficient funding has not been available. Programs and projects should have some visibility and perceived benefit to a broad spectrum of faculty and students so that the benefits of the Cold Beverage pouring rights agreement are widely shared. Because the contract is limited in term (10 years ending in Sept 2008), funds are to be used for one-time or limited term needs. Programs or projects may be funded through the Cold Beverage Enhancement Fund as a pilot project if other long term sources of funds have been identified.

Types of Programs and Projects: The original task force identified the following types of student programs as examples of areas that could receive new revenues with the understanding that students and faculty would have the opportunity to direct funds into specific areas of identified need over the life of the 10-year contract. These categories may expand and change over time as priorities change.

- * Student Facilities (e.g. Lakewood, Viking Union Complex, Athletic & Recreation space)
- * Lectures or Academic Enrichment Programs
- * Bicycle Parking / Transportation Enhancements
- * Outdoor Seating on Campus
- * Other Projects (e.g. Bookstore Consultant Review, Debt Management Education for Students)

Committee Review and Recommendation: The Cold Beverage Student Committee is chaired by the Associated Students (AS) President or designee and consists of a majority representation of students, a faculty member and a member of the administration. One other administrator serves in an ex-officio capacity (non-voting) and manages the ongoing operations of the contract. In assessing strategic priorities each year (and especially in tight fiscal times), the committee considers the various needs already identified and advocated as priorities (but for which there is insufficient funding) through other campus planning and budget processes. The committee makes its recommendations for approval to the Vice President for Student Affairs. Please allow a minimum of 4 weeks for response.

Proposal Description: To submit a proposal for funds, please describe the project or proposal in enough detail to demonstrate the applicability to the above guidelines, including how the request ties to the priority strategic directions of the University and why this funding source is being pursued. A specific budget should be included, outlining the various costs of the proposal and whether any other funding sources are available. Include the timeline for the project as well as a deadline for a response by the committee.



- | | |
|--|---|
| <input type="checkbox"/> Project Description | <input type="checkbox"/> Co-Sponsors or Additional Funding Available |
| <input type="checkbox"/> Benefit to Broad Spectrum of Campus Community Members | <input type="checkbox"/> Publicity/Advertising Plan, if applicable |
| <input type="checkbox"/> Tie to WWU Strategic Directions, Themes & Priorities | <input type="checkbox"/> Full Budget |
| <input type="checkbox"/> Timeline | <input type="checkbox"/> Faculty/Staff Responsible for Project or Event |
- For Lecture Proposals, also include:
- | | |
|--|--------------------------------------|
| <input type="checkbox"/> The general theme and how that theme relates to campus academic programs and goals for student learning | <input type="checkbox"/> Speaker bio |
| <input type="checkbox"/> How the speaker ties into course work | |

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Title of Proposal _____

Department/Office: _____
Mail Stop: _____

Contact Name: _____
Phone: _____
E-Mail: _____

Date of Request: _____
Amount Requested: \$ _____

Date/Timeline for Project: _____
(When is funding needed?) _____
(When is a decision needed?) _____

Type of Funding: One-time
 Pilot of On-going Program
(Ongoing funding must come from other sources)

Request is for: Equipment Operations Personnel
 Capital Lecture or Other Project

Proposal Description: (Attach additional pages as necessary)

For use by CBC Committee and VP for Student Affairs Office.

Committee Comments: _____

Status: _____ No Yes \$ _____
Recommendation by Cold Beverage Student Committee Date

_____ No Yes \$ _____
Approval by Vice President for Student Affairs Date

Funds Transfer: _____
Transferred from Fund # Amount Transferred JV Number JV Date