



## Repurposing Funds Allocated to AS Productions Pop Music

**Proposed Motion:** “Transfer the \$5,000 allocated to FXXMIC into the general FXXPOP budget, to be dispersed at the discretion of the Pop Music Coordinator”

**Sponsor:** Eli Hanavan, AS Pop Music Coordinator

**Persons of Contact:** Eli Hanavan, Casey Hayden, Carly Roberts

**Guest Speaker:** Tentatively Eli Hanavan and/or Casey Hayden (if no scheduling conflicts)

**Date:** 9/19/2014

### Attached Documents

- Millenium report of FY2014 POPMIC budget (provided by Casey Hayden)
- Most recent Pop Music SPAC report :

<http://media.as.wvu.edu/up/2014/05/POP%20Recs-%205-5.pdf>

### Background & Context

The Pop Music Industry Conference has been an annual AS event for five years. The conference was founded to fill a gap in the educational opportunities available for Western students interested in entering the music industry. The event has grown over the years in attendance and professionalism. We have produced an excellent conference that has consistently drawn regional attention. Student attendees have consistently provided positive feedback about the impact PopMIC has had on their career trajectories. This is something Western, and the AS, should be very proud of. Though PopMIC has had considerable success, the event has come at considerable cost measured in both dollars and staff time.

The planning process for PopMIC begins in fall quarter and requires the efforts of a committee of volunteers to execute. Even with the committee, there is considerable time strain on the Pop Music Coordinator, as well as the professional staff working with the office. This time strain can cause other efforts of the office, such as general programming requirements, to suffer.

As the SPAC report states, last year’s conference had 100 attendees, the majority of whom were students. As the Millenium report shows, the final cost of the event puts subsidy on the exceptionally high end for AS events.

In addition to ongoing challenges inherent in the production of such a large-scale event, current professional staff transitions will be putting an additional limit on the capacity of AS Productions.

We believe that there is still value in this event and that students would like to see it continue, however the current demands, it is not a sustainable, nor an easily justifiable expense.

### Summary of Proposal

Taking the aforementioned into consideration, the AS Productions team recommends that the Pop Music Industry conference dollars be absorbed into the general Pop Music budget until such a time that a more sustainable model for the Pop Music Industry Conference can be arranged.

### Fiscal Impacts

The \$5,000 allocated to FXXMIC would be transferred into the general FXXPOP budget. These funds would be directed towards general Pop Music programming.

We intend to find alternative, lower cost opportunities to help students continue to engage with the music industry. Some ideas on the table include providing transportation down to the City of Music Career Day down in Seattle, and continuing “Project Pitch”, an exceptionally successful portion of the

most recent PopMIC in which students presented their artistic ideas to a panel of judges who provided feedback and professional direction.

Keeping additional funds in the FXXPOP budget will ensure that they are used to provide quality music programming to Western students next year. We may be able to book a larger performer or provide a higher subsidy on concerts for students.

### **Rationale**

This action makes sense for Pop Music, AS Productions, and the AS as a whole. By redirecting and repurposing these funds, we will save staff time while also impacting a greater number of students with these dollars.

In the short term, this is an especially wise decision considering the transition occurring in professional staff advisement of the AS Productions office.

In the long term, we hope that perhaps the event could be re-born in an iteration similar to Vagina Memoirs. Having a dedicated coordinator hired for the event would ensure PopMIC could be carried out in a way that is sustainable for the organization.