



Western Washington University Associated Students

AS Student Enhancement Fund Committee

1/28/2021

Microsoft Teams

Board Members: *Present:* Rachel Zamora (SEF Facilitator), Noemi (Business Director), Travis (Assistant Director for Club Finances), Daniela (ESC Assistant Director for Club Logistics) Brandon (Student At-Large), Connor (AS CBE Student Senator)

Absent:

Advisor: Raquel Vigil (Business Manager)

Secretary: Aarushi Mukerjee (Board Assistant)

Motions:

SEF-21-W- Approval of... *Passed.*

Rachel Zamora, SEF Coordinator, called the meeting to order at: 12:04 PM

I. Approval of Minutes

MOTION SEF-21-W- By Felver

To...

Second: Bueno

Vote: 4-0-0

Action: Passed

Motions:

SEF-21-W- Approval of... *Passed.*

Rachel Zamora, SEF Coordinator, called the meeting to order at: 12:04 PM

I. Approval of Minutes

MOTION SEF-21-W- By Felver

To...

Second: Bueno

Vote: 4-0-0

Action: Passed

II. Revisions to the Agenda

No revisions to the agenda

III. Action Items

A.

MOTION SEF-19-W- by

To...

Second:

Vote:

Action:

IV. Information Items

A.

- Rachel said the only thing they had on the information items was the charter.
- Rachel asked Daniela if she figured out what the official title is.
- Daniela said she did, and it was for the ESC executive board.
- Rachel said they discussed last week if the SEF chair should be a voting member and that the consensus was no.
- Rachel stated that last meeting they wanted to add a piece to the charter.
- Rachel summarized the two statements the committee discussed adding a bullet point to the charter. The first statement was “providing outreach to the student body and potential uses for the student enhancement fund.” The second was “working to increase awareness and participation with the student body to take advantage of SEF funds.
- Raquel commented that the first one was from Connor and the second one was from Brandon.
- Brandon said he liked the way Conner wrote it.

- Rachel said they just have the change in the charge membership and the chairperson. Rachel asked if they want to change the meetings to every week since they have been doing it for the past two years.
- The committee agreed to change it.
- Rachel asked if they were all in agreement about the bullet point about spreading awareness.
- Raquel said “advantage” can create emotions in people and asked what other words they can use. She suggested “to advance the use of SEF funds.”
- Rachels said that she like that.
- Connor said he would add “to allow students to advance themselves through the SEF fund.”
- Raquel said she could see the bullet fitting under bullet number 4 under evaluation.
- Rachel said she could see it under the second one because they are making recommendations. She also said she thinks it would work better after the third bullet point.
- Travis asked if there are offices to give that information out.
- Rachel said they would need to work with the publicity center or the communication office. Therefore, it would still be their job to figure out how they would get the word out
- Rachel commented that right now they are working with the communications office to do the Instagram take over.
- Travis stated it might be more decisive to the other offices to take complete control of the committees marketing, especially when there are offices for marketing. He agreed we should take part in our own marketing. He suggested they include language about direct collaboration.
- He stated this year they were under unique circumstances which is why they focused more on marketing. However, that will not always be the case.
- Noemi suggested “working in partnership with AS offices to increase awareness and participation with the student body.”
- Rachel said she would caution just AS offices because sometimes they could collaborate with the western front or other departments in WWU.
- Raquel said that in the past they had many applications where they could not fund them all. She said that the charge should not be so prescriptive to tell the committee to do this communications work. She commented that they already have a bullet point for giving the coordinator ideas.
- Rachel said that she thought the bullet point they were adding is different from the one that is already there. She asked if they were talking about changing the bullet point or not having it all.
- Rachel said that they must make it an action item to add a bullet point.

- Rachel clarified that she was just asking the committee if they need to add it or not.
- Travis said that doing social media outreach is a great thing this year because they have the time. However, adding it to the list of things the committee already has to do, then future committees might go in and edit it out. He said if they leave space for extra work without making it necessary, they are leaving a better thing for going forward when things are not so unusual.
- Noemi agreed with Travis and said this is a one-time thing and to add it to the charter feels excessive.
- Daniela said hearing Raquel say that advertisement was not an issue made her feel like maybe they should not put this super special case on the charter.
- Connor said the reason he included it is because it was what they were spending most of their time on. So, the document and what was happening on the ground does not match up if there was no mention of it on the document.
- Connor also commented that even though they did not have a problem with advertising, it does not mean that there are people in Western who do not know about it.
- Rachel agreed with Connor and stated there have been students who have come up to her and stated that they were not aware that SEF was a thing. She also stated that she liked the bulleted point. She said SEF should be doing some sort of marketing project because as they go along, it will be slower, and they do not know how long COVID-19 will go on. So, this bullet point might be a good thing to have on the charter.
- Connor said the nature of the applications won't be the same either when they open up, because they will have a lot more online conferences. Therefore, they will need to do more marketing and it is a good thing to have that on the charter to be prepared.
- Daniela said that it would be good if all communities at Western know about this, especially those who don't have as much access as others. They should be aware of all the resources at Western.
- Rachel said she will put it on the charter, and they will do a formal vote next week.
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V. Other Business

- The committee approved the minutes for Nov. 12th 3-0-2
- The committee discussed how to approach the problem of the two previous meeting recordings and minutes being deleted.
- Raquel said it seemed strange to make minutes based off of memory.

- Rachel stated they did it last year when they got deleted.
- Noemi said they same situation with the business council and they reached out to someone who helped get their video back. She said she will try and reach out to this person.
- They agreed that we would try and revive the videos to do the minutes.
- Travis said if they cannot, it's better to fess up and say the files and the minutes were lost, rather than have a page saying what they remember about the minutes.
- Rachel said we will try to problem solve and if not, we will hold off on making the minutes and asked if the committee is ready to move on.

Zamora adjourned this meeting at: 1:02 PM