

## **Executive Summary**

**Please provide a concise overview of the program, activity or service for which you seek funding.**

The Husky Herald is UW Bothell's online student newspaper. With new content every day, we provide relevant information that is representative of the interests and views of the entire UW Bothell community. We create a forum for peers to stay connected to each other, the faculty, and the larger UW network. We enable students to contribute to the conversation on campus through our 2 credit class and through publishing their article submissions. We also inform UW Bothell community members on what is happening on campus and in the surrounding cities, and what services and events are available to them.

## **Program/Service Need**

**In 150 words or less, please describe the need for this program or service. Include any data that might support your proposal. If your program is currently funded by SAF, please indicate how you have used the money to help your organization meet its goals.**

With the student body growing rapidly and becoming more diverse in nature, it is necessary for the Husky Herald to exist. The Husky Herald represents a place for students, staff and faculty to voice their views, stay connected, and learn about events, services available, and opportunities to contribute.

Since our inception in October, we have received over 18,700 page views. We have also received requests from 3 clubs and 11 departments in regards to posting information about their events/services. In three months, we have published over 90 articles from multiple student authors.

Since receiving SAF funding in December, we have used the money to pay for a quarter kickoff party which reached out to the student body informing them of the Husky Herald, what we offer, and how they can contribute. This event generated 83 information request signatures, 20 of which expressed interest in directly contributing to the Husky Herald.

## **Assessment**

**How do you plan to assess the program or service's success?**

The Husky Herald's success is determined in four ways. 1. By examining our readership levels. This is done using a program called Google Analytics. Google Analytics enables us to see how many daily visitors we are getting and how long they are spending on the newspaper site. 2. We can determine from the comments to our articles if we are providing a venue for conversation amongst members of the UW Bothell community. 3. We can determine if we offer a means to reach out the students about what is available to them and what is occurring on campus, by the various departments and clubs requesting to post information on our newspaper site. 4. We can determine if we are being successful in creating an opportunity for members of the UW Bothell community to voice their opinions by the requests that we receive to submit articles.

### **Scope of Program**

**1) How many currently enrolled students will likely benefit from your proposed service or program? 2) Estimate the number of other individuals (faculty, alumni, etc.) that might benefit from this service or program? 3) Please indicate other sources of financial support.**

Since we are an online publication that strives to represent views at every level, and is open to contributions from all, it is safe to say that all members of the UW Bothell community will benefit from this service. The larger UW network and the outside community will also benefit from the service by being provided an easily accessible way to stay connected to UW Bothell. Currently we are not receiving any outside financial support. We have explored the idea of advertising, but at this time we recognize that due to budget restrictions and the size of our campus audience, pursuing advertising would be a negative endeavor.

### **Benefits**

**In 150 words or less, please describe the benefits that participants are likely to gain by attending or participating in this program or service.**

Participants in this program are comprised of three groups. The first is our two credit class members. These students gain valuable practice in the art of journalism. They will have the opportunity to build their journalistic portfolio, receive feedback from the Husky Herald board and David Goldstein, all while they earn 2 credits. The other group is students from the UW Bothell general student body that are not in the class or on the board of the Husky Herald, but desire to submit articles to the Husky Herald. These students will feel like valued members of the UW Bothell community while having the opportunity to have their voices heard.

Finally, The Husky Herald provides a unique leadership opportunity to the core staff and board members, in that we operate independently of the University. Unlike other student positions on campus, we do not have a staff member to oversee our daily operations. This allows us to take on a greater sense of ownership than is otherwise afforded from ot

### **21st Century Campus Initiative**

**Please describe how your program or service supports the 21st Century Campus Initiative (<http://www.uwb.edu/21stcentury/>).**

The Husky Herald greatly contributes to three of the key objectives of the 21<sup>st</sup> Century Campus Initiative. Under diversity, we contribute to the goal of inclusiveness by providing a forum for all students to speak their mind and be heard. Under student-centered we support student services and enrich student life by providing for communication between student organizations and departments with the general student body. Under community we strengthen the UW Bothell community by connecting students with their peers, the faculty, and the staff. We also strengthen the larger UW community by providing a way for alumni and our other campuses to stay abreast of what is going on at UW Bothell, and for UW Bothell's students, what is going on in the larger UW world. Lastly, we inform the outside community about the growth of UW Bothell, the success we are having, and what is currently occurring on campus.