

**UNIVERSITY OF COLORADO
STUDENT UNION**

Sponsored by:	Arts & Sciences Rep. Executive	Edward Batchelor William Roberts, Jr.
Authored by:	BBSC Co-President Executive	Kevin Dilworth William Roberts, Jr.

A BILL

BILL HISTORY

The Black Business Student Coalition is an organization that primarily deals with coordination and articulation concerning all events pertaining to African-American business affairs at the University of Colorado. Some of our goals for the 1991-92 year are establishing a complete test file and mentoring program to help increase retention in the Business School, and therefore throughout campus. In addition, we are working toward establishing a regional or Big Eight association of African-American business student groups.

Through our efforts we hope to promote African-American consciousness, well-being, and communication campus wide; extending the influence and good name of our people everywhere.

This proposal is submitted for the purpose of soliciting additional funding for production of a videotape documentary to be used by the University of Colorado at Boulder to recruit and retain minority students, staff and faculty.

Objective

This production will demonstrate the positive, healthy environment for minorities in and around Boulder and specifically at the university by showcasing the individual students, staff, and programs offered by the university in an attempt to achieve their goals.

The production will attempt to describe the minority programs which recognize the need for positive change and human development through our personal and the policies and programs available through our institutions of higher learning. It will examine the need for understanding the unique problems inherent in addressing minority issues and will examine these issues from the view point of the university and its overall mission of higher education, and from the terms of the support given each individual before and after entrance into academic life.

Purpose

A video production in this format is seen as a benefit not only to the various programs/offices featured, but to the university

as a whole. This production can be used to demonstrate the programs offered when marketing the university to interested parties, students or professionals, by showing the pioneering strides being taken by the university to "close the gap" in cultural awareness at the campus and campuses nationwide. A project of this format has a vast array of uses for the instruction and promotion of the University of Colorado at Boulder. The distribution of this product upon completion will be to all offices/programs involved in the production, and can include, but is not limited to:

Parent Groups	New student Orientation
Student Counseling	Public Relations
Community Awareness	CU Campus Recruitment
National Campus/Business Recruitment Offices	

Further, a broadcast quality production, in this format, has the potential for being a segmented series for distribution to tape libraries, video outlets of national weekly broadcasts on educational/public television, or used in commercial spots on college, cable and network television.

BILL SUMMARY

This bill allocates \$1,485.00 + GAR from Legislative Council account #391120 to help fund the production of a video documentary to be used the University of Colorado at Boulder to recruit and retain minority students, staff and faculty.

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

SECTION 1: This bill allocates \$1,485.00 + GAR from Legislative Council account ~~#391120~~ ^{WJH} to help fund the production of a video documentary to be used by the University of Colorado at Boulder to recruit and retain minority students, staff and faculty.

Section 2: A written report shall be submitted pursuant 24ECB#4.

Section 3: This bill takes effect upon passage.

BUDGET

Production Cost

Camcorder with accessories (1 each)		
@ \$65 per day/4 days		\$1,385.00
Blank tapes (approx. 15) at flat rate		225.00
Editing services (est 5 days) 5 hrs.		
@ \$75/hr		<u>1,875.00</u>
Subtotal		\$ <u>3,485.00</u>

Wage stipends for production
(paid upon completion)

Director	\$	200.00
Production Coordinator		<u>300.00</u>

Subtotal \$ 3,985.00

Miscellaneous production expenses (tapes & duplicating services)	\$	<u>500.00</u>
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Total Production Costs:	\$	4,485.00
Academic Services Diversity		<u>3,000.00</u>
Initiatives Grant (see award letter attached)		

Total Proposal Amount Requested \$ 1,485.00

10/30/91 - Passes - Legislative Council-1st Reading-Accl.
11/7/91-Passes as amended-Legislative Council-2nd Reading-Accl.



Samantha A. Levine
President Pro Tempore
UCSU Legislative Council



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MEMORANDUM

TO: Legislative Council

FROM: Chancellor Corbridge *Jim Corbridge*
Interim Vice Chancellor Delaney *Jan Delaney*

DATE: November 7, 1991

SUBJECT: DIVERSITY THROUGH VIDEO

This memo is submitted to you in support of the proposal to use student fees to complete the Black Business Student Coalition project "Diversity Through Video."

This project was originally approved by the Academic Services Diversity Initiatives Committee in May 1991, and a budget of \$3,000 was approved.

We found then and still believe this project to have great potential to assist us with recruitment of a diverse student population.

The students involved in this project have already invested many hours of work. They have conducted taped interviews with a variety of students, faculty, and staff, and they have filmed several cultural events. All that remains is to edit this footage into a coherent and cohesive message.

We strongly urge your support in seeing this project through to completion.

JC/JD:klm