Resolution 16: Modernizing the Cornell Collegiate Readership Program

***Abstract:*** This resolution seeks to cease the purchasing and offering of print copies of New York Times and USA Today, and to purchase an annual Academic Site License from the New York Times.

***Sponsored by:*** Diana Li ’17, Vice President for Finance

***Reviewed by:*** Executive Committee, 10/26/2016

***Type of Action:*** Legislation

***Originally Presented:*** 10/27/2016

***Current Status:*** New Business

**Whereas,** the Student Assembly is committed to providing resources for the success of all undergraduate students;

**Whereas,** consistent access to high-quality journalism is essential for the success of all undergraduate students;

**Whereas,** the Collegiate Readership Program is a program run by *USA Today* that was initially funded by the Student Assembly in 2003 in order to facilitate the purchase of newspapers for undergraduate students;

**Whereas,** the by-line funded program called “Cornell Collegiate Readership Program” is the mechanism used by the Student Assembly to pay for *USA Today*’s “Collegiate Readership Program”;

**Whereas,** the Cornell Collegiate Readership Program currently uses *USA Today* as the main distributor for all print copies of newspapers purchased through the program;

**Whereas,** the current Cornell Collegiate Readership Program purchases 200 print copies of *The New York Times* and 100 print copies of *USA Today* at 21 for distribution at locations across campus on approximately 145 days during the academic year;

**Whereas,** the current agreement with *USA Today* and *The New York Times* provides a small number of 24-hour access passes to *The New York Times* digital edition;

**Whereas,** the number of digital passes to *The New York Times* is based on the print edition consumption;

**Whereas**, during the 2014-2016 by-line cycle the allocation for the Cornell Collegiate Readership Program was $6.00 per student or about $82,000 per academic year;

**Whereas,** the actual expenditures of the Cornell Collegiate Readership Program for the 2015-2016 academic year were $61,642;

**Whereas,** data provided by *The New York Times* indicates that 33% (or 28,426) of all print copies delivered to Cornell through the Collegiate Readership Program during the 2015-2016 academic year were not consumed and thus were wasted;

**Whereas,** the Collegiate Readership Program has, during the current 2016-2018 byline cycle, an allocation of $5.00 per student, or about $68,000 per academic year;

**Whereas**, the Student Assembly is committed to reducing its paper usage;

**Whereas**, print editions of newspapers are not physically accessible to all students;

**Whereas,** there is no way to verify that only undergraduate students are using their Cornell Identification Cards to retrieve a paper from the distribution locations;

**Whereas**, undergraduate students at Cornell and across the country primarily consume news digitally;

**Whereas,** *The New York Times* has made available to the Student Assembly the option to purchase an Academic Site License that would provide all verified undergraduate students full and continual access to *The New York Times* website, smartphone apps, and tablet apps at the cost of $2.86 per student, or about $41,000 per academic year, based on current enrollment figures provided by Cornell;

**Whereas**, under the Academic Site License offered by *The New York Times,* undergraduate students, after registration through an online portal, will receive continual access to *The New York Times* website, smartphone apps, and tablet apps while they are an enrolled undergraduate student at Cornell University;

**Be it therefore resolved,** that the Student Assembly, through Cornell Collegiate Readership Program, cease the purchasing and offering of print copies of *USA Today* and *The New York Times*, effective November 2016;

**Be it further resolved,** that the Student Assembly, through the Cornell Collegiate Readership Program, purchase an annual Academic Site License from *The New York Times*, starting November 2016,

**Be it further resolved,** that the Student Assembly will amend Appendix B of its Charter and other relevant documents as soon as possible to reflect these changes in the Cornell Collegiate Readership Program,

**Be it finally resolved,** that the Student Assembly re-allocate the surplus funds resulting from the lower cost of the License as soon as possible;

**Respectfully Submitted,**  
Diana Li ‘17  
*Vice President for Finance*