

# 2025 Student Fee Increase Proposal

## Overview/Summary of Issue:

Fresno State is committed to enhancing academic success, student support services, and student life, which are essential for a rewarding college experience. The proposed increase to the IRA student fee seeks to improve our capacity to support students and resolve issues that are very important to them.

Indeed, the funds will all address student needs: alleviate parking and transportation needs, promote school spirit and athletic competition through intramural, student clubs and Division I competitive levels, and elevate co-curricular programs, such as student journalism and the Bulldog Marching Band, among other areas.

Since the last major student fee increase in 2008, student needs have evolved, the cost of essential services has dramatically increased and declining state funding has presented new challenges. However, our commitment to maximizing the value of student fee dollars and students' self-investment has only grown stronger, making it critical to secure the future of a vibrant student experience.

Note: The university has the third-lowest student fee (Appendix A) in the 23-campus California State University (CSU) system, and will remain below the average even after a fee increase. Even after this proposed IRA fee increase, Fresno State students will still pay less than those at our Valley sister-universities, CSU Bakersfield and Stan State.

## Fee Proposal:

A \$490/year increase would generate approximately \$11,385,000 annually, allowing our students to have an elevated and enhanced experience at Fresno State with a higher quality of services.

The funds will be exclusively allocated to initiatives that directly and meaningfully benefit Fresno State students, and would be distributed across three main categories:

### **Academic Success:**

Academic and career services are fundamental to fulfilling Fresno State's mission of empowering students through a transformative education. In order for students to succeed, we must ensure they have the resources and opportunities to thrive in their educational journey.

While exact allocations will be determined based on collective student feedback, the proposed student fee increase would support areas such as the following:

- **Career Development Center:** funding 850 paid internships at minimum wage and providing student licenses for Quinncia, a résumé-building and career preparation tool.
- **The Collegian:** doubling funding for the newspaper to enhance university and regional coverage, elevate the student experience, and uphold independent student journalism at a professional level.
- **Jan and Bud Richter Center:** supporting at least 60 students with paid, meaningful community service experiences that foster leadership and civic engagement.
- **Learning Center:** expanding services to support an additional 4,152 students, reaching nearly 50% of the student body. Additional Supplemental Instruction would dramatically enhance our ability to empower students to pass critical and challenging gateway General Education classes. More student-leaders could be hired as peer-tutors; consequently, more students would receive tutoring, thus improving course pass rates and time-to-degree.
- **Library Services:** expanding services that provide access to academic resource materials, research tools, study spaces, and cultural and scholarly programming.
- **Bulldog Testing Center:** increasing the number of students supported for their testing needs, including students with disabilities.
- **Study Abroad:** increasing the number of student travel grants that offset the costs of travel and study abroad, as well as providing sustainable operational funding for the Study Abroad Office.

### **Student Support Services:**

We recognize that a student's academic success is deeply connected to their personal well-being. By investing in holistic support services, we remove barriers, allowing students to focus in the classroom and reach their fullest potential.

While exact allocations will be determined based on collective student feedback, the proposed student fee increase could support areas such as the following:

- **Amendola Student Cupboard:** expanding services to support 20,000 unique students annually, doubling the current reach.
- **Bulldog Express:** providing a free and convenient shuttle service, improving campus connectivity by linking the Save Mart Center parking area to key locations across campus.
- **Center for Essential Needs:** expanding resources, such as mental health and medical assistance, transportation and financial security, to serve 1,800 unique students annually, doubling the current capacity.
- **Cross Cultural and Gender Center:** establishing sustainable funding to expand leadership training, research, student-led initiatives and events, and creating a centralized equity hub for underserved students.

### **Student Life:**

A vibrant campus life strengthens students' sense of community and shared purpose, increases networking and professionalization opportunities, which fuels their motivation and contributes directly to their personal and academic success.

While exact allocations will be determined based on collective student feedback, the proposed student fee increase would support areas such as the following:

- **Club Sports and Intramurals:** expanding club sports teams, enhancing regional and national competition opportunities, and strengthening intramural programs to boost school spirit.
- **Intercollegiate Athletics:** enhancing the student experience through upgraded student game-day experiences, NIL education opportunities, and the launch of a new elite sports management internship program, all while reinforcing Fresno State's reputation as a powerhouse in both collegiate athletics and education.
- **Marching Band:** Securing funding for travel to competitions, events, and festivals, reinforcing the band's role as one of Fresno State's most iconic ambassadors. Funding would also support scholarships, uniforms, and essential program needs.

## Rationale and Benefits: Academic Success

### **Career Development Center**

#### **Overview:**

The Career Development Center is dedicated to equipping students with the skills and experience needed for lifelong career success. It offers a wide range of services to help students explore career paths, gain real-world experience, and develop professional skills. Two key services are internship opportunities and résumé-building assistance, which provide students with the tools they need to thrive in the workforce.

In 2022-2023, 820 students enrolled in an internship course and participated in an unpaid internship, and in 2023-24, it was 753 students. While unpaid internships provide valuable hands-on experiences, a large contingent of students are unable to accept them due to financial constraints. Likewise, many nonprofits and small businesses struggle to offer internship opportunities because of limited funding. Expanding financial support for internships would help bridge this gap, ensuring more students can gain meaningful professional experience – which make them more attractive to prospective employers – while easing the burden on employers to provide experiential learning opportunities.

**Proposed Solution:**

Increased funding from the proposed student fee increase for the Career Development Center could provide the Career Development Center with increased annual funds to support internships and résumé-building licenses.

**Rationale and Benefits:**

This additional funding can provide minimum-wage support for 850 internships that are currently unpaid, helping nonprofits and small businesses host Fresno State interns. This would expand internship opportunities, strengthen student engagement with community organizations, and provide financial support for students with unmet financial needs.

**The Collegian****Overview:**

*The Collegian*, the university's student-run newspaper, has faced chronic underfunding since 2010, when the current student fee was capped at \$11 a year with no adjustment for inflation or rising costs. Over the past 15 years, this stagnation has been compounded by a 106% increase in the state's minimum wage. By 2015-2016, the fee was no longer sufficient, and in 2017-2018, *The Collegian* operated at a deficit of approximately \$25,595. Temporary relief came during the COVID years (2020-2022) due to halted printing and reduced student hours. In 2023-2024, we scaled back from 24 to just four print issues annually (plus ethnic supplements), providing a small financial reprieve.

The financial shortfall has translated to reduced student employment opportunities, a cut in print editions from more than 80 per year to just four, and diminished opportunities to produce impactful, high-powered journalism. While *The Collegian* continues to publish stories online, an increase in funding would allow it to recover financially and continue its tradition of successfully competing at a national level. As a leader in student journalism, *The Collegian* has been recognized with awards from the [Associated Collegiate Press](#) (ACP) and the [California Newspaper Publishers Association](#) (CNPA). This funding would empower student journalists with hands-on training and the resources needed to deliver relevant, timely and engaging reporting for the Fresno State community and region.

**Proposed Solution:**

Increased funding from the proposed student fee increase would provide additional annual funding to *The Collegian*, enabling it to serve students and meet the demands of 21st-century dynamic journalism. Funding would directly support additional student positions and additional hours for existing positions. It would also provide funds for marketing and promotions, photo services, travel to events and equipment replacement.

### **Rationale and Benefits:**

Increasing funding for *The Collegian* would significantly enhance its multimedia and digital news coverage, expanding reporting on Fresno State, the local community, and the Central Valley—especially as professional local media declines. Additional positions would further strengthen the program, including:

- additional reporter and editor positions, along with extended hours, which would increase news coverage
- a dedicated webmaster that would oversee and update [The Collegian website](#)
- a public relations position that would oversee promotional efforts
- an advertising advisor that would help grow *The Collegian's* advertising reach and train students in the field

Funds may also support promotional activities, travel for athletic and event coverage, high-quality photography, and the ethnic supplements *Uhuru Na Umoja*, *La Voz de Aztlán*, *Hye Sharzhoom*, and *Asian Pacific Review*. Additionally, funding may cover future benefit costs for the financial manager and replace outdated equipment. With this investment, the Fresno State community would be better informed, student journalists would be empowered in building their careers, and the region would have a thriving source of independent student journalism.

## **Jan and Bud Richter Center for Community Engagement and Service Learning**

### **Overview:**

The Jan and Bud Richter Center for Community Engagement and Service-Learning is founded on the belief that students gain invaluable personal, professional, and academic benefits through service to others. With over a dozen programs available, the center provides numerous opportunities for students to get involved and make a meaningful impact. Three programs face a growing need for financial support to increase the number of students able to take advantage of this valuable learning opportunity: Scholars in Service, Jumpstart Fresno, and Fresno State College Corps (FSCC).

Scholars in Service provides students with an immersive community service experience in partnership with designated community benefit organizations. Currently, the program is funded through financial aid derived from student fees, supporting only 21 students per year. Recruitment remains challenging as the student grant offered falls below minimum wage, making participation less accessible for many students.

Jumpstart Fresno is a grant-supported program that trains and equips up to 90 Fresno State students to deliver language, literacy, and social-emotional development programs for preschool children from underserved communities in the Fresno area. Students are compensated with an

hourly wage through the Financial Aid Work-Study program. While this funding source is helpful, it limits our ability to recruit students who do not qualify for Federal Work Study funds.

The Fresno State College Corps (FSCC) program offers students the opportunity to complete 450 hours of community service while gaining valuable personal and professional development experience—all while earning money for college. Each FSCC Fellow is eligible for a \$10,000 financial aid package, which includes a living allowance and an education award upon completing their service hours. This program is open to all students, including Dreamers. However, while funding is available to support up to 30 AB-540 students (who are not eligible for Cal Grant B), financial constraints limit the number of additional students we can recruit. Additional funding would allow the program to support additional AB-540 students.

### **Proposed Solution:**

Increased funding from the proposed student fee increase for the Jan and Bud Richter Center would grow the number of students, community benefit organizations, and individuals served by the Scholars In Service Program, Jumpstart Fresno, and Fresno State College Corps.

### **Rationale and Benefits:**

The additional funding from the student fee increase would have a direct impact on students in the following ways:

#### Scholars in Service:

- Increase the program to 30 students per year, providing \$2,550/year in financial aid support not available via their Federal Financial Aid package.
- Provide 30 students with a community service experience that would positively impact their academic development, personal skill enhancement, and career development/career readiness.
- Provide a minimum of 15 community benefit partners with assistance from students who would help them address significant community issues including hunger, poverty, K-12 academic support, environmental improvements, and more.

#### Jumpstart Fresno:

- Increase the number of students participating to 100 annually.
- Recruit students who aren't qualified for Federal Work Study funds.
- Reach and serve additional preschool classrooms and preschool children.

#### The Fresno State College Corps:

- Extend the program to up to 20 AB-540 Fellows (who are not eligible for Cal Grant B), thus increasing program access to more students.

## Learning Center

### Overview:

One of the most effective and highly valued academic support resources on the Fresno State campus is the Learning Center. The Learning Center advances student success by improving content understanding and course grades through a three-pronged approach: Supplemental Instruction (SI), Tutoring, and Academic Success Coaching (ASC).

The academic support provided by the SI program has long been considered a high-impact practice on the Fresno State campus and across the state, due to documented data analysis showcasing student usage impact on critical student success markers. Two statistics reflecting its positive impact on student success are:

- Grade analysis showcased students who regularly attended SI earned a mean final course grade of 3.23, compared to non-SI student users at 2.39. In other words, SI was found to increase student grades by nearly a full letter grade.
- Regular SI student users earned a 96.77% mean course passing rate, compared to non-SI students at 77.37%.

Tutoring is a subject-based academic support service between a student who sets the goals and a peer tutor who applies effective strategies for learning. Tutoring is offered in-person and online, by appointment and drop-in. The tutoring program offers course-based support and specialized skill support (i.e. writing citations, Excel, SPSS, computer-aided design, and Canvas navigation).

ASC offers individualized support to address unique student needs, especially for students on academic probation and disqualification. Coaches connect students to campus resources and teach them valuable skills, such as time management, study strategies, and ways to effectively mitigate procrastination and lack of motivation, to ensure they excel in their courses.

Across all three programs, within the 2023 – 2024 academic year, the Learning Center served 6,257 unique student users and 27,120 total visits.

### Proposed Solution:

Increased funding from the proposed student fee increase for the Learning Center would allow the center to serve nearly 50% of all Fresno State students – thus increasing pass rates in difficult subjects and high DFW courses. This Center plays a crucial role in supporting academic success, and expanding its services would enable more students to progress toward their Fresno State degree and graduate sooner.

**Rationale and Benefits:**

Through the requested expansion, the Learning Center would be able to serve the academic needs of an additional 4,152 students. This impact also includes adding Supplemental Instruction for 59 more courses, adding 10 tutors and 12 academic coaches.

**Library Services****Overview:**

Library services play a vital role in academic student success by providing essential resources, research support, and a conducive learning environment. The Fresno State Library offers access to a vast collection of books, academic journals, digital databases, and multimedia materials that support coursework and independent research. Additionally, it provides quiet study areas, group collaboration spaces, and access to technology, ensuring students have the basic tools they need to complete their coursework.

**Proposed Solution:**

Increased funding from the proposed student fee increase for library services would expand essential services for Fresno State students.

**Rationale and Benefits:**

Increased funding for Library Services from the proposed student fee increase would directly support student success by expanding resources, improving accessibility, and creating a more conducive learning environment. As a central hub for student learning and engagement, the Fresno State Library would be able to enhance essential services, and create a more inclusive, resource-rich environment that fosters academic achievement and long-term student success.

**Bulldog Testing Center****Overview:**

The Bulldog Testing Center plays a crucial role in supporting student success by providing a secure, accessible, and distraction-free environment for exams. It offers flexible scheduling options, ensuring students can complete assessments outside of class time, and provides accommodations for those with disabilities. With resources for exam preparation and a structured environment that minimizes stress, the testing center enhances the overall academic experience, helping students achieve their educational and professional goals.

**Proposed Solution:**

Increased funding from the proposed student fee increase for the Bulldog Testing Center would expand the center's ability to meet the growing demand for testing services for students.

**Rationale and Benefits:**

Increasing funding for a university testing center would significantly enhance its ability to support Fresno State students. With additional resources, the center would increase staffing and support, ensuring greater flexibility and reduced wait times for students.

**Study Abroad****Overview:**

It is the mission of the Continuing and Global Education (CGE) Study Abroad Office to assist Fresno State students in learning about and participating in international activities both on-campus and abroad. The program's goal is to equip our graduates with the knowledge and skills that they need to function within our increasingly diverse and globalized economy. Through this office, Fresno State maintains international student exchange partnerships with more than 60 universities throughout the world, participates in a number of study abroad consortia (including CSUIP, CIEE and USAC), and promotes and assists faculty-developed international experiences for Fresno State students. Study Abroad helps students travel abroad in order to gain valuable educational experiences that will help them become more globally aware and competitive in our worldwide marketplace.

Due to a decline in state support, General Fund money is no longer allocated to office operations and travel grants are now partially funded by Instructionally-Related Activities (IRA). Students rely on the IRA funded travel grants to offset the high cost of both traveling and studying abroad.

**Proposed Solution:**

Increased funding from the proposed student fee increase for Study Abroad would help to establish consistent baseline support and expand access through additional travel grants for Fresno State students.

**Rationale and Benefits:**

By offsetting the cost of travel and study abroad experiences, more students would have greater access to transformative international experiences, fostering academic, personal, and professional growth. Additional funding would also support the essential operations of the Study Abroad Office, including:

- Additional office staff, including student assistants, who will be responsible for office operations including recruitment and advising of students, course approval and articulation, course setups, orientations and more.
- Increased risk management, improved enrollment experience and improved pre-departure orientations for all students.
- Increased promotions of study abroad opportunities for Fresno State students.

- Increased engagement of former students through an ambassadors program that encourages students to stay involved.

## Rationale and Benefits: Student Support Services

### Amendola Student Cupboard

#### Overview:

The Amendola Student cupboard provides free, nutritious and culturally-responsive food options to all Fresno State students. It is open daily, and students are able to choose from a variety of healthful foods and other essential items, including fresh fruits and vegetables, non-perishable canned and boxed items, dairy and non-dairy products and various protein options.

In 2023-2024, the Amendola Student Cupboard served 10,028 unique students and had 83,412 visits. From Fall 2021 to Fall 2024, we saw a tremendous increase from 10,224 to 31,934 student visits, and the demand continues to grow.

We're facing a funding shortfall at a time when student needs—especially for student parents—are growing. Inflation, rising costs, and budget reductions are making the situation more challenging.

#### Proposed Solution:

Increased funding from the proposed student fee increase for the Amendola Student Cupboard could enhance the selection of nutritious food, provide more fruits and vegetables and enable the program to launch satellite “pop up” locations throughout campus.

Note: We would not replace our donors with the additional funding, but rather, we would increase the selection and variety of foods we offer our students in order to meet growing need. Hence, we would continue to receive donations from Grocery Outlet, Metro Ministries: Food to Share Program, Bee Sweet Citrus, Starbucks, community and individual donors.

#### Rationale and Benefits:

This funding could allow the Amendola Student Cupboard to double the number of students served to 20,000 unique students annually and improve the health, wellness, and academic achievements of our students. We would also continue to provide volunteer opportunities to students with disabilities from Target, Wayfinders and Fresno Unified, which provides valuable hands-on experiences for these groups.

In addition, increased funding would allow the Amendola Student Cupboard to deploy satellite locations throughout campus, ensuring that students have convenient access to nutritious foods throughout their daily routines.

## **Bulldog Express**

### **Overview:**

Bulldog Express is Fresno State's free campus shuttle service for students. Originally launched in 2019, the service provided convenient transportation for all Fresno State students. However, it was put on pause during the COVID years (2020-2022) and, due to financial constraints, has not been reinstated.

### **Proposed Solution:**

Increased funding from the proposed student fee increase for Bulldog Express would provide the essential funding needed to bring Bulldog Express back to campus.

### **Rationale and Benefits:**

Over the past several years, many students have expressed a strong desire to bring back this free shuttle service. Relaunching Bulldog Express would improve parking accessibility and transportation options for students commuting to campus, by linking the Save Mart Center parking area to key locations across campus. It would also unify the campus with shuttle service running regularly throughout the day.

## **Center for Essential Needs**

### **Overview:**

The Center for Essential Needs provides all Fresno State students with equitable support to ensure that students have resources they need to thrive academically and personally. Essential needs are the foundation of well-being and include access to healthful food, safe and stable housing, medical care, technology, and transportation.

In 2023-2024, the Center for Essential Needs served 900 students, providing critical resources such as food, toiletries, transportation, and mental health and medical assistance. Unhoused students or those at risk of homelessness can receive housing support, including financial assistance for dorm or rental fees, move-in costs, and other housing-related expenses.

Technology assistance may cover the purchase of laptops or tablets, cell phone repairs, and access to Wi-Fi. The center is also experiencing a growing demand for these essential resources, particularly among the most vulnerable student populations, including student parents, those facing economic hardship, and former foster youth.

### **Proposed Solution:**

Increased funding from the proposed student fee increase for the Center for Essential Needs would provide added financial support, ensuring that more students can receive resources that improve academic and personal outcomes.

**Rationale and Benefits:**

This funding could allow the Center for Essential Needs to double the number of students served to 1,800 annually and improve the physical and mental health of our students, their children and families. By addressing their unique challenges, we significantly increase their chances of successfully completing their degrees. This seeks to empower both students who have no other means and those who face the difficult trade-off between working to meet basic needs and dedicating themselves fully to their education. By removing this barrier, we enable them to pursue their studies fully and contribute their leadership and vision to our Valley and world.

**Cross Cultural and Gender Center****Overview:**

The Cross Cultural and Gender Center is dedicated to providing all students—regardless of background—with the support, resources, and opportunities they need to thrive. National research shows that universities investing in culturally-responsive student support programs see higher persistence rates among underrepresented students. Additionally, culturally-affirming events and student engagement in educational initiatives enhance critical thinking, academic performance, and overall sense of belonging on campus. However, limited funding restricts the center's ability to achieve its mission and expand opportunities for Fresno State students.

**Proposed Solution:**

Increased funding from the proposed student fee increase for the Cross Cultural and Gender Center would expand culturally-rich events and services for Fresno State students. Fresno State students would be better informed about the rich tapestry of cultures and histories that currently contributed to the dynamic energy of our Valley.

**Rationale and Benefits:**

An increased budget would directly benefit all Fresno State students with the following initiatives:

- Expand leadership training, peer mentorship, and professional networking through CCGC, cultivating graduates who are not only career-ready but also socially responsible leaders in their communities.
- Establish a centralized equity hub for underserved students, consolidating resources and breaking down barriers that often prevent them from accessing critical support. The hub will integrate current support services under one accessible framework, offering seamless guidance, financial resources, and advocacy tailored to students' specific needs.
- Fund research and student-led initiatives that empower students to make meaningful contributions to their communities.
- Expand events that build community, connection and belonging by celebrating cultural heritage and affirming cultural identities. Such events will increase engagement among

students with diverse backgrounds and serve as a national model for institutional excellence in fostering inclusive campus environments.

## Rationale and Benefits: Student Life

### Club Sports and Intramurals

#### Overview:

Club sports and intramurals provide students with opportunities to stay active, build friendships, and develop valuable life skills outside the classroom. These programs offer a more inclusive and accessible way for students to engage in physical activity, regardless of skill level, while fostering school spirit, teamwork, leadership, and time management. Additionally, they contribute to a well-rounded college experience, enhancing students' social connections, mental well-being, and sense of belonging on campus. Currently, Fresno State offers 23 club sports, engaging over 1,300 students annually.

#### Proposed Solution:

Increased funding from the proposed student fee increase for club sports and intramurals would expand student programming.

#### Rationale and Benefits:

Additional funding may allow for the expansion of club sports teams, enhance event experiences and provide additional staffing and essential equipment. In addition, it would support post-season play, giving our teams the opportunity to compete at the regional and national levels, further elevating the student experience.

### Intercollegiate Athletics

#### Overview:

Intercollegiate athletics is a core pillar of Fresno State, with our Division I athletes setting us apart and enhancing our national visibility in a way that distinguishes us from other schools in the region and nation. For more than 100 years, Fresno State athletics has been a vibrant source of pride and tradition in the Valley, uniting the community and strengthening school spirit. It fosters a deep sense of belonging on campus, enhancing student engagement and contributing to their overall success.

More than just entertainment, athletics serve as a powerful driver of student success, financial health, and institutional reputation. Universities that invest in their athletic programs benefit from increased applications, stronger alumni engagement, enhanced campus culture and student life, and long-term growth. Research highlights several key benefits:

**1. Increased Student Applications & Enrollment**

Studies by Pope & Pope (2009) and Anderson (2017) show that athletic success—particularly in football and basketball—leads to a surge in student applications. Additionally, the "Flutie Effect" describes how notable athletic achievements can boost a university's visibility, leading to increased applications. This impact allows universities to grow enrollment while maintaining academic quality.

**2. Higher Alumni Engagement & Donations**

Research by Anderson (2017) indicates that a single unexpected football win can boost alumni donations by over \$130,000. Strong athletic programs create lifelong connections, encouraging alumni to give back and support scholarships, facilities, and academic programs.

**3. Enhanced Academic Reputation & Rankings**

Athletic success has been linked to improved university rankings and prestige. A study by Anderson (2017) found that each football win slightly enhances a school's academic reputation, which in turn attracts higher-quality applicants and faculty.

**4. Enriching Student Experience and Campus Cultures**

Athletics foster school pride, social engagement, and a strong sense of identity among students. The Knight Commission on Intercollegiate Athletics (2020) emphasizes that sports contribute to student well-being by promoting teamwork, leadership, and a sense of belonging.

**5. Financial Benefits & Institutional Growth**

Successful athletic programs generate revenue through ticket sales, media rights, sponsorships, and merchandise. According to a study by the National Bureau of Economic Research, universities with strong athletic programs experience greater financial stability and investment in academic resources.

**6. Distinction**

A vibrant athletic program brings clear value and distinction to the Fresno State degree, as it is a clear element that sets us apart from other institutions.

Beyond the tangible benefits athletics brings to a university, data from Fresno State's recent brand study and the 2024 football season underscore athletics as an essential part of the student experience. The university's brand study revealed that athletics is highly valued by both students and our region, and plays a crucial role in building community. The athletics "Bulldog" logo stands out as the most recognized brand identifier, fueling school spirit and strengthening Fresno State's local and national presence.

This fall, more than 30,000 football tickets were distributed to students, with over 14,000 unique claims. With over 63% of our student body attending at least one game, this highlights the

significant impact athletics has on the Fresno State student experience –athletics provides a sense of pride and makes Fresno State a fun and dynamic student-centered university.

Compared to our peers in the Pac-12 conference, Fresno State ranks low in student fees, pricing and expenses (see Appendix B). To remain competitive at the national level and enhance the student experience, increased funding is essential.

### **Proposed Solution:**

Increased funding from the proposed student fee increase for intercollegiate athletics would enhance student experiences, and develop new programs specifically designed for all Fresno State students.

### **Rationale and Benefits:**

Fresno State Athletics is committed to enhancing the overall student experience by creating opportunities that foster community engagement, personal growth, and career development. With increased funding, athletics would enhance the following:

- **Campus Spirit and Community Engagement**  
Upgraded tailgating zones and pregame concerts would elevate the game-day atmosphere, while exclusive student perks—such as giveaways and snacks in the student section—would boost school pride and inclusivity. Athletics would also expand the use of Valley Children’s Stadium to host large-scale concerts and entertainment events, offering Fresno State students the chance to enjoy world-class performances on campus.
- **Facilities and event accessibility**  
Upgraded athletic facilities would be able to be open during campus events, allowing student groups and clubs to host pep rallies, competitions, and other community-building activities.
- **Student Recognition and Inclusion**  
Student organizations would have opportunities to promote their initiatives during athletic events and campus-wide celebrations, increasing visibility and engagement within the university community.
- **Expanded NIL programming for the entire student body**  
Recognizing the transformative potential of NIL education, athletics would expand programming to benefit ALL students. This would include personal branding workshops, entrepreneurship programs, financial literacy resources, mentoring, networking, and a digital learning portal, equipping students with the skills for both personal and professional success.

- Fresno State Sports Management Internship Program  
Fresno State Athletics is excited to launch a sports management internship program, open to all Fresno State students. The program aims to position Fresno State as a national leader in producing job-ready Sports Management graduates by providing hands-on, immersive internships with unparalleled experience and professional connections. Key components include:
  - Rotational internships through various departments, including Media Relations, Public Relations, NCAA Compliance, Marketing, Event Management, Ticket Sales, and more, gaining diverse, real-world experience.
  - Professional development curriculum that includes leadership training, certifications (such as Sports Analytics), and resume-building workshops to enhance students' job readiness.
  - Mentorship program that pairs students with senior administrators, alumni, or industry leaders for personalized career guidance and advice.
  - Real-time projects that offer interns with work experience that builds a professional portfolio with tangible accomplishments.
  - An exit strategy that equips students with comprehensive work portfolios, performance evaluations, and references, ensuring they are fully prepared and well-positioned for success in industry roles.

## Marching Band

### Overview:

The Bulldog Marching Band (BMB) is the largest student organization on campus and represents every college and practically every major Fresno State has to offer. The BMB is composed of musical ambassadors who strive to perform with energy, enthusiasm, pride, and proper Bulldog Spirit, while reaching their goal to be a nationally-recognized collegiate marching band.

Historically, the BMB has had to navigate significant budgeting challenges on multiple fronts: the amount of funding, the steadiness of funding, and the source of funding, which has made budgeting and management enormously challenging. On a yearly basis, the BMB has to combine funding from several different resources. This financial model is not only challenging, but is also unpredictable year-over-year.

### Proposed Solution:

Increased funding from the proposed student fee increase for the Bulldog Marching Band would provide a stable financial foundation, ensuring that our students can continue to perform at campus events, athletic games, and community engagements while enhancing school spirit and representing the university with pride.

**Rationale and Benefits:**

With a properly funded Bulldog Marching Band, the student group would provide vibrant music and Bulldog Spirit at home football, basketball, and volleyball games, as well as for the Fresno State campus and the greater community. The BMB brings together students from diverse degree programs and colleges across campus, fostering collaboration and unity while proudly representing Fresno State on state, national, and international stages. As a symbol of school pride, marching bands play a significant role in university traditions nationwide. Maintaining and growing this legacy requires careful planning, dedicated resources, and ongoing support to ensure its continued success. Lastly, the BMB is an excellent recruitment tool to attract talented students, regardless of their major, to be a part of a program that represents Fresno State with integrity, spirit, and excellence.

## Appendices:

### Appendix A:

Campus Mandatory Fees 2024-25											
Campus	Health Facilities	Health Services	Instructionally Related Activities	Materials Services & Facilities	Student Success Fee	Student Assoc.	Student Center	Subtotal (Fees)	Undergrad: 0-6 Units	Undergrad: 6.1 + Units	Full-time Tuition + Campus Fees
San Luis Obispo	\$13	\$773	\$382	\$2,592	\$1,019	\$395	\$903	\$6,077	\$3,330	\$6,084	\$12,161
San Diego	\$50	\$470	\$560	\$50	\$500	\$70	\$944	\$2,644	\$3,330	\$6,084	\$8,728
Sonoma	\$48	\$512	\$620	\$48	\$0	\$304	\$1,008	\$2,540	\$3,330	\$6,084	\$8,624
Chico	\$6	\$564	\$438	\$226	\$0	\$166	\$988	\$2,388	\$3,330	\$6,084	\$8,472
San Jose	\$80	\$380	\$0	\$38	\$752	\$220	\$856	\$2,326	\$3,330	\$6,084	\$8,410
Humboldt	\$66	\$734	\$674	\$353	\$0	\$136	\$350	\$2,313	\$3,330	\$6,084	\$8,397
Stanislaus	\$32	\$456	\$414	\$352	\$0	\$190	\$714	\$2,158	\$3,330	\$6,084	\$8,242
San Marcos	\$40	\$354	\$80	\$244	\$500	\$150	\$630	\$1,998	\$3,330	\$6,084	\$8,082
Bakersfield	\$6	\$388	\$183	\$62	\$0	\$459	\$905	\$2,003	\$3,330	\$6,084	\$8,087
San Bernardino	\$32	\$460	\$193	\$15	\$214	\$123	\$967	\$2,004	\$3,330	\$6,084	\$8,088
Maritime	\$14	\$890	\$130	\$1,041	\$0	\$210	\$0	\$2,285	\$3,330	\$6,084	\$8,369
Sacramento	\$58	\$304	\$476	\$0	\$0	\$178	\$918	\$1,934	\$3,330	\$6,084	\$8,018
Pomona	\$6	\$269	\$40	\$0	\$447	\$127	\$808	\$1,697	\$3,330	\$6,084	\$7,781
Monterey Bay	\$0	\$246	\$254	\$315	\$0	\$180	\$700	\$1,695	\$3,330	\$6,084	\$7,779
San Francisco	\$76	\$552	\$236	\$626	\$0	\$108	\$164	\$1,762	\$3,330	\$6,084	\$7,846
Northridge	\$6	\$160	\$46	\$0	\$256	\$254	\$652	\$1,374	\$3,330	\$6,084	\$7,458
Fullerton	\$8	\$204	\$92	\$92	\$461	\$188	\$341	\$1,386	\$3,330	\$6,084	\$7,470
Dominguez Hills	\$6	\$284	\$30	\$5	\$560	\$139	\$346	\$1,370	\$3,330	\$6,084	\$7,454
East Bay	\$6	\$410	\$129	\$3	\$240	\$129	\$582	\$1,499	\$3,330	\$6,084	\$7,583
Long Beach	\$10	\$150	\$178	\$10	\$346	\$156	\$440	\$1,290	\$3,330	\$6,084	\$7,374
<b>Fresno</b>	<b>\$6</b>	<b>\$310</b>	<b>\$264</b>	<b>\$46</b>	<b>\$0</b>	<b>\$69</b>	<b>\$562</b>	<b>\$1,257</b>	<b>\$3,330</b>	<b>\$6,084</b>	<b>\$7,341</b>
Los Angeles	\$6	\$312	\$130	\$5	\$298	\$54	\$275	\$1,080	\$3,330	\$6,084	\$7,164
Channel Islands	\$6	\$190	\$260	\$145	\$0	\$150	\$324	\$1,075	\$3,330	\$6,084	\$7,159
<b>Average</b>								<b>\$2,007</b>			

### Appendix B:

#### Student Fees:

College	Total Student Fees:
San Diego State	\$13.9M
Colorado State	\$5.8M
Boise State	\$4.7M
<b>Fresno State</b>	<b>\$4.2M</b>

#### FB Ticket Sales Revenue:

College	Total Student Fees:
Washington State	\$9,361,787
Boise State	\$6,112,389
Oregon State	\$5,904,554
San Diego State	\$5,668,293
<b>Fresno State</b>	<b>\$5,393,916</b>

#### FB Spending:

College	Total Student Fees:
Colorado State	\$29,782,795
Oregon State	\$26,351,151
Washington State	\$25,335,772
Boise State	\$21,475,842
San Diego State	\$20,142,240
<b>Fresno State</b>	<b>\$16,874,669</b>

\* Peer institutions have smaller stadiums but higher revenue due to higher ticket prices.

Source: The [Fresno Bee](#) or we can pull data directly from [Knight Newhouse Data](#)