WHEREAS, knowledge of current events is a critical component of a comprehensive liberal education; and

WHEREAS, newspapers are established sources of current local, regional, and national news; and

WHEREAS, USA Today offers a Collegiate Readership Program that can provide multiple newspapers at a variety of locations across our campus at a substantial educational discount; and

WHEREAS, USA Today provided a four-week pilot program to gauge student interest, readership patterns and cost estimates; and

WHEREAS, USA Today allowed Student Senate to select three newspapers, including the USA Today, for the trial period; and
WHEREAS, the pilot period was provided at no cost to the students or the university; and

WHEREAS, USA Today surveyed students during the first and fourth weeks of the pilot program; and

WHEREAS, nearly 1500 students responded to the pre-survey and nearly 2000 students responded to the post-survey; and

WHEREAS, before the pilot program, 27% of students were reading a newspaper on a daily basis; and

WHEREAS, after the pilot program, 70% of students were reading a newspaper on a daily basis; and

WHEREAS, 40% of students said reading newspapers increased participation in class discussions; and

WHEREAS, 81% of students said reading newspapers increased their knowledge of local and national international events; and

WHEREAS, 79% of students said reading newspapers at UW-Eau Claire was important to keep up with current news; and

WHEREAS, 79% of students said reading newspapers was important to their education; and

WHEREAS, 66% of students prefer the USA Today and 54% prefer the NY Times; and

WHEREAS, 41% prefer the Leader-Telegram while only 26% prefer the Star Tribune; and

WHEREAS, USA Today provides free “reader racks” that limit consumption to students with Blugold cards only; and
WHEREAS, USA Today allows the purchasing organization to customize these reader racks; and

WHEREAS, Attachment “A” shows student interest in funding the program; and

WHEREAS, the average amount of student commitment to the program was $7.11 per semester; and

WHEREAS, an annual funding level of $75,000 would cost students less than $3.50 per semester; and

WHEREAS, the Provost’s office has committed an additional $5,000 to the program; and

WHEREAS, the Student Senate will, in future fiscal years, include this request in its annual budget; and

WHEREAS, this special allocation request passed the Finance Commission 11-0-3;

BE IT THEREFORE RESOLVED that the Student Senate supports the following papers for the program:

1. USA Today
2. New York Times
3. Eau Claire Leader-Telegram

BE IT FURTHER RESOLVED that the Student Senate expects USA Today to provide display information emphasizing the recyclability and reusability of the newspapers; and

BE IT FURTHER RESOLVED that the Student Senate authorizes the allocation of $75,000 to the Student Senate General Operations account; and

BE IT FURTHER RESOLVED that this allocation shall come from the
segregated fee carryover balance; and

BE IT FINALLY RESOLVED that upon passage, President Jambrekt transmit
a copy of this bill to Dr. Brian Levin-Stankevich, Chancellor; Dr. Patricia Kleine,
Provost/Vice Chancellor; Dr. Beth Hellwig, Vice Chancellor, Student Affairs; Dr.
Brian Carlisle, Dean of Students; Dave Gessner, Assistant Chancellor, Budget
and Finance; Mark Reeves, Director, Business Services; and Dr. Susan Harrison,
Chair, University Senate.