



AS Management Council

February 17, 2015

5:00 p.m.

VU567

- Members:** *Present:* Chelsea Ghant, Chair (VP for Business and Operations); Osman Olivera (AS Business Director); 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); Morgan Haskins (AS Publicity Center Account Executive); Ashlyn Doltar (AS Club Coordinator); Abigail Ramos (AS Review Editor-in-Chief)
- Advisor:** Lisa Rosenberg (Assistant Director of Student Activities)
- Secretary:** Emma J. Opsal (AS Board Assistant for Internal Committees)

Ghant called the meeting to order at 5:05p.m.

I. AS Vehicles Motor Pool Proposal

Ghant recapped the previous meeting's discussion. The day of the meeting, Ghant had had a meeting with the administration, where she had discussed the possibilities for expanding and changing the Motor Pool. She explained they were now working on a proposal for the vehicles. She asked for thoughts since the last discussion. Eckroth stated his office was not for vehicles exclusive for the OC, as they used the vehicles as well, and had gone through Enterprise for many trips. He felt it was unfair for the OC to get two new vehicles. Ghant stated there would be a new vehicle for the AS as well as the OC. Bates stated the new contract with Enterprise did not allow them to take the vehicles on dirt roads, which meant they needed an AS vehicle every weekend. He stated they needed 2 vehicles, so they would not monopolize all the vehicles. Eckroth saw that as a reasonable explanation as to why the OC needed the vehicles. Brock asked about her previous recommendation for 3 cars. Herk recommended larger vehicles, as her office also needed space when using the vehicles. Ghant thought it was a recommendation, as the reason for the Motor Pool was to provide students with vehicles they would not normally have access to. Bates asked if the OC would have a truck, an SUV and access to the other vehicles. Ghant thought not. Bates stated the truck cut down the amount of spots available on the excursions. He would have preferred 2 SUVs. Ghant stated the reason given for the truck was it would allow for more space for equipment and let the participants be more comfortable. Bates stated the trailer allowed for enough storage. Brock suggested giving the SUV to the OC, and buying a new vehicle for the OC, and one for the AS.

II. Decision Packages

Ghant explained she had rethought the previous way her position got requests for fund increases. She instead wanted a document detailing why an increase was needed. She was going to send the form to the advisors for the directors to work on the budgets with them. Her reasoning was the advisors are consistent, and allowed for another critical, longer term point of view. Eckroth felt this was taking away from the student leadership of the budget process. Ghant stated the input would come from the student, but the advisor would be available to give context to the thoughts of the student leader. Eckroth felt the advisors should be involved, but not as a budget authority. Herk asked if the advisors were expecting the package. Ghant said yes, although it was not complete and ready to be sent yet. Rosenberg asked if this was from Business Committee. Ghant

said yes. Goldblatt asked if budget increases through the SPAC process would still be going through that process. Ghant said they would. Rosenberg stated for the year the budget would be carried forward, and look pretty close to the same. Olivera stated the salary increase was the priority. Goldblatt asked if there were any budget proposals available. Olivera stated proposals would still exist. Herk asked if a package was submitted, would the decision happen later, or be part of the package. Ghant had yet to think about that. She said she would add that question. She stated they were still trying to figure that out between herself and the Business Committee. Goldblatt asked why they would need to do a proposal when also doing a decision package. Olivera stated purpose was to attach it to the proposal to provide justification for the budget increase. Ghant also wanted the packages for her advocating in S&A fee meetings. Herk asked if the package was submitted, would the proposal need to include the numbers for the increase. Ghant said yes, and it would justify the increases. Ghant also stated due to the minimum wage increasing, salaries would also go up by approximately \$10,000, and that was the main priority. Olivera asked that anymore questions be directed to him when in his office. It was stated the packages would be done by the following Thursday, then sent out the Monday after the meeting. They would be due finals week.

III. AS Re-Branding Project

As Ellison was not at the meeting, Ghant introduced the ideas for the impending AS rebrand. She asked the council keep an open mind, and be supportive of the ideas of other departments. She did ask that they keep a critical eye when coming up with the rebranding. There was a short break for office updates. Ellison entered at 5:30. They stated the idea of a rebrand had been considered for a while, as a second step after the branding guide was passed the previous year. What Ellison wanted to do was to bring all the current logos under the same umbrella, as they had been designed by many different people over many different years. They stated the changes would be minimal, as there were some offices with great brand recognition, and some without. Ridgley asked if there was any room for input from the offices. Ellison said yes, and that their office would work with the offices and publicity center to create some options for each of the offices, which they would pick from. They stated there would not be a change if the office did not consent to it, however because of the input given from the office, Ellison did not think this would be an issue. Brock asked what the general umbrella for making the logos cohesive was. Ellison was unsure, but would be working for minimal changes to the logos. Doltar asked what the timeline for the rebranding was. Ellison stated their wish was for the first stage of department rebrands to be completed by summer, so they would be seen by incoming students. Ramos asked which office would get a redesign. Ellison was unsure as some of the logos were very recognizable, therefore the least amount of changes were needed. They stated hoped to change 7 of the departmental logos first, then move on to the offices under each of the departments. Haskins was concerned on the timeframe, as it took the PC 10 weeks to create a logo, but it also had an added load to it, which would stretch the time resources of the designers. She stated she did not want the quality of the promotions for the offices deteriorating. Herk was in support of Haskin's statement, as she had seen the PC booked to the extent that they could not do event posters. She felt the addition of the logos would create such a problem for the office which were trying to promote and put on events, all funded by student dollars. Bates agreed as well, as the entire OC depended on the PC. He wanted to know how the brand recognition data was compiled. Ellison explained that the office had used a survey 3 years prior, with almost 2,000 students replying. They stated the AS logo itself had relatively high brand recognition, but other than KUGS, the ESC, and the OC, there was little brand recognition. Herk asked if they could see an updated data set, as she felt three years could make a huge difference in the student population. Ellison stated there was likely not an extreme difference. It was asked who had the last say in the redesign. Ellison stated the final say was granted to the Communications Office, as stated in the branding guide passed the previous year. Eckroth suggested starting sooner

than later, as the logos had generally been consistent, therefore a new study was likely unnecessary. Haskins stated the PC did not want to work with the branding guide, and there had been statements that it would need to be reworked. Ellison said this was fine, and wanted their office and the PC to work together as best they could. Goldblatt felt it was a valid worry that there would not be enough designers to take on the project. She suggested looking into a grant to pay for an extra designer, as this would be a more onetime occurrence. Palma-Gutierrez asked if the process was started by the end of the school year. Ellison stated they wanted the process to start sooner than later, as the idea of a rebrand had been around for a few years. Ellison stated there would be a changing capacity in the PC, so there was a possibility there would not be time to complete the project by then. However, they were more than happy to continue working on the project into the summer. Palma-Gutierrez stated her office was very involved with the students it served, and would want to present to at least the staff, so they could keep the students engaged with the logo that represented them. She stated they might need more time than just to the summer to get student voices. Ellison stated there was a possibility for the process to be more open and democratic for the ESC. They also suggested there was also a possibility for the redesigns to be more public for those offices that wanted to be more democratic. Ellison stated there were only 15 weeks with the student body, and there was the possibility there would not be enough time to go through a public process with each of the offices. Herk suggested taking the current logos and adding elements to them to fit the branding guide, such as the circles used on the current AS logo. Ellison stated that was a possibility, however for some of the logos this would create a problem of clashing colors. They stated it would be a possibility, but the office logos would be changed to fit. Ghant asked what was meant by a minor change to some logos. Ellison stated they wanted to keep the logos similar, but under the umbrella of the branding guide. They stated the process was still conceptual. Eckroth was in favor of the rebrand, as he felt all the logos were dismembered, and for a different organization. Goldblatt was glad the discussion included the directors. Herk asked if the discussion would return to the council. Ellison stated it could come back, although in their mind it was not needed, as it did not require the approval of the council to be implemented. Bates asked if it was possible for the offices to choose whether or not to accept the logos. Ellison felt that there was no way the final logo options would be disliked, as they hoped the offices would have some input in the designs. Ghant asked that if there were any more questions or concerns, to email either her or Ellison.

IV. Office Update (Tentative)

Herk discussed the Underground Coffehouse concert series, all of which had student openers, as well as an upcoming movie, a large scale concert featuring Shabazz Palaces, a Laser Tag tournament that weekend. She also discussed the recognition her office was giving to volunteers. Haskins stated thanks to the events of ASP, there had been many cool publicity campaigns to create. She also stated the office was going through the assessment process, and how there was now dialogue surrounding how to make the program used for commissioning and collaborating with clients accessible to clubs and other small entities. Doltar discussed the success of the Club Showcase. She also stated there was a burst of new clubs, so they had been busy training them. She was also working on club packages, so they would be ready to distribute in the spring. Her office was also hosting a leadership conference soon, so she was preparing that. Palma-Gutierrez discussed the ESC's Lobby Day, which she had received positive feedback from. Additionally, the ESC was working on outreach to high school students of color to empower them to go to university. She also stated the ESC had hired 2 office assistants. She ended by stating the annual Culture Shock event was being worked on for the following quarter.

V. Adjourn

The Meeting was adjourned at 5:52p.. m.