



AS Management Council

Monday, March 7th, 2016

5:00pm

VU462B

- Members:** *Present:* Hannah Brock (VP for Business and Operations, Chair); Osman Olivera (AS Business Director); Kelly Mason (AS Communications Director); Emma J. Opsal (AS Assessment Coordinator); Jonah Falk (AS Productions Director); Griffin Crisp (AS Representation & Engagement Programs Director); Shiffite Awel (AS Publicity Center Account Executive 1); Walter Lutsch (AS Club Coordinator); Anna Kemper (AS Environmental and Sustainability Programs Director); Jordan Van Hoozer (KUGS Program Director); Brian Gliński (AS KVIK Coordinator); Brandon Quackenbush (AS Veterans Outreach Center Coordinator); Yuliya Rybalka (AS Personnel Director)
Absent: Spencer Pickell (AS Outdoor Center Equipment Shop Coordinator); Marina Price (AS Review Editor-in-Chief); Alex Bartick (AS Review Assistant Editor); Gabriel Ibanez (AS Ethnic Student Center Internal Coordinator)
- Advisor:** Lisa Rosenberg (Assistant Director of Student Activities)
- Secretary:** Octavia Schultz (AS Board Assistant for Internal Committees)

Motions:

MC-16-W-4 To approve the minutes from February 22nd, 2016. **Passed.**

Brock called the meeting to order at 5:10pm.

I. Approval of Minutes

MOTION MC-16-W-4 By Crisp

To approve the minutes from February 22nd, 2016.

Second: Van Hoozer Vote: 9 - 0 - 1 Action: Passed

II. Discussion Item

a. Use of Management Council Budget

Brock stated the budget could have been used to purchase food for the committee. She noted the council would not have a budget the following year as it was unnecessary. Falk entered.

b. Increasing Promotional Activity and Event Awareness

Mason and Brock noted there was a goal to increase promotional activity for events and create a system so the communications office was aware of all programs and events put on by the AS. Brock asked the council to come with information about their offices' attendance at events. Falk noted the Halloween Film Series put on by AS Productions did not have as many attendees as they had hoped. He noted that VU Late Night had received large attendance the past two years. Rybalka entered. Brock urged the members to evaluate their offices' events and reflect on why certain events received more attendees than others. Quackenbush noted that the Resource and Outreach Programs had hosted a Costume Ball in the previous few years and that it had been very successful. Lutsch noted that the Club Activities Office assisted clubs in hosting their events, as well as host its own programs. He stated the programs hosted by the Club Activities Office had mixed attendance. He stated the current advertisements weren't enough. Brock speculated that advertisement wasn't the problem for the Club Activities Office, but potentially the types of events. Gliński stated that KVIK had increased attendance in the past year. He stated that using Facebook had been successful for the office.

Crisp stated that the events hosted by the Representation and Engagement Office had been successful. Kemper noted that Environmental Lobby Day was a low attended event compared to Viking Lobby Day, but that attendance had increased over the previous years. She stated the event with Dr. Vandana Shiva had almost 900 attendees. She stated that may have been because the event had been planned very far in advance, and that the office had really pushed to advertise that event. Van Hoozer noted that the most listened to KUGS webcast was Democracy Now. She noted it was difficult to tell how many listeners the station had. Mason stated it would have been beneficial to assess why high-attended events were successful and what could have been improved for low-attended events. Brock noted the goal for the discussion was to work collaboratively to make sure that events during Spring Quarter were successful. Olivera inquired how busy the AS Communications Office would have been if each office asked for assistance in promotion. Mason stated it wouldn't have been too much work as long as requests were made in advance to give the Communications Office enough time to work thoroughly. Olivera suggested a requirement that offices contact the Communications Office about all hosted events. Mason noted that the AS Communications Committee had been working to create a Publicity Checklist for programming offices. Gliński inquired if there was an event evaluation available for offices to use. He stated a brief survey created by the Communications Office would have been very helpful. Kemper stated the Environmental and Sustainability Programs office had conducted a survey for Environmental Lobby Day. Olivera noted that the most important questions for surveys should have been at the beginning. Brock stressed the importance of including optional demographic questions in surveys. There was discussion about making the surveys either online or on-paper. Rybalka noted that though paper surveys were less sustainable, they received more responses. There was discussion about giving incentives for survey participation. Opsal stated that Microsoft Outlook had begun sorting emails into a "Clutter" inbox and that many people were not receiving emails. Mason noted that the following year every student would have been imported into OrgSync. Falk stated that submitting publicity requests and completing things early in advance was helpful for making events run smoothly. Kemper stated that for collaborative events it was important to establish roles between offices early on. Brock stated that she felt in-person meetings were more helpful than email meetings for collaboratively plan events and communicate with the Publicity Center.

III. Budget Item

a. Budget Committee Update-New York Times

Brock noted that Budget Committee had started to meet. Olivera noted that the previous year a student-at-large had inquired how often the paper copies of the New York Times were utilized. He stated there had been a survey conducted that found that 90% of papers were picked up, but he stated there was speculation that faculty and staff were utilizing the resource more than students. Crisp stated that he had many interactions with students that used the New York Times, and that at one point in the previous year 98% of the papers had been picked up by students. Rosenberg noted that digital copies of the New York Times were available in the same numbers that the paper copies were available. She suggested tracking numbers to record how often the digital and paper copies were used. Opsal inquired if the website allowed students to access archives. Lutsch stated he knew students that consistently picked up issues of the papers. Brock stated issues of sustainability had come up regarding the printed papers. Crisp noted that if the university ordered less paper copies, less digital access codes were available. Rosenberg stated it was possible to ask the New York Times representative for other options. Quackenbush stated he tried to take a copy each day but that in both places he looked for them they were often taken. Crisp noted that the digital copies were used less than the paper copies. Brock noted that AS Personnel Committee had updated the Distributor job

description to require records of the number of issues of the New York Times and AS Review that were picked up. Rosenberg noted the position had always been responsible for recording the number of New York Times issues picked up, but that it had been clarified in the job description. Olivera noted that each offices' staff was welcome to attend the Budget Committee meeting where their budget was reviewed. Brock noted that attendance at Budget Committee meetings was important for reviewing decision packages.

IV. Office Updates

There was discussion about the need for more people to serve on spring hiring committees. Rybalka reminded the committee that pre-spring quarter training was mandatory for all salaried AS employees.

V. Adjourn

Brock adjourned the Meeting at 6:02pm.