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SR-90-91-(100)252 (PC)

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PUBLICATIONS COMMITTEE
Recommendation

SR-90-91-(100)252 (PC)

That the budget for the fiscal year 1991-92 for the Parthenon be approved (see attached sheets).

BACKGROUND/RATIONALE: There was much discussion during our meeting concerning the Parthenon budget. We were provided the budgets for the Parthenon for the separate fiscal years 1990-91 and 1991-92. The Publications Committee prepared the attached comparative item analysis sheet based on this information. This helped us to place the proposed budget in perspective. We asked Mr. Friel, the interim Parthenon advisor, to explain some of the categories in the budget and to indicate reasons for some of the changes from the budget of the previous fiscal year. The committee expressed its concern with the declining trend present in the year's end cash balance. Although the amount projected to be left at the end of fiscal year 1991-92 seems reasonable, there was concern expressed by committee members with halting this year's end cash balance decline.

Some expenditures will be increasing (especially for Personal Services, which includes salaries, because of adding needed employees). However, Mr. Friel indicated how they are cutting back on other expenditures (most notably on office equipment) to help offset such expenditure increases. A major way of stopping this downward trend in the year's end cash balance is to significantly increase advertising revenue. The committee made suggestions for increasing the advertising revenue, and we requested that Mr. Friel discuss these things with the Advertising Manager for the Parthenon. These suggestions were: to increase the advertising rates as well as to increase the amount of space available for advertising in issues of the Parthenon. Mr. Friel told us that the Advertising Manager is trying to increase advertising revenue and has hired additional salespersons.

In summary, the Publications Committee feels that the Parthenon budget for 1991-92 is reasonable, and that efforts are being made to curtail the declining trend in the year's end cash balance. We recommend the approval of the budget.

FACULTY SENATE PRESIDENT:

APPROVED
BY SENATE: Kathryn Cheizak DATE: 4/25/91

DISAPPROVED
BY SENATE: _____ DATE: _____

SR-90-91-(100)252 (PC)

UNIVERSITY PRESIDENT:

APPROVED: *Alan B. Furedi* DATE: 5/3/91

DISAPPROVED: _____ DATE: _____

COMMENTS:

THE PARTHENON
(projected budget for fiscal 1990-91)

<u>Beginning cash balance:</u>	\$64,430.36
<u>Income:</u>	
Student fees	\$116,000.00
Advertising revenue	66,000.00
Interest income	<u>4,000.00</u>
	\$186,000.00
<u>Expenditures:</u>	
Personal services (including benefits)	75,000.00
Office expenses	2,200.00
Postage/freight	2,200.00
Printing/binding	70,000.00
Telephone	5,300.00
Travel	1,500.00
Association dues	400.00
Advertising	6,600.00
Educational/medical/research	3,000.00
Office equipment	20,000.00
Miscellaneous	500.00
Contractual	2,000.00
Promotional	500.00
Equipment repair	<u>2,000.00</u>
	\$191,200.00
<u>Total income:</u>	\$186,000.00
<u>Carry-over From Fiscal 1989-90:</u>	<u>+64,430.36</u>
	250,430.36
<u>Total expenses:</u>	<u>-191,200.00</u>
<u>Ending cash balance:</u>	\$59,230.36

THE PARTHENON
(projected budget for fiscal 1991-92)

<u>Beginning cash balance:</u>	\$59,230.36
<u>Income:</u>	
Student fees	\$114,000.00
Advertising revenue	68,000.00
Interest income	<u>4,000.00</u>
	\$186,000.00
<u>Expenditures:</u>	
Personal services (Including benefits)	90,000.00
Office expenses	2,500.00
Postage/freight	2,500.00
Printing/binding	70,000.00
Telephone	5,000.00
Travel	500.00
Association dues	450.00
Advertising	5,500.00
Educational/medical/research	5,000.00
Office equipment	15,000.00
Miscellaneous	500.00
Contractual	1,500.00
Promotional	100.00
Equipment repair	<u>3,000.00</u>
	\$201,550.00
<u>Total income:</u>	\$186,000.00
<u>Carry-over from fiscal 1990-91:</u>	<u>+59,230.36</u>
	245,230.36
<u>Total expenses:</u>	<u>-201,550.00</u>
<u>Ending cash balance:</u>	\$43,680.36

THE PARTHENON
(projected budget for fiscal 1990-91)

	<u>90-91</u>	<u>91-92</u>	CHANGE (90)
<u>Beginning cash balance:</u>	\$64,430.36	\$59,230.36	- \$5,200 (8.0)
Income:			
Student fees	\$116,000.00	\$114,000.00	- \$2,000 (1.7)
Advertising revenue	66,000.00	68,000.00	+ \$2,000 (3.0)
Interest income	<u>4,000.00</u>	<u>4,000.00</u>	SAME
	\$186,000.00	\$186,000.00	SAME
Expenditures:			
Personal services (including benefits)	75,000.00	90,000.00	+ \$15,000 (20.0)
Office expenses	2,200.00	2,500.00	+ \$300 (13.6)
Postage/freight	2,200.00	2,500.00	+ \$300 (13.6)
Printing/blinding	70,000.00	70,000.00	SAME
Telephone	5,300.00	5,000.00	- \$300 (5.7)
Travel	1,500.00	500.00	- \$1,000 (66.7)
Association dues	400.00	450.00	+ \$50 (12.5)
Advertising	6,600.00	5,500.00	- \$1,100 (16.7)
Educational/medical/research	3,000.00	5,000.00	+ \$2,000 (66.7)
Office equipment	20,000.00	15,000.00	- \$5,000 (25.0)
Miscellaneous	500.00	500.00	SAME
Contractual	2,000.00	1,500.00	- \$500 (25.0)
Promotional	500.00	100.00	- \$400 (80.0)
Equipment repair	<u>2,000.00</u>	<u>3,000.00</u>	+ \$1,000 (50.0)
	\$191,200.00	\$201,550.00	+ \$10,350 (5.4)
Total income:	\$186,000.00	\$186,000.00	SAME
<u>Carry-over From Fiscal 1989-90:</u>	<u>+64,430.36</u>	<u>+59,230.36</u>	- \$5,200 (8.0)
	250,430.36	245,230.36	- \$5,200 (2.1)
<u>Total expenses:</u>	<u>-191,200.00</u>	<u>-201,550.00</u>	+ \$10,350 (5.4)
<u>Ending cash balance:</u>	\$59,230.36	\$43,680.36	- \$15,550 (26.3)