

Strategic Priority Funding
Application Form
2007-2008

#18

Project Name Homecoming 2007 Concert and Comedian

Applicant's Name Paul Spangle Mailing Address CSU 173

Applicant Signature *Paul Spangle* 11/21/06

Email Address paul.spangle@mnsu.edu Phone Number 389-6076

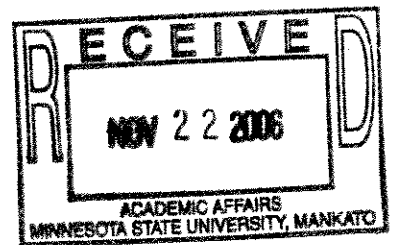
Dept. Chair Signature *Kele S. Meier* Date _____

Dean Signature *J. Wood* Date 11/21/06

Vice President Signature *[Signature]* Date 11/21/06

Date Submitted to Office of Institutional Planning: November 22, 2006
(Deadline is November 30, 2006)

Priority Number



Minnesota State University, Mankato

FY08 Strategic Priority Funding Request

1. Which Strategic Priority and Objective does this funding request support? See link for Strategic Priority definitions. <http://www.mnsu.edu/president/priorities/definitions/>

Strategic Priority Priority 7 – Creating a Campus Culture of Wellness
Innovative Idea: 2007 Homecoming Dry Blowout Party

Strategic Priority Objective The objective of this initiative is to provide alternative late night programming on Friday and Saturday night of Homecoming week that entices students to remain on campus and dissuades the problematic and risky behaviors associated with alcohol consumption.

Strategic Priority Priority 1 a – Develop and Implement Campus-wide Plans
Innovative Idea: 2007 Homecoming Dry Blowout Party

Strategic Priority Objective Homecoming week at Minnesota State Mankato has and will continue to place Strategic Priority #7 in the spotlight from the perspectives of university personnel, the Mankato community, MNSCU, and the student body. In an effort to support our Public Relations & Marketing initiative to promote our university as a "modern university" providing relevant programs, we must take a proactive community-building approach to programming that provides exciting opportunities for long lasting memories among our students during Homecoming week.

2. Provide a brief description of your project. Please attach a one page project narrative:

Please see attachment.

3. How will the funding request support the Strategic Priority?

a. The funding request will support a Friday night concert and a Saturday night comedian. The funding will allow us to provide the student body with contemporary, nationally recognized talent that appeals to the college student population. These programs would provide healthy and appealing alternatives to partying and high risk drinking behaviors that have become customary during Homecoming week.

b. During Homecoming week, Strategic Priority #7 takes on a symbiotic relationship with Strategic Priority #1a. Increased alcohol consumption leads to an increase in problematic behaviors among students, which in turn leads to bad press for the university. By taking the initiative to fund Friday and Saturday night programs, the university will receive positive press coverage for taking the initiative to counteract the current culture of high risk drinking behaviors that have consumed past Homecoming celebrations.

4. Describe the measurable outcomes:

a. Student attendance at the alternative late night programs with the focus on retaining students on campus and keeping them from participating in problematic behaviors off campus

b. Instances of crime or other problematic behaviors that may include underage consumption, traffic violations, d.w.i. citations, detox referrals, vandalisms, and other behaviors

5. **Assessment Measures – Define what methods will be used in assessing the effectiveness of the project.**

a. We have tracked participation in Friday and Saturday night Homecoming programs over the past several years with data reaching back to 2001. We can measure 2007 late night program attendance against past attendance numbers to determine the effectiveness of retaining students on campus.

b. We will work with Campus Security and the City of Mankato to determine to what extent these late night programs deterred problematic or reckless behaviors by quantitatively comparing crimes, consumption violations, and other documented behaviors with documentation from past years.

Reports Due:

6. **Mid Year Report due** January 31, 2008

7. **Summary Report due** June 30, 2008

8. **Budget Request:** From Strategic Initiative Funding

	<u>Request</u>	<u>Match</u>
Salary	_____	_____
Fringe	_____	_____
Grad Assistant	_____	_____
Grad Assistant Stipend	_____	_____
Non Salary (Specify) <u>Programming funding</u>	<u>\$50,000</u>	_____
_____	_____	_____
_____	_____	_____
Equipment	_____	_____
Total Budget Requested *	<u>\$50,000</u>	_____

9. **Special consideration (e.g. room, building, office or any impact on other divisions):**

* Pending funding.

Priority Funding Request
November 17, 2006

Over the past several years at Minnesota State University, Mankato, students have established a Homecoming culture that is ripe with alcohol consumption and plagued by problematic behaviors. This annual rash of personally abusive and markedly destructive behaviors leaves a bruise on the reputation of this University, at a time that should be a hallmark of pride, tradition, and goodwill. In the wake of the 2003 civil disturbance our University has responded with several initiatives to increase on-campus security presence and to partner with the City of Mankato to proactively deter alcohol consumption both on campus and in off-campus housing. One effort that has not granted significant attention is Friday and Saturday night on-campus programming alternatives to alcohol consumption.

The current Homecoming student programming budget, funded in its entirety by student activity fees, stands at \$12,000. This funding covers a week of publicity efforts and student events that include the traditions of coronation, lip synch contest, jalapeno eating competition, and several other events. Homecoming 2006 featured a Friday night concert with a price tag of \$550, featuring a band chosen for its affordability over other potential artists with greater name recognition. This event attracted a very small fraction of the University's student population. For the past two years Friday and Saturday night programming has attracted a combined 250 students, and the year before attracted 500 students over the two night span.

This proposal for \$50,000 would provide the necessary funding to provide our student body with appealing alternative programming that will draw a significant segment of the student population to campus on Friday and Saturday evening and keep them from participating in high risk behaviors centered around alcohol consumption.

The proposal for Friday night is to budget \$35,000 to bring a nationally recognized musical talent to campus for an outdoor concert that will run until the hour between 11:00 pm and midnight. Nationally recognized talent with heavy college followings such as Ben Folds, Jurassic 5, and OAR have asking prices that range between \$30,000 and \$50,000 which cannot be covered under student activity fees. In addition to the talent, this request would also fund sound and lighting equipment, ASIA Security, and event publicity.

The proposal for Saturday night is to budget \$15,000 to bring a nationally recognized comedian to campus for an indoor show that will again run until the hour between 11:00 pm and midnight. Comedians who have developed a significant college following such as Horatio Sanz, John Heffron, and Jamie Kennedy have asking prices that range between \$15,000 and \$20,000.

High risk drinking is a significant problem during Homecoming week at Minnesota State Mankato. The current budget allotment of \$12,000 is inadequate for the type of Friday and Saturday night programming required to break the dangerously ingrained campus culture of problematic drinking during Homecoming week. In 2003 this culture produced a civil disturbance that placed our university in the national spotlight under tragic and embarrassing headlines. This funding request represents the initiative to counteract this culture and to take an additional proactive step to alleviate the chance of tragedy befalling our university during a week that should be marked by nothing short of the pomp and celebration and pride and tradition of Homecoming at Minnesota State University, Mankato.