

32 Legislative Council Bill #45

STUDENT UNION

Authored by: Colorado Engineer Business
 Manager Jeff Wieland

BILL HISTORY

The Colorado Engineer 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.

BILL SUMMARY

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

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of the Colorado Engineer 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:

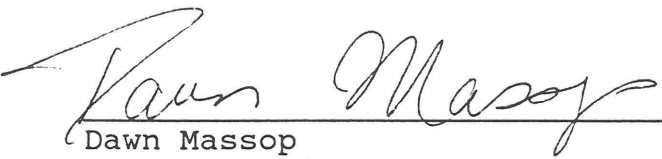
2 plane tickets (UCSU)	\$ 503.03
Lodging (Dean)	?
Meals (Dean)	?
Registration (Dean)	?
Unmet Need	\$ 483.00

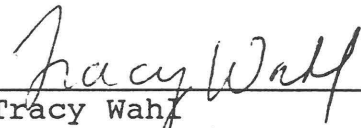
3/01/90 - PASSES - Legislative Council - 1st Reading - 11-0-2

3/08/90 - PASSES - Legislative Council - 2nd Reading - 12-1-1


Robert Ervais
President Pro-Tempore
UCSU Legislative Council


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UNIVERSITY OF COLORADO COLLEGE OF ENGINEERING AND APPLIED SCIENCE

Business ManagerUniversity 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