



# AS Management Council

Tuesday, November 4, 2014

4:00 p.m. VU567

- Members:** *Present:* Chelsea Ghant, Chair (VP for Business and Operations); Morgan Burke (AS Business); Josie Ellison (AS Communications Director); Sadie Normoyle (AS Environment & Sustainability Programs Director); Ana Palma Gutierrez (AS Ethnic Student Center Program Support Coordinator); Cooper Anderson (AS KUGS Program Director); Will Jones (AS Outdoor Center Equipment & Bike Shop Coordinator); Hannah Brock (AS Personnel Director); Camie Herk (AS Productions Director); Patrick Eckroth (AS Representation & Engagement Programs Director); Samantha Goldblatt (AS Resource & Outreach Programs Director); Abigail Ramos (AS Review Editor-in-Chief); Morgan Haskins (AS Publicity Center Account Executive); Ashlyn Doltar (AS Club Coordinator)
- Advisor:** Lisa Rosenberg (Assistant Director of Student Activities)
- Secretary:** Emma J. Opsal (AS Board Assistant for Internal Committees)
- Guests:** Giselle Alcantar-Soto (AS VP for Activities); Casey Hayden (Student Activities Director)

## Motions

**MC-14-F-2** *To approve the Management Council minutes from October 21<sup>st</sup> 2014. Passed*

*Ghant called the meeting to order at 4:00p.m.*

## I. Minutes Approval

*MOTION MC-14-F-2 by Brock*

*To approve the Management Council minutes from October 21<sup>st</sup> 2014.*

Second: Palma-Gutierrez      Vote: 14 - 0 - 0 Action: Passed

## II. Nominations

### A. Vice Chair and Personnel Committee Representative Elections

Ghant outlined the process through which the council would elect members to the vacant positions. Later in the meeting, the nominations were read. For Vice Chair, Ellison, Herk and Brock were nominated. All three accepted. For Representative to Personnel Committee, Palma-Gutierrez, Eckroth, and Goldblatt were nominated. Palma-Gutierrez and Eckroth accepted, while Goldblatt declined. Those who accepted their nominations were told to come up with a short presentation of why they should be voted for in the upcoming election.

## III. Activities Calendar

- A. Alcantar-Soto presented the Activities Calendar, which had been renamed to the Involvement Calendar (Document 2). Alcantar-Soto discussed the prior conversation on the calendar, including the feedback on questions asked at the meeting. Alcantar-Soto had solicited feedback from Associate Director of University Residences John Purdie and others in Residence Life, who had suggested one calendar per room rather than one per student. This

was suggested as roommates share a mailbox. After implementing this idea for the November calendar, it cut down the printing to 1,100 copies, halving the cost. She had explored other venues, such as bulls-eye emails which had no rule that said the AS could mass email students more than 3 times a quarter, but she had been cautioned the frequent emails could be seen as spam. Alcantar-Soto suggested an AS email list, as the list used for bulls-eye emails included satellite campuses, whose students would be highly unlikely to commute for the activities. Alcantar-Soto said she would be speaking to the RAs, to add a question for the mandatory one-on-ones in winter quarter. Alcantar-Soto then outlined her request, stating the money for the project would come out of the Supplemental Fund. She needed 216.66 dollars, or one third of the cost, but was requesting 350 dollars, as she wanted a little room for error. Burke talked budgets, and how the Supplemental Fund was the best fit for the program, and how in the future it could have its own separate budget, but since at the current time it was not budgeted for the previous year, it was alright for the money to come from that fund. Since it was for the benefit of the students, it was natural for the money to come from the fund. Rosenberg asked about the interpretation of the word program in the policy guiding the fund, it stated the primary sponsor seeking funding must be a program. She asked whether or not the council felt the AS Board fell under the category, and would therefore be able to request the funds. Palma-Gutierrez asked what the total budget for the supplemental fund was. Ghant stated it was \$3,000. The council looked at the rules of operation, and the policies of guiding the usage of the supplemental fund. Anderson asked about how efficient the calendar production was, as for the month of November the entire front page was dedicated to the first week. Haskins did admit there had been issues for the month of October, but for the month of November the calendars had arrived in the dorms before the start of the month. Goldblatt asked if it would be okay for a programming office, or a collective group of the programming offices to sponsor the calendar in the future. Alcantar-Soto said that was a question that could be discussed in the future, but at the time the calendar was still a work in progress. The discussion was tabled for future discussion.

#### **IV. Student Population Flow Discussion**

- A. Casey Hayden was present to introduce the notion of a professional survey of the flow of foot traffic throughout campus. Herk stated the campus was divided, therefore it was hard for the AS and other campus organizations to reach all students. The survey would monitor students, and how they move and stop throughout campus. By knowing the movements of various student groups, outreach to students could be altered to reach the maximum amount of students. Herk had reached out to a company in Colorado, who had quoted her a price of \$5,000 to \$10,000. For the price, the company would design the program, send people to count students, or train people to count students and implement the survey. If it was decided to use students, the cost could be decreased to \$4,000-\$5,000. Those counting would come for a full week, and view the day to day changes of students for that period of time. Hayden stated he had been thinking about such a survey for a while, and felt many other groups on campus would want to know the flows of students throughout campus, and would have a lasting impact. This led him to suggest seeking funds from all over campus. He discussed with Herk where to suggest it, and this had led him to Management Council, as he considered them the thinkers and the knowers of what worked on campus. He also thought it would be best to work with the grounds crew on campus, as they had designed the paths, knew where they were thinking of adding a building in the future, and had a basic knowledge of the paths taken by students already. Additionally, since the grounds crew might have a basic idea of where a future building would go, the traffic study could be altered to stay relevant for a longer period

of time. He also wondered if a study had been done in the past, however the data would be so outdated it would be unusable, but it could give an example of how to implement such a program. The survey would give the Publicity Center, colleges on campus, and student groups evidence of how they could market more efficiently on campus, such as the addition of another tabling station, or an overlooked wall where posters could be placed for more exposure. A map would be created of the data, and would be accessible. Hayden thought it would be something to benefit for many years to come, even though at the time of its implementation it would cost a significant amount of money. Herk opened up for discussion. Palma-Gutierrez saw it as a good idea, for reaching both the long and short term goals of the AS, although most of the council would no longer attend Western Washington University by the time its effects would be felt. She discussed what could be done at the time, how the AS could self-evaluate, asking where the posters were currently being placed and how effective current procedures were. It was asked if Hayden was aware of any other schools had gone through the process. Hayden was not entirely sure, but believed the school he had completed his under-graduate degree had gone through the process, but it was more facilities oriented than the outreach focus suggested. Herk stated it was possible the geography department would be interested in the project. Goldblatt suggested it could have occurred in another branch of the school, and therefore it was reasonable to ask for the data. She also mentioned contacting other schools that had gone through the process with a similar, linear, shape to Western Washington University's campus, and thus the council could weigh the pros and cons of spending that amount of money. Ellison discussed collaborating on the project, as the Communications Office was currently forming an advertising plan for the coming years. Normoyle was interested in Herk's idea to reach out to the geography department, as many students needed senior projects, thus the cost could be cut further if run by students. Haskins liked Palma-Gutierrez's break down of short and long term goals, especially because the PC was aware of gaps in advertising around campus, however there were limits on where posters and other visual signage could be placed on campus. She stated with the help of management council, authorized posting zones could be expanded, to places such as lounges and the Business School. She also mentioned the monitors already in place on campus, and how the number could be increased with the money purposed to be spent on the survey. Burke discussed how there were many possibly interested entities, therefore collaboration was possible. She brought up placing this idea in the legacy document for the council or a member of it. She also talked about increasing posting capacity, as that was a constraint for groups in the past. She also proposed increasing digital signage through Student Technology. She also suggested a cost-benefit analysis, as the benefit would likely be felt for years to come. She also brought up the calendar discussed earlier in the meeting, but wanted more students off campus, or attending in a non-traditional way to be reached. Ghant asked if Herk had done further research into the company, and other competitors. Herk stated she had done a basic search, but had a hard time finding a company, as the ones she had found in Washington were internet traffic based. She stated the man she had talked to described the process well, and as a company, would like to work with the campus. Burked asked if there was going to be a bidding process, since it was a unique opportunity. Hayden wasn't entirely sure, as procedure required a bidding process on purchasing anything over \$10,000. He suggested since the current proposed figure was under that amount, there be an informal bidding process. Burke asked about the variations of students throughout the year, since it changed greatly between quarters. Herk said asking would not be too unreasonable to ask, especially if students were utilized rather than the professional counters that would be flown in. Hayden reminded the council, especially if the survey was preformed over the course of the year, rather than in a week, it would be a highly collaborative, and require a taskforce to

implement it. Ellison suggested, since the Communications Council was coming back, such a taskforce would fall under their jurisdiction.

## **V. Pre-Winter Quarter Training Feedback**

A. Brock asked for ideas for the Pre-Winter Quarter development for staff, scheduled for January 5<sup>th</sup>, the Monday before the start of Winter Quarter. She stated there was not going to be a planning committee, as most staff members were busy during the weeks leading up to the end of the quarter, and throughout the break. The main focus, as in previous years, would be conflict management and resolution, which had not been touched upon in the year's training. She was planning to distribute a survey for the staff as well. She also wanted to brainstorm with the council, to see what their ideas for the training would be. There was a show of hands, and the council was in agreement the training should occur. Ellison asked about survey results from the previous trainings. Brock stated it was good, and at the middle of the year it would be most timely. Burke asked if a small portion of the training could be utilized to remind staff they are students, and push for academics and student life, and reactive to the issues of student employees during the Fall quarter, and how to move forward into winter quarter. Brock liked the idea, saying it was in line with one of her assistant director's goals to provide academic support to the staff. Palma-Gutierrez asked for a reminder of self-care. Brock was unsure then, asking if there was anyone who would like to be involved with a planning committee. She asked for ideas from the committee, and to send them to her.

## **VI. Office Update**

Anderson announced the KUGS 40<sup>th</sup> concert, which was scheduled to happen before the next meeting. Palma-Gutierrez mentioned a post-ESC convention event to occur later in the week. Discussion was tabled to make time for nominations and elections for the open Management Council positions.

## **VII. Next Time**

## **VIII. Adjourn**

*The Meeting was adjourned at 4:56p.m.*