

## Miller, Judith

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**From:** Eastern Washington University  
**Sent:** Wednesday, January 11, 2023 12:50 PM  
**To:** Miller, Judith  
**Subject:** New S&A Funding Request Submission  
**Attachments:** 300031-EE\_ESP-Budget-FY24-Summary-Do-Not-Edit.pdf

New S&A Funding Request received!

### Requesting Organization

Eagle Entertainment

### Requester's Contact Information

#### Name

Chris Hoppe

#### Phone

(509) 359-7394

#### Email

[choppe08@ewu.edu](mailto:choppe08@ewu.edu)

#### Mailing Address

PUB 301  
Cheney, WA 99004  
United States  
[Map It](#)

### Budget Request and History

#### Attach Budget Request Spreadsheet (found at top of form)

- [300031-EE\\_ESP-Budget-FY24-Summary-Do-Not-Edit.pdf](#)

#### Please select which represents your request best?

FY23 Budget Request

#### Please provide a summary of your dept/prog/unit.

This budget request is for the combination of Eagle Entertainment (EE) and Eagle Sound Productions (ESP). These two programs work together under a common organizational structure that reports to the Assistant Director of Student Engagement. The EE and ESP teams now work collaboratively to plan and host events, which enable higher quality events. This structure also enables cross training and flexibility with student staffing based on programming needs. This integration also improves collaboration with developing new events that can generate increased revenue.

Eagle Entertainment is the on-campus programming board that provides professional quality entertainment for EWU students. Eagle Entertainment provides programming both on the Cheney campus, as well as the Catalyst in Spokane. The events that the group hosts range from lectures, concerts, comedy show, novelty events such as Club Vegas and events that support diversity such as the annual Drag show. Programs hosted by Eagle Entertainment are critical to establishing the positive campus culture.

Eagle Sound production provides the technical sound and lighting effects to the student events hosted on campus. These services are offered at a subsidized rate for student groups only. The Eagle Sound Production team prioritizes (1)

#### How does your dept/prog/unit plan to spend the awarded funds?

Eagle Entertainment will use the budget awarded from the S&A funding process to provide professional quality entertainment for EWU students. Eagle Entertainment will host a fall and spring concert series, comedy shows, events during Orientation/Welcome Week, Homecoming events, the annual Drag Show as well as Last Blast. Eagle Entertainment is also planning new events and services that can generate revenue, and expand opportunities for EWU students. These opportunities

include subsidized concert/event tickets, opening events to non-students for a fee (if space is available), and partnering with student organizations to build special events. All requested direct expenses will be applied to developing events for Eagle Entertainment. This funding request will also support student wages for Eagle Sound Productions. Eagle Sound Productions will generate revenue in order to maintain/replace/expand audio and lighting equipment. No direct expense funds will be applied to Eagle Sound Productions equipment.

**Did your dept/prog/unit receive funds in FY23?**

Yes

**If you answered yes to the previous question, please submit the total amount received.**

164000

**Salaries, Benefits, & Wages**

**Does your request include any staff salaries/benefits, and/or student wages?**

Yes

**How many UNDERGRADUATE student employees are being supported by S&A funding?**

11

**How many GRADUATE student employees are being supported by S&A funding?**

0

**How many CLASSIFIED staff are being supported by S&A funding?**

0

**How many ADMINISTRATIVE staff are being supported by S&A funding?**

0

**How many FACULTY staff are being supported by S&A funding?**

0

**Please confirm that you have budgeted for all salary increases, according to the Budget Assumptions outlined, and that number will be included in your direct expense figure when you build your budget**

- Yes

**Impact From Funding**

**How does your dept/prog/unit collaborate with other departments, programs, units?**

Eagle Entertainment partners with other student organizations and campus departments to help co-sponsor programs offered to EWU students. Eagle Family Homecoming, Spring Last Blast, the Drag Show, Black History Month, Moonlight Breakfast, and the spring concert series are examples of programs/events for which EE has sought out co-sponsorship to enhance program quality.

The programming board works collaboratively with Community Engagement, Residential Hall Association, ASEWU, the Pride Center, the Multicultural Center and academic programs (Africana Studies) to increase attendance and help offset some of the programming expense for events.

Eagle Sound Production partners with a variety of student organizations to enhance their events. Examples of this include weekly service events for EWU's faith based organizations. These events generate revenue to maintain and replace equipment over time.

**How does your dept/prog/unit collaborate with outside stakeholders?**

Eagle Entertainment partners with several Cheney businesses to host events within the city. In the past, these partners have included the Cheney Owl Pharmacy for May Fest and The Mason Jar for the Winter Coffee House series. Also, Eagle Entertainment partners with the Spokane AIDS Network, a non-profit organization that supports individuals with AIDS and/or HIV in the Spokane County area, on the annual Drag Show. Eagle Sound productions only supports events that anticipate a minimum 50% student participation. Eagle Sound Production does not contract with external/non-student groups. Examples of Eagle Sound's sponsored events, which are primarily student focused (but also are open to the general community), include Neighborfest, Eagle Family Homecoming, and the Spring Concert series.

**How does your dept/prog/unit contribute to the local/regional community?**

Eagle Entertainment helps support LGBTQ youth in the community during the annual Drag Show by promoting options to donate to the Spokane AIDS Network. Additionally, Eagle Entertainment works with EWU's Greek Life to raise money for the Mrs Grace Leadership Scholarship during the Eagle Family Homecoming Car Bash team challenge event.

**What impact(s) does this dept/prog/unit have on campus? Briefly describe the need for your dept/prog/unit. How does your dept/prog/unit support the mission and/or goals of EWU?**

Eagle Entertainment enhances the campus experience by hosting high profile events and activities for EWU students. These events enable students to connect with the community and make new friends. These events serve as a critical component for student recruitment and retention. Events hosted by Eagle Entertainment are welcome for all students, and emphasize inclusion and accessibility. Eagle Entertainment's events improve the students sense of belonging and connectedness with the local (on-campus) community. This connectedness is proven through multiple studies to increase the likelihood that students will persist to graduation. Graduating students often reflect and share that their most positive and exciting memories occurred at Eagle Entertainment's events. Eagle Sound production improves Eagle Entertainment's events, as well as events hosted by student organizations. This support provides a professional experience to events that increase student interest in events hosted by student orgs. This increases participation in student orgs.

**How does your dept/prog/unit assess the effectiveness of your programs/services and how is it tracked?**

The programming board uses program evaluations for selected events to review the quality and outcome of the event. This information is used to determine future events and use of various agents/artists. The group also tracks attendance to gauge interest in programs, especially increases or decreases over time for long-standing programs or traditions. Finally, Eagle Entertainment and Eagle Sound Production conducts paper-surveys to assess the type of programming students are interested in. The group uses this information to determine the kind of programming they will do throughout the academic year. The services indicators that Eagle Entertainment tracks is attendance at events. The group does this by using electronic check-in (EagleSync) or click counters. Eagle Sound Productions tracks and aims for revenue goals per quarter, as well as the number of events hosted, and customer satisfaction after events. This information is tracked through Google spreadsheets.

**Financial Responsibility**

**What are the top funding priorities for your dept/prog/unit and is any of this funding for contracts? If so, how much?**

1. Performer/Service contracts - The program is committed to providing high quality programming for EWU students, which includes bringing in nationally recognized performers for special events. In Fall of 2022, Eagle Entertainment brought (professional comedian) Nate Jackson to campus, which drew an attendance of 450+ students.

Equipment rental - for some events, EE and ESP work with local event supply companies to rent equipment. This includes A/V equipment for events like Drag Show, inflatable elements for events like "Up All Night".

Student Wages - Students are the lead facilitators of each event hosted by/with EE and ESP. They are involved in planning, organizing, promoting, or facilitating many of the events on campus. This provides valuable professional development for our students, who have gone to earn professional jobs in event planning and a/v production.

**How does your dept/prog/unit track and manage your budgets to ensure financial sustainability?**

Eagle Entertainment keeps a detailed budget spreadsheet that accounts for any money spent. Also, Eagle Entertainment works closely with Student Accounting and the Contracts Office to ensure that the funds received are used within the parameters of the S&A guidelines. Additionally, Eagle Entertainment targets their marketing students and hosts the majority of the programs on either the Cheney or Spokane campus at times that the majority of the student population can attend the events.

**How will you ensure that student fees do not subsidize non-student use?**

Eagle Entertainment uses an event check in process through a platform called "EagleSync" at their events to ensure the majority of the participants are students. Also, the group does target marketing to students on campus.

**Engagement**

**Please share the number of STUDENTS your dept/prog/unit serves annually.**

3,500

**Please share the number of FACULTY your dept/prog/unit serves annually.**

15

**Please share the number of STAFF your dept/prog/unit serves annually.**

30


**Please share the number of ALUMNI your dept/prog/unit serves annually.**

30

**Please share the number of OUTSIDE STAKEHOLDERS your dept/prog/unit serves annually.**

20

**Acknowledgment**

 I confirm that the details included in this budget request are accurate to the best of my knowledge and are fully aware of S&A Fee regulations.