



Motion Regarding the Plebiscite Question on the Yearbook Fee

WHEREAS, the current cost of the Old McGill Yearbook is unsustainable and the SSMU is considering a new structure that would both eliminate the annual yearbook deficit and increase the readership of Old McGill;

WHEREAS, the SSMU would like to consult students on their interest in a new yearbook funding structure in advance of proposing a new fee to the membership;

BE IT RESOLVED, THAT the following plebiscite questions be added to the ballot of the Fall 2015 referendum:

1. Would you be interested in a new yearbook funding structure whereby each student would receive a yearbook upon graduation at no additional cost after paying into a small per-semester fee during their time at McGill?
2. If a Yearbook Fee were established, do you believe that this fee should be opt-outable, with the understanding that opting out of this fee for one semester would make a student ineligible to receive a yearbook upon graduation?

BE IT RESOLVED, THAT the following preamble be included on the ballot:

The Old McGill Yearbook has been published by the SSMU since 1898 and aims to provide graduating students with a professional and high quality collection of photos commemorating their experience at McGill.

The Old McGill Yearbook has seen declining sales in recent years, with approximately 200 students purchasing the yearbook annually at the SSMU's subsidized cost. The recurring low sales of the Old McGill Yearbook cause a deficit averaging \$20,000 annually in the SSMU's operating budget. This annual deficit is unsustainable for the SSMU and without a new funding source it is likely that the yearbook will be discontinued.

One solution to the annual yearbook deficit is the creation of a Yearbook Fee, charged each semester to all SSMU members, which would decrease the per unit cost of the yearbook due to the increased volume of printing and would eliminate the annual deficit generated by the yearbook.

If a Yearbook Fee was approved by referendum, each fee paying graduating student would receive a copy of the yearbook upon graduation at no additional cost. All faculties and departments would be included in the yearbook. Note that the Faculties of Dentistry, Law, and Engineering typically produce their own faculty-wide yearbooks annually but would still be included in the Old McGill Yearbook.

Not levying a Yearbook Fee would result in the discontinuation of the Old McGill Yearbook in its current print form.



Students' Society of McGill University
Association étudiante de l'Université McGill

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FOR APPROVAL