

Organization Name: American Indian Science and Engineering Society
Organization SOFA Account #: 2345600
Event Name: Native American Month Kickoff and 29th Annual Pow Wow
Event Date(s): November 4-5, 2011
President: Sky Medicine Bear President e-mail: skybear_18@hotmail.com
Treasurer: Audre Etsitty Treasurer e-mail: aetsitty@rams.colostate.edu
Organization Contact: Delbert Willie Contact Phone # 970-310-4836
Contact e-mail: dwillie@enr.colostate.edu
TOTAL SFB Request: \$18,626.00

Instructions: To the best of your ability, please provide answers the viewpoint neutral statements with special attention to the criteria listed in *italics*. There is no length requirement for the application. Please send final application in its original WORD format to Finance@ascsu.colostate.edu. PDFs will not be accepted. Your application hearing will be scheduled based on when a *completed* application (this form and budget) is received.

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1. The services and programs relation to the organization's purpose. (15 points)
What is the mission of the organization? Hoes does this event "fit" in that mission?

The mission of the American Indian Science and Engineering Society(AISES) of Colorado State University is to serve as a academic and professional support group for Native American students pursuing degrees primarily in science and engineering. It also serves as a catalyst for expressing and sharing of the Native American heritage. The Pow Wow and kickoff is a manner in which the Native American students can showcase the culture of all First Nations people here at CSU. It creates an environment where all CSU students have the opportunity to learn and experience traditions that stem from Native American students enrolled here.

2. The organization's ability to effectively use the student activity fee. (15 points)
How many people are expected to benefit from the event?

We expect an overall attendance of 3,000 people for Friday's event and about 1,300 in attendance for Saturday's event. In terms of CSU student specifically, we anticipate 2800 students for Friday's event and approximately 500 students for Saturday. We will continue to focus our attention on effectively advertising these events to promote awareness as well as encourage student attendance. While there was never a lack of effort for advertising we do recognize that in the past we have lacked in terms of effective marketing; therefore, this year our focus is on collaborating with other entities, such as Campus Activities, to target and advertise better to CSU students.

3. The organization's adherence to its planned budget and accountability for its expenses throughout the past fiscal year. (5 points)
Please provide a brief financial summary (revenues and expenditures) for your most recently completed fiscal year. Please describe any unusual or unforeseen activities or fluctuations. Please indicate whether the organization filed its reports on time in the past. Also, please provide an organizational budget for the current fiscal year.

Expenditures 2010-2011:
2010 Pow Wow and Kickoff Nov 5-6, 2010 \$30,134.25
2011 AISES Region 3 Conference April 8-9, 2011 \$16,000.00

Revenue 2010-2011:

ASCSU	\$19500.00
Parent's Fund	\$2000.00
Diversity Grant	\$600.00
NACC	\$2200.00
AISES	\$6000.00
Presidents Office	\$18500.00

The organization filed all the required reports from the various funding sources.

Expected Expenditures 2010-2011:

2011 Pow Wow and Kickoff Nov 4-5, 2011	\$25,673.25
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4. The ability of an organization to effectively deliver their services. (10 points)

Please provide information about your organization's leadership as well as specific operational details for delivering services.

AISES consists of president, secretary, treasurer, and multiple members who voluntarily take on various tasks and responsibilities on a weekly basis throughout the year. Responsibilities are separated into committees where each group is given specific tasks and time frames in which they are to be completed. There are weekly checkpoint meetings leading up to the event. Decisions are made at the group level when it involves significant resources. Otherwise it is left to the committee to decide and report back to the group on actions. There is a large outreach effort to recruit new students, who are encouraged to participate and assume leadership positions alongside returning members; which has enabled this annual event to become a CSU tradition for over a quarter of a century.

5. The program's potential for direct student involvement. (10 points)

How many students will be involved in the event? What metrics are you using to develop this figure?

There is a student run event in which involvement in the planning process up to the execution stage is accomplished by students. During the event many student volunteers participate. This year we expect around 100 students, both members and volunteers, to actively participate in planning and successfully execute the event. We expect a 20% increase in student involvement which is based upon the active members and the number of volunteers recruited at last year's event. Other student involvement will be accomplished at the event itself where students outside the planning/volunteer group are invited to participative in various activities throughout such as games, Intertribal dances and the feast.

6. The effort and thought reflected by the budget request. (5 points)

Is the application free from typos, grammar issues and mistakes? Does the application represent a best-effort approach?

We strive to approach this in a professional and respectful manner. We realize the amount of which we are asking of the CSU student population fees is large; however, we justify this request by the amount of students we reach out to and invite to these events. We work to make this a welcoming and inviting event to bring the student community together. We worked hard to make this budget request as professional and concise by including AISES member's input and peer review.

7. The justification and the clarity of the budget presentation by the organization. (5 points)

Do the application and budget reflect all elements required and provide a complete picture of all revenue sources and expenses?

Yes, this budget is derived from previous requests we have made for this event. It has demonstrated to be very accurate in describing how the funds are distributed and the efficiency of their use.

8. The ability of an organization to generate revenue to support the organization's activity. (5 points)

How realistic are the revenue sources and revenue projections?

This event is going to be the 29th Annual Pow Wow; therefore, based upon previous budgets, which all have been successfully executed, the projections have proven to be realistic and appropriate.

9. The activities and programs are open to all fee paying students. (25 points)

Does the organization have a solid marketing plan for the event appropriate for the scope of the event? Is there justification for the marketing budget explained in detail?

All the events are free to fee-paying students. We are working with Campus Activities again this year to further improve upon the marketing of the event to CSU students. This program helps us to be more effective at outreach and promotion of the event to all students. They lend us their knowledge and resources to enhance our marketing skills which we have found effective in the past.

This year, we have been awarded \$3,000 from Campus Activities to use towards marketing expenditures. We have scheduled on going meetings with the marketing coordinator and the graphic designer. We will work collaboratively to best utilize the granted funds towards the advertisement of the Pow Wow to promote student involvement. Some ideas at this time are posters, Collegian ads, hand bills and flyers and as time progresses, we will add to this. The next meeting with our liaison and representatives from Campus Activities is October 4, 2011 at 4:00 pm.

10. The number of students involved in the organization's past activities. (5 points)

Did their previous projections of student involvement match their stated goals? Why or why not? What mechanism is the organization using to assess student involvement? (tickets, surveys, "counting heads," etc.)

The past two years we have tracked student attendees with head count as they enter the event. Below is the number of students by year and event. Yes, our goal is to increase student attendance from year to year, so far we have been meeting that goal. Each year we are learning better ways to track students to have the most accurate head count for the event and reporting information. This year we will continue to "count heads" and survey students but add additional volunteers to give a more accurate account of students who attend.

Pow Wow	Kick-off
2008 – 201	Not tracked
2009 – 275	1500
2010 – 333	3000