UNIVERSITY OF COLORADO

STUDENT UNION

Sponsored by:

Engineering Representatives

Mike Drews Alan Eliasen

Authored by:

Colorado Engineer Business

Manager

Jeff Wieland

A BILL

BILL HISTORY

The <u>Colorado Engineer</u> is a student operated magazine sponsored by the College of Engineering and Applied Science. The magazine has a two-fold purpose. First, it seeks to inform students in engineering about advances in research and technology applications being made at CU and around the country. Second, it gives students the opportunity to gain a variety of skills ranging from writing to dealing with corporate advertisers.

The <u>Colorado Engineer</u> is a member of Engineering College Magazines Associated (ECMA) which is holding its annual convention at Cornell University, April 5-8, 1990. The convention features workshops and seminars on different aspects of magazine production and facilitates discussion of ideas with representatives from other publications. This exchange of ideas helps us to continue improving our publications. Also at the convention, administrative issues like national advertising rates, new membership, officer elections, and policy adjustments are considered and decided. The convention gives our magazine the opportunity to improve itself and to help decide the issues that affect its future.

We would like to send two representatives to this year's convertion. The delegation will consist of the business manager and the staff photographer. The <u>Colorado Engineer's</u> share of ECMA's national advertising has fallen dramatically below expectations. The business manager will try to reverse that trend. This year's convention is sponsoring a workshop on integrating visual aids into articles, which will be of immense value to the photographer. Both delegates have worked on the magazine for two years and plan to continue doing so for the remainder of their undergraduate careers. The knowledge gained at this convention will serve the magazine for years to come.

BILL SUMMARY

This bill requests funding in the amount of \$503.03 + GAR to fund two plane tickets to the ECMA Convention at Cornell University on April 5-8, 1990.

BE IT ENACTED by the Legislative Council of the University of Colorado Student Union, THAT:

SECTION 1: An amount not to exceed \$503.03 + GAR shall be allocated from Central Reserve for transportation

32 Legislative Council Bill #45 - Page 2

of the <u>Colorado Engineer</u> delegation to the ECMA Convention at Cornell University, April 5-8, 1990.

SECTION 2:

A written report will be submitted pursuant to 24

ECB #4.

SECTION 3:

This bill shall take effect upon passage.

BUDGET	
Expenses:	
Plane Tickets	\$ 503.03
Lodging (3nts @\$81/nt)	243.00
Meals (as per University travel policy)	150.00
Registration	\$ 90.00
Total	\$ 986.03
Potential Funding Sources:	·
2 plane tickets (UCSU)	\$ 503.03
Lodging (Dean)	?
Meals (Dean)	?
Registration (Dean)	?
Unmet Need	\$ 483.00

3/01/90 - PASSES - Legislative Council - 1st Reading - 11-0-2 3/08/90 - PASSES - Legislative Council - 2nd Reading - 12-1-1

Robert Ervais

President Pro-Tempore

UCSU Legislative Council

Alan Ikeya

UCSU Executive

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UCSU Executive

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32 LCB #45

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UNIVERSITY OF COLORADO COLLEGIE OF ENGINEERING AND APPLIED SCIENCE =

Business Manager

University of Colorado Student Union University of Colorado Boulder Colorado

April 17, 1990

Dear Representatives,

Scott Merkle and I attended the 1990 ECMA Convention at Cornell University last weekend. The trip was well worth our time and your money.

Friday morning we attended workshops on advertising, layout procedures, and ways to improve ECMA magazines in general. All the workshops were excellent and gave us several ideas on how to improve the Colorado Engineer next year. Friday afternoon we had meetings with our national advertising representatives. It was made clear to them that their performance over the past year was less than satisfactory and that dramatic improvement is expected this year. Hopefully we will receive more national advertising as a result.

On Saturday ECMA held its annual business meeting. We discussed a number of administrative topics including membership requirements, next year's convention, and the national advertising representatives. A strategy of forcing the ad reps to compete was formulated in hopes of generating more revenue for ECMA and the individual magazines.

At the awards banquet Saturday night, the Colorado Engineer received an Honorable Mention for Best Single Issue and a Second Place for most Entertaining Feature. Considering the competition, we are very proud of the awards.

Sending a delegation to the convention should result in a better magazine next year as well as improved advertising revenue. Your support made this possible. We deeply appreciate it.

Sincerely yours,

Jeffrey Wieland Business Manager