



MEMO

Date: March 25, 2022

To: Arizona State University Students

From: ASASU Council of Presidents 2021-2022

Subject: ASASU Student Athletics Fee Review AY2021-2022

Background Information

The Arizona State University (ASU) Athletics Fee was established in 2014 based on a request from ASU students and student leaders who sought to ensure that tuition paid by students was not subsidizing or spent on athletics programming.¹ Accordingly, the mandatory \$75 fee is charged to the entirety of the student body of Arizona State University each semester (totaling \$150 dollars each academic year). All monies raised through this fee are allocated in accordance with the Arizona Board of Regents policies. The establishment of this fee ensures tuition dollars traditionally allocated to Sun Devil Athletics are reinvested into the university system in order to grant additional resources and services as identified by the Associated Students of Arizona State University. What this means is that students are secured as both effective stakeholders in Sun Devil Athletics and the university system; further, it ensures transparency between the university and the Associated Students of Arizona State University related to the allocation and use of ASU tuition dollars.

Council of Presidents Asks Academic Year 2021-2022

The 2021-2022 Council of Presidents requested Arizona State University continue the “Student Athletics Fee,” (set at \$75/semester) within the category of “Student Initiated Fees” for the next two years.² Further, The Council of Presidents presented the following list of requests to President Michael M. Crow on March 3, 2022 in accordance with the ASU Athletics Fee:

QR Code Tags on Bleachers of Student Section in Sun Devil Stadium

Modeled after the UCLA Rose Bowl Stadium, Council requests that the Athletics department invest in QR Code Tags to be added to the Student Section of Sun Devil Stadium. These tags would ideally be easily found on the bleachers for students to scan with their mobile devices and would direct Sun Devils to information about Sun Devil Athletics and social media accounts like 942Crew. In addition, we would like Athletics to highlight the various practices which increase affinity at sports events (i.e. merchandise giveaways, opportunities or organizations to rush the field, etc). Furthermore, Council requests that the following attribution be displayed on the QR Tags in whatever way is possible, “Brought to you by the Associated Students of Arizona State University (ASASU)”.

¹ See [ASASU Athletics Fee Charter](#)

² This document and support for the Student Athletics Fee does not supersede any past recommendations by ASASU, but rather, is in addition to previous student leadership’s vision for an enhanced Sun Devil Athletics experience.



Expansion of Menstrual Equity Program in all Athletics Buildings and Facilities

Council requests that the ASU Menstrual Equity Program be evaluated with the goal of an expansion of the program to include all athletics facilities including current and future builds.³ We believe that the project is of great importance for both female and non-binary students in order to provide complimentary pads and tampons in order to build a greater sense of community and support for our students' needs.⁴

Continued Commitment to Sustainability (Giveaways and Apparel)

Council requests that the Athletics department continue efforts to minimize waste and commit to sustainability practices. Specifically, Council asks that current give-away or promotional items (such as t-shirts) be evaluated with a sustainability lens. Possible options to include:

- Recycling program for t-shirts
- Partnership with off-campus, community based organizations for clothing donations
- Trade in days to promote recycling of old, gently used items

Collaboration with CoP and Athletics

Council recognizes the importance of consistent communication with the Athletics Department to both foster collaboration and to maintain transparency about the status and implementation of requested deliverables from student leaders. With this in mind, Council requests that the Athletics department and the Council of Presidents mutually commit to the following:

- Summer transition meeting with incoming Council of Presidents to discuss mutual goals and to review Fall Football Schedule, Game Day Experience, and other timely Athletics initiatives
- Quarterly meetings with Athletics and members of the Council of Presidents (see timeline)

Summer	<ul style="list-style-type: none"> ● Discuss Athletics Program Goals and CoP Goals for Fall 2022 ● Review Football/Team schedules and marketing for Student Game Day experience
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³ By “future builds” Council requests that this include ASU-owned buildings as well as public/private partnership builds and commercial projects.

⁴ This is a sizable request on the part of the ASU Athletics Department, and as such, Council would like to collaborate with Athletics during the CoP/Athletics regular meetings--and the Student Athletics Advisory Committee (see point 4) to develop a plan to phase this ask into Athletics' current and future facilities.

Fall (August)	<ul style="list-style-type: none"> ● Discuss CoP Priorities in relation to Athletics Goals ● Review sustainability initiatives and check in on other Athletics improvements asks
Fall (November)	<ul style="list-style-type: none"> ● Evaluate Fall deliverables and best practices for spring 2023 ● Tour and discuss new Athletics facilities
Spring	<ul style="list-style-type: none"> ● Review partnership deliverables and set goals for spring ● Provide recommendations for future Council members

- Regular report on status of current and past deliverables from staff
- Videos to be featured at ASU Football Games with ASASU
 - Council requests a professional video be produced which features explanations of the partnership between Athletics and ASASU. This video should explain how student government works with Athletics and highlight 2022-2023 initiatives such as menstrual equity, student game day experience, QR codes in the student section, etc.⁵

Intramurals At Ice Rink & Skate Rentals for Students

Council requests that the anticipated Ice Rink, in its final designing stages, be planned as a community and student resource. Specifically, Council asks that the Ice Rink include intramurals and affordable skate rentals for students. As well as specific times set aside for ASU students and ASU community use. Additionally, we request that programming for this space include Student Services and ASU Sport Clubs for possible student intramural opportunities.

Commitment to Providing Students Affordable and Accessible Test Prep

Presently, ASU provides a 25% reimbursement for undergraduate students who select to take a graduate entry exam (MCAT, GRE, LAST, etc.). This program is highly beneficial to undergraduate students, but is therefore also limited to undergraduate students. Council requested this program be expanded to include a 25% reimbursement for graduate students who need professional licensing examinations post-graduation (Bar Exam, LMSW, etc.).

Commitment to Student Facing Record of ASU Architecture, Facilities, and Buildings

Council requests that ASU develop a public-facing resource for students and ASU community members that details the historical development of buildings, facilities, and architecture on each campus.⁶ Historical context and transparency, appreciating where ASU has been and where it is

⁵ This video should be produced annually and feature outgoing and incoming members of Council. For example, the 2022-2023 video should include both the 2021-2022 and 2022-2023 CoP members as they are available.

⁶ Council requests this be a webpage developed by the university and hosted on an ASU.EDU domain.



going is important for campus affinity and for the ever changing landscape of student leaders; easily accessible information on how ASU physically leverages space and place will help student leaders as they make determinations for their constituencies. This public-facing resource should chronicle the history of ASU's land-development, campus expansion, and expansion and/or acquisition of ASU buildings. Further, this resource should include information on intended use of buildings or space,⁷ future ASU real estate and building plans, as well as approximated building cost with revenue sharing agreements disclosed. Finally, this resource should center Land Acknowledgement as appropriate with respect to the appropriate (historical and contemporary) ancestral lands of Indigenous Peoples. This publication should be completed by the start of the Fall 2022 academic term.

Signed,

Nicole K. Mayberry, Graduate and Professional Student Association President

Renuka Vemuri, Undergraduate Student Government Downtown President

Cecilia Alcantar-Chavez, Undergraduate Student Government Polytechnic President

John Hopkins, Undergraduate Student Government Tempe President

Elizabeth Chilton, Undergraduate Student Government West President

⁷ For example, provide background and context for spaces developed for student use such as the Memorial Union or Student Pavilion.