

## New Business Item Cost Frequently Asked Questions (FAQ's)

### **What is the process for costing out New Business Items at the RA?**

NEA Standing Rule 6 H establishes a five member committee to review NBIs prior to and during the RA. The committee consists of the NEA secretary-treasurer, one member of the Board of Directors elected by and from the Board, and three delegates to the RA appointed by the President. The committee, along with the Chief Financial Officer, reviews each NBI and consults with the directors of relevant NEA departments. The NBI Committee then makes a preliminary estimate of the cost of each item and determines whether the item is already covered in the program budget.

### **Why do items that would seem to have little or no cost (such as writing a letter or including an article in existing publications) have cost implications?**

The first question the NBI Committee considers when determining the cost of an NBI is whether the proposed work is contemplated under the NEA Strategic Plan and Budget or if it is outside of the scope of planned work. Any activities outside of planned work will have a cost, as staff time and resources will need to be reassigned to complete the work. Department directors assist the NBI Committee in determining how many staff hours will be required to complete work, and a cost is assigned based on a pre-determined daily rate for staff time.

Requiring communication of an item using only existing NEA vehicles does not eliminate cost. Staff time to complete the project must be calculated. In addition, if an item is not already on a publication production schedule, additional pages may have to be added to accommodate the requirement, thereby increasing the cost of producing, printing, and mailing the publication.

### **How do we cost out:**

- **Printing, photocopying, and mailing tasks?** Pre-set modules establish costs per unit based on the type of publication (booklet, newsletter, single sheets, brochure, poster, etc.), number of pages, whether the item will be in color or black and white, and how many copies will be required. Mailing costs are assigned based on the first class postage cost per unit. Staff cost is calculated based on the number of hours estimated to complete the project.
- **Travel?** Pre-set modules establish costs for air, hotel, meals, and miscellaneous expenses (car rental/taxi, tips, phone, etc.) depending on the estimated number of days.
- **Surveys and other research?** Pre-set modules establish costs based on the minimum recommended sample size for the required respondent population. Modules include costs for surveys of NEA members, likely voters, state and local affiliates, and UniServ staff. Staff cost is calculated based on the number of hours estimated to complete the project. Consulting costs are based on hourly rates and the level of effort typically incurred for the work requested.
- **Rallies and similar events?** Costs for NBIs requiring rallies and marches include travel, housing, food, transportation at the site, staff time, publicity, permits, and other expenses associated with planning and executing a large-scale event.
- **Items that call for notification to or participation by state and local affiliates?** NEA has 53 state affiliates, 14,000 local affiliates, and three million members. The cost of NBIs requiring notification to members or affiliates is determined using modules for mailing using first class postage as well as the cost of producing (including staff time) and printing required items. NBIs calling for electronic notification require staff time to produce the required items. NBIs calling for participation by members or affiliates (such as a contest) take into account the staff time required to organize and evaluate responses from a large number of affiliates or members.