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|  | **Western Washington University Associated Students** |
|  | **AS Student Enhancement Fund Committee** |
|  | 11/12/2020 |
|  | Zoom |

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| **Board Members:** | *Present:* Rachel Zamora (SEF Facilitator), Noemi (Business Director), Travis (Assistant Director for Club Finances), Daniela (ESC Assistant Director for Club Logistics)*Absent:* |
| **Advisor:** | Raquel Vigil (Business Manager) |
| **Secretary:** | Aarushi Mukerjee (Board Assistant) |

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| **Motions:** |
| **SEF-19-W-** | Approval of… ***Passed.*** |

***Rachel Zamora, SEF Coordinator, called the meeting to order at 4:14 PM***

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| **I.** | **Approval of Minutes** |
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|  | *MOTION SEF-19-W-* | *by* |
|  | To… |
|  | *Second:*  | *Vote:*  | *Action: Passed* |

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| **II.** | **Revisions to the Agenda** |
|  | No revisions to the agenda |

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| **III.** | **Action Items** |
| **A.** |  |
|  | *MOTION SEF-19-W-* | *by*  |
|  | To…  |
|  | *Second:*  | *Vote:*  | *Action:*  |

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| **IV.** | **Information Items** |
| **A.** | * Rachel sated that Maggie Keyek who is attending the AI AIRE Avalanche course said that she is online attending the online portion. The dates are January 23rd and Jan 24th.
* The committee reviewed the application.
* Rachel moved on to the budget sheet.
* She described that the transportation fee was $30 dollars and registration expenses were $445.88. Maggie stated that the online portion is a third of the price of the course which is $145. Therefore, SEF would be funding the $145.
* Rachel stated that she does not think that the student us getting any other financing form other committees, she assumed that the student is paying the rest out of pocket. She said that she will check that.
* Racquel said that if Maggie is asking for $145 it is within Rachels powers to authorize. She asked if Rachel is sharing the application for the committee to be informed or if she is asking for the committee to make the decision.
* Rachel said the original amount was $445.88 which was above the amount that she can approve, and she thinks that the committee should still vote on this one because of the original amount it was. She also wanted the committee to go over it because it is tricky in the sense that it is both online and in person.
* Racquel said that sounds good. She said that she did not follow up with the travel desk. Racquel said the field portion of this applicant is local (in the mount baker forest). They just need to confirm that the student will be authorized to participate that way.
* Rachel repeated that they are online funding the online portion.
* Rachel said if there are any questions she will reach out to the applicant and then they can move it to an action item in the next committee meeting.
* Noemi asked if the $145 is the number that the conference gave her
* Rachel read the email that confirmed it.
* Racquel suggested that they should put a restriction that they reimburse after the completion of the course. She said she would hate for them to pay the $145 and then due to COVID-19 or something else if the event gets canceled it will be hard for them to recoup the money.
* Rachel said that she did tell the student that the reimburse after the event.
* Rachel asked if they could move to the next info item which is about the conference and opportunities fair. As a reminder she talked about last meeting where they discussed what it is, whether they should continue to have it, and is it necessary to keep it on the application.
* Last year they did not have the conference and opportunities fair because of COVID-19
* Rachel pulled up the document about the fair.
* Racquel said that she did see the SEF advertisement on Facebook. So, if they don’t do the fair, they could talk about a marketing campaign that shows some student testimonies and conferences funded.
* Rachel suggested putting something on the application about providing a testimony. She stated that the marketing campaign is going well. The first one is out and the next one will come out with testimonies from previous applicants. The advertisements are on both Instagram and Facebook.
* Rachel read the document about the background of the conference and opportunities fair.
* Rachel asked if they should just change the requirement to a testimony or should some time event still occur.
* Daniela asked if they would still want one. She asked if they were thinking about the future or right now?
* Rachel commented that she was thinking about the future and the application. She also suggested having a virtual event in the spring, but right now the marketing campaign is going well.
* Daniel admitted she was confused, and she is not sure what this is and she would like to know more information about it.
* Rachel explained that the SEF coordinator organized the event in some room in the VU. There are booths and past applicants would come and they would get a booth. If the applicants have a paper, they might show their paper. They would talk about the conferences they attended and SEF. Overall, its event to give awareness to SEF.
* Racquel said its basically what Rachel said but its intent was marketing and advertising. If we can’t do that in person, figuring out how to do that online or through a brochure or video or whatever the committee thinks is good to get the word out to students about what can be funded. She also commented that the fair was not that well attended.
* Rachel said she might consider changing the SEF coordinator job description. She suggested to scratch the conference and opportunities fair and just so some type of marketing during the year but not necessarily and event.
* Noemi said that the online marketing might be more beneficial considering that Racquel said that the fair wasn’t well attended. She said if they did a virtual event on zoom some people would attend. She also stated that using the marketing campaign might get more interaction from people.
* Rachel said that she did the virtual info fair this year and she and no attendance. Therefore, A online event might not work out well.
* Daniela also said that she does not think a virtual event will work because people are always on their screens and it will hard get them off it for this type of thing for a while. It is also awkward to try get people to ask questions. She suggested that they try cute little, short videos on Instagram.
* Rachel said that they can vote next week to keep that off the application. Then she asked if they needed to vote on it or if she could just do it.
* Racquel responded that she is getting clear and good advice from the committee members present. She recommended that Rachel check in with Travis. She stated that she thinks Rachel can just make the change without the formal vote.
* Rachel said that the only action item they had was to vote on the purposed guidelines. She stated she put the original and edit guidelines in the main chat today. She asked them to all take a look at it so they can vote on it next meeting.
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| **V.** | **Other Business*** Rachel asked the committees thoughts about meeting on dead week.
* Noemi asked which week that was again.
* Daniela said she would be fine meeting that week.
* Rachel said it’s in three weeks so they can play it by ear.
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***Zamora adjourned this meeting at 4:39 PM***