

SONOMA COUNTY JUNIOR COLLEGE DISTRICT
STUDENT GOVERNMENT ASSEMBLY



R E S O L U T I O N

In the 98th academic year and 167th recorded term of the SRJC Student Government Assembly;

Student ID Card Prices

- WHEREAS,** the Student Government Assembly (SGA) passed a motion to increase the cost of Student Identification Cards (“CubCards”) on their 36th meeting held on May 2nd, 2016 to help fund a marketing position for the SGA, and the vote did not pass unanimously due to concerns that in their current state, ID Cards do not hold a sufficient enough value by themselves.
- WHEREAS,** a marketing position would greatly help the efforts of the SGA by expanding the benefits they offer to students, increasing awareness of the SGA and college events, advertizing opportunities for student participation and involvement, collecting student feedback, and partnering with hundreds of local businesses to save students more money than the cost of the ID Card increase.
- WHEREAS,** projected revenue from the Non-Mandatory Student Activities Fee (“CubCard+” Student Benefits Program) has decreased in the SGA’s budget by \$30,000 in 2014-15 and another \$20,000 in 2015-16 totaling \$50,000 in the last two years, while student involvement has increased significantly in the past couple of years -and that there does not seem to be any indication of the revenue increasing without taking serious action.
- WHEREAS,** the Santa Rosa Junior College (SRJC) students passed the Student Center Fee Referendum in Fall 2015, which gave the SGA perhaps their only opportunity in their history to take serious action to solve the problem of continuing to fund student life while having declining CubCard+ sales.
- WHEREAS,** SRJC has a separate cards for Student ID Cards, Staff ID Cards, Library Print Cards, and Bookstore Gift Cards which each have separate operations, maintenance, and labor costs associated with them -while many UC’s and CSUs have adopted a “one card” system to streamline the operations and expand the uses of a Student ID Card, and in turn has increased the value of their student IDs
- WHEREAS,** SRJC is part of the pilot program, Educational Planning Initiative state-wide Student Services Portal, that will create a state-wide integrated Online Portal for all California Community Colleges, and part of the integration efforts are seeking to implement a “one card” system for California Community Colleges, **NOW; THEREFORE, BE IT,**
- RESOLVED BY THE STUDENT GOVERNMENT ASSEMBLY,** to ask the district if a smaller increase to the CubCard Student IDs would be viable for funding this new position.
- RESOLVE,** to encourage the district to pursue the implementation of a “one card” system for the SRJC to increase the value, and usage of the Student ID Cards. Student ID Cards functions should include: all the various current SRJC card functions consolidated to one, the ability to store student information on the card to be used by on-campus entities as needed -including whether or not a student is a part of the Student Benefits Program (“CubCard+), the ability for students and parents to deposit funds on the card that can be used at the Bookstore, food services, library and any other on-campus entity engaged in financial transactions, the ability to transfer financial aid to the cards, and clipper card integration.
- RESOLVE,** that the new SGA marketing position take great efforts to find means to subsidize, lower the costs of, or integrate the costs of Student IDs into the Non-Mandatory Student Activities Fee (“CubCard+” Student Benefits Program) -if not make them free- so as to further increase the CubCard Student IDs value, help make Student IDs more widely available, and drastically improve the operations of the SRJC.

SGA Resolution No. 164

Approval: Dated this 16th day of May, 2016

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Author

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