

# Western Washington University Associated Students Board of Directors Meeting

Wednesday, December 3rd, 2014 VU 567

**AS Board Officers:** *Present:* Annika Wolters (President), Jaleesa Smiley (VP Academics),  
Giselle Alcantar Soto (VP Activities), Chelsea Ghant (VP BusOps), Cristina Rodriguez (VP  
Diversity), Sarah Kohout (VP Governmental Affairs), and Zach Dugovich (VP Student Life)

**Advisor(s):** Eric Alexander (Advisor)

**Guest(s):**

## MOTIONS

- ASB-14-F-31** Approve of the AS Board Minutes from November 19<sup>th</sup> 2014. *Passed*
- ASB-14-F-32** Approve to move Environmental Club Leadership document to an Action item.  
*Passed*
- ASB-14-F-33** Approve WWU AS Legislative Agenda to an Action Item. *Passed*
- ASB-14-F-34** Approve to Move Repurposing of Pop Mic Budget and Revamping of Pop Music  
to an action item. *Passed*
- ASB-14-F-35** Approve the Repurposing of Pop Mic Budget and Revamping of Pop Music. *Passed*
- ASB-14-F-36** Approve the Elect Her a gender targeted event for 2015 to be held on February 7<sup>th</sup> 2015.  
*Passed*
- ASB-14-F-37** Approve the WWU AS Legislative Agenda. *Passed*
- ASB-14-F-38** Approve Environmental Club Leadership Charge and Charter. *Passed*
- ASB-14-F-39** Approve the Committee Appointments. *Passed*

*Annika Wolters, AS President, called the meeting to order at 5:36 p.m.*

## I. APPROVAL OF MINUTES

**ASB-14-F-31** *by Alcantar Soto*

Approve the AS Board minutes from Wednesday November 19<sup>th</sup> 2014.

Second: Ghant Vote:7-0-0 Action: Passed

## II. REVISIONS TO THE AGENDA

### ASB-14-F-32 *by Dugovich*

Approve to move the Environmental Club Leadership item from information item to action item.

Second: Kohout      Vote: 7-0-0      Action: passed.

### ASB-14-F-33 *by Kohout*

Approve to move WWU legislative agenda Information item to Action item with guests. Wolters asked if there was any discussion. There was none.

Second: Smiley      Vote: 7-0-0      Action: Passed

## III. PUBLIC FORUM (*comments from students and the community*)

## IV. INFORMATION ITEMS - Guests\*

### A. Repurposing of Pop Mic Budget and Revamping of Pop Music

Alcantar Soto said she will give a brief introduction. They saw this item back in September 2014. They all had a lot of questions about it so she met with Eli Hanavan the AS Pop Music Coordinator and Camie Herk the AS Productions Director and they have been trying to figure out the answers to those questions. The main question was have a solid plan and they have provided one with the second document. She will let them explain it. Hanavan said it used to be Pop Mic and they decided to revamp the event around music industry to get students involved on campus because it's not a major on campus but it was always a niche and very small event. It was an awesome event and the students loved it. It costly event with around \$5000, it was a great experience for students but it was a lot of spending for the amount of students going to the event. It was 100-150 students going to this event. So they wanted to assess the feasibility of it and they came up with the idea to do the Entertainment Industry Expo. It's not the official name but they are thinking about doing the arts and entertainment career day and to explain what it is. They want to do a career/internship fair for students that is free. In the past it was \$10-20 admissions fee to just get in there. It was more networking and information based, build connections with people. Instead of internships and actually getting careers in it. What they plan to do with the expo is more it's breaking it out to the entire music industry as a whole with the whole industry. Getting organizations on campus involved in that. Basically they would handle it similar to Pop Mic. They would have a committee for it that would be open to any students and it would be great experience building an event like this. It would be reaching a lot more interest and making it free. They would do this by getting rid of that expensive brunch and bringing the subsidy down to something they can do for free. It's hard to say now whether it will be less work than the Pop Mic Industry Conference but he thinks it would be a little less for his position because the scope of the event is a lot less time consuming. There was a lot of moving pieces, panels, speakers, room reservations, brunch and this event will be easier to coordinate. Herk said it's also easier to have committee members just to reach out to Expo members. The people who will be sitting at tables, giving information out to students. Internships to students than it is to get professionalist to come and speak on a panel that is themed. They hope they can reach more students that way it's not going to cost more money and it will go for multiple hours. Say a student can only come for an hour, they can work around the whole expo for that hour. Before it was an all-day event, so if they couldn't take the whole day, they wouldn't get the whole experience. Hanavan said there was so many moving pieces they had to choose which one they were interested in most. The fact they want to center it on getting students jobs and

internships is really big. One of his biggest question is whether they want to charge organizations for the event because they typically do on campus. They want to have this event so students can talk to organizations about jobs. The return on their investment is greater than posting it on some random board. They will get connected with students who are interested in working for them. Alcantar Soto said as the motions stands is to transfer all funds of \$5,000 from FXXMIC into the general FXXPOP budget. The Board also had brought up a question in regards to were the rest of the money will be allocated and they have indicated that it would go to another event, Lawnstock which is one of the biggest events they put on. That event is free for students and that extra money will make it better for students. Hanavan said the biggest thing with Lawnstock is it's the end of the year, it's the third (3<sup>rd</sup>) year. It's an outdoor event and Event Services fees are expensive so that little extra money will help a lot. They want to pay for event services and get a decent headline. They would have 1,500 students coming to Lawnstock rather than the 150 students typically going to the Pop Mic conference. Kohout said she really appreciates all the work they put into bringing this back with a thorough proposal. Ghant said ditto everything Kohout said and asked how many companies they are bringing. Herk said all of the committee to decide how many companies to bring. Each committee member will be responsible for finding people to bring to the event in specific categories but they don't have a set number each. Hanavan said certain category will have more success than others. Ghant asked when this event would be held. Hanavan said they are thinking Spring quarter. Hopefully it will be the end of May possibly early June. They were thinking maybe outdoors and getting a local band to play. Possible a keynote speaker to draw students in. It wouldn't be something huge to take over the event but something to bring students in. they had a really cool person reach out the university and he wanted to teach a day course about the industry. He is a really experience person as well. Smiley said she noticed submitting the applications. The deadline for turning in the applications is Tuesday November 25<sup>th</sup>. She asked if they had received any yet. Hanavan said they did receive some and they are going to extend it as well. They've gotten six (6) so far. They will contact the people who've already applied to see if they can meet during finals week. He doesn't want them to contact anyone yet but to at least start building lists of what they would like to see at the expo. They will have the applications open over winter break. With the new dead week around the second week of winter quarter which will help fill in those last gaps. They can at least get people over break working on those ideas. Career services was really willing to meet with the committee as a whole to let the committee know how to reach out to businesses. Ghant asked if it would it be an all-day event. Hanavan said a 4-5 hour event. They were thinking it would be a long event. So whenever students have time they could stop in. Its free so it would be nice for whenever students have time from class or work they can just stop in. it would really only take an hour to get to all the tables they would want to talk to. Most career services around that time. Ghant asked if all of these are catered around entertainment. Hanavan said yes, that was the idea because they don't have that option on campus. Ghant asked if they've already budgeted for Lawnstock. Herk said yes it's in the budgeted. It's one of the more expensive events. They usually have 4-5 acts all in one day. It's with left over that was left from other events. Any money they can transfer over would be helpful. Hanavan said he has been keeping in mind that Lawnstock will be around \$10,000, and that was based on the previous Lawnstock. They need to make sure they can have that money at the last quarter because they aren't getting any revenue back from it because it's a free event. Hanavan said Lawnstock is a really cool event. But he thinks discussing the separate set aside budget for Lawnstock would be good in the future because it is the second largest event put on every year other than the AS Info Fair. They had talked about this expo being taken over by career services at some point as well. Ghant asked if they had a budget for this proposed Expo. Herk said they had planned \$3,000 as the absolute max. Hanavan said they had planned to cut it in half. Catering contract for last year's event was over \$2,000. And last year's event as a whole was about \$4000. If they didn't include the brunch it would cut down on a lot of costs. Also they aren't using the whole Viking Union which they had used in the past and that will help with

costs as well. Herk said they will also cut down on publicity because last year's event was very heavy on day of pamphlets and this year they wouldn't need as many. Hanavan said they will support from career services and they won't get ticket sales but it was only \$250 total anyways. So they were thinking \$2,000 dollars. Romano said it was her fault making it an information item and this should have been an action item.

**ASB-14-F-34** *by Alcantar Soto*

Approve to move this to an action item because they have seen this in the past.

Second: Smiley Vote: 7-0-0 Action: Passed

**ASB-14-F-35** *by Dugovich*

Approve the Repurposing of Pop Mic Budget and Revamping of Pop Music

Second: Kohout Vote:7-0-0 Action: passed.

C. AS Assessment Coordinator Presentation

Matt Smith the AS Assessment Coordinator said he is here to give them an update on the SPAC process. All the groups should be finished with their work by the end of this week. It will be centered around assessment and what they need to change about themselves. The bulk of their work is done. It's been really nice actually. It's the first year they have had very little issues on completing their work. It is tough when they had to do this on top of their normal work. Smith is here is to give them a refresher on the SPAC process. It's been a while and some of them have had different parts of the process. To go where they left off back in July. They wanted to go over the SPAC timeline and see what they've done. What they SPAC Process has in order for them. Also to go over the documents they've been working on. Smith said they are almost done with the bulk of the work. They offices have staggered deadlines so that everything isn't due all at once. Pretty much they've been learning to think strategically about themselves. They come up with results and that documentation is for the AS to have records. Offices have been turning them in and it has been good work. They are drafting recommendations and those are drawn from the documents they've been creating, data and assessment. They get the chance to discover problems. They get 3-4 weeks to draft recommendations. They will see a fair amount of change by the time it goes through the whole process. The first couple weeks into Winter Quarter they will see their first SPAC recommendation. They will probably finish with the last recommendation by the second week in February. If the office has personnel recommendations and or budget recommendations will have to pass through the relevant committees before it passes through the Board. They will see them piecemeal. It won't be necessarily be succession. They will be seeing them from Winter quarter to early Spring quarter. If they make sure the recommendations are up to the standards the Board need everything should go well. It is up for interpretation on what they all want and need from that position. Some offices needed extensions for reasons which is why they have the staggered deadline. For example the Publicity Center got an extension because they were bogged down with hiring. They have been communicative when they can't make deadlines. There is a lot of ideas and voices going into this and it isn't one person speaking. They won't see all of the data from each area the offices look at but they will see the results. They asked to shorten it so they don't see 10 page documents per office. They understand that the recommendations aren't going to get a green line but they put a lot of work prior to bringing their recommendations. He wants to give them an indepth overview of winter quarter. Dates to save, is on the SPAC is in the Q drive. Q->working->AS Assessment -> past and current year assessments. He will make sure they all have access to it. It has the dates he wants the Board members to save will be in their calendars. January and February will be the months that matter. They will want to keep an eye on those recommendations that were passed by SPAC. It is important to see when it is going to SPAC committee. He wants

to give an overview of what they've been thinking about. They won't directly translate into SPAC recommendations because it could be changed. But it's what offices have found and what issues they may be seeing when it comes to the Board. Findings for Queer Resource Center (QRC) is an insufficient budget for bringing speakers or speakers that draw people to events. A lot of the speakers are outside the local or Seattle area and are pricier than they can afford. The needs for events that center Trans experiences and people of color. Also there is a potential for a new logo. Outback has done a fantastic job. They felt there is an excessive workload for the coordinators. There is a need for an assistant coordinator because of the excessive workload. Publicity Center said their hardware is not as up to date as it could be. They have a personnel issue in which there is a potential need for permanent, part-time staff member on the account executive side. The budget is sometimes outside their ability. They would like to expand everything if they could. VU Gallery has the inability to consistently track meaningful demographics due to struggle of getting comments and feedback in a gallery space. That is huge because that's the basic of the assessment. Figuring how to get feedback about what they want to see in the gallery. Ethnic Student Center has a full time staff member but -space events often fill up capacity because it is not big enough for student base. It is not in visible place and is somewhat hard to find. They also have a personnel need with the office assistant positions being only limited to work-study. They have had a tough time filling those positions this quarter. Outdoor Center (OC) Excursions said the cost of renting vehicles is high when the AS Motorpool is not available. There is no specific OC vehicle, despite how commonly used. It is also difficult to plan ahead due to some weather-dependence trips which could result in additional cost. Those additional costs falls on students. They are also running out of storage space. The Social Issues Resource Center is finding it difficult to find its niche because it's very broad office. In both positive and negative ways. There is a need for responding better to student movements and issues as well. Smith said the AS Board can help it goes smoothly. They can do this by following the deadlines for communicating with their SPAC office on their recommendations. They can give their Board opinion ahead of time. They can review their SPAC office's draft recommendations when they are saved into the office folder. Update each other consistently in board reports on where office recommendations are at (i.e. SPAC Committee, Personnel Committee, Budget Committee) and any changes made.

*Annika Wolters, AS President, called the meeting to go on recess at 6:55 p.m.*

*Annika Wolters, AS President, called the meeting to order at 7:02 p.m.*

## V. ACTION ITEMS - Guests\*

### A. Elect Her Targeted Event

Eckroth said he changed the percentages more accurate and fiscal impacts. Nothing else has changed. Dugovich said he would like to be fully represented.

#### **ASB-14-F-36** by Ghant

Approve the Elect Her a gender targeted event for 2015 to be held on February 7<sup>th</sup> 2015.

Second: Smiley            Vote-7-0-0            Action: Passed

### B. WWU AS Legislative Agenda

Kohout said they brought it back to the Legislative Affairs Council (LAC). Thank you for all those who got to be there. She tried to present it unbiasedly. In the last bullet point she thinks

they found a really good compromising. It acknowledges that universities have tuition setting authority but also recognizes that if the state doesn't fund the university they won't have any choice University will have no choice. Some changes on the letter was made. There are good lines that they added about lowering tuition. Kohout said some small wording changing nothing too huge. Alcantar Soto said good job to the committees and Kohout to put all this work in and taking different opinions into mind. She said she didn't know if it needed to say "secondly, thirdly, fourthly" but it's a small change. Kohout said they talked about that they decided it sounds more professional sounding to include that. Ghant said ditto on what Alcantar soto said.

**ASB-14-F-37** by Ghant

Approve the WWU AS Legislative Agenda.  
 Second: Kohout Vote: 7-0-0 Action: Passed.

**VI. PERSONNEL ITEMS** (subject to immediate action)

**VII. ACTION ITEMS - Board\***

**VIII. INFORMATION ITEMS - Board\***

A. Environmental Club Leadership Charge and Charter

Dugovich said there are some changes Sadie Normoyle the AS Environmental and Sustainability Programs Director made herself. She would be the chair of this. He can take any questions they had. Wolters said the word percent needs to be in there. Ghant asked if there is a reason it is not in the generic charge and charter format. Dugovich said yes it because he formatted it himself and he will get it to Romano to format correctly.

**ASB-14-F-38** by Kohout

Approve the Environmental Club Leadership Charge and Charter with the additions of putting it in the correct format.  
 Second: Ghant Vote: 7-0-0 Action: Passed

**IX. CONSENT ITEMS** (subject to immediate action)

A. Committee Appointments

Academic Honesty Board

Kate Welch	Geography	Sophomore
Elvira Berishev	Political Science	Senior
Kelly Leahy	History	Senior

Election Code Review

Nidia Hernandez	Business Marketing	Senior
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Election Board

Nidia Hernandez	Business Marketing	Senior
<u>Residential Advisory Committee</u>		
Ashley Mimaki	Biology	Freshman
<u>Counseling, Health, and Wellness Services</u>		
Devin Bo	Kinesiology	Freshman
<u>Recreation Center Advisory Committee</u>		
Caitlin Upshall	Creative Writing	Sophomore
<u>AS Presidents Committee on Equity, Inclusivity, and Diversity</u>		
Krista Wagner	Human Services	Senior
<u>AS Transportation Advisory Committee</u>		
Krista Wagner	Human Services	Senior
<u>Departmentally Related Activities Committee</u>		
Carly Roberts	Political Science	Senior
<u>Services &amp; Activities Fee Committee</u>		
Khanh-Tran Ton	Theatre	Senior
<u>Diversity Achievement Award Committee</u>		
Khanh-Tran Ton	Theatre	Senior

**MOTION ASB-14-F-39** by *Kohout*

Approve the Committee Appointments.

Second: Alcantar Soto    Vote: 7 - 0 - 0    Action: Passed

## **X. BOARD REPORTS**

**Board Reports were not given at this meeting due to the length of the meeting and will be given at the next AS Board of Directors meeting.**

**XIII. OTHER BUSINESS**

Big Blue Book Raffle Drawing : winner: Jendy Edgerton.

*The meeting was adjourned by acclamation at 7:11 p.m.*