



# Structure and Program Advisory Committee

Friday, February 13, 2015

12:00 p.m. VU567

- Members:** *Present:* Matt Smith (AS Assessment Coordinator, Chair); Hayley Trageser (Perspective Student-at-Large); Elspeth McGlocklin (Student-at-Large); Nidia Hernandez (AS Outdoor Center Marketing Coordinator, AS Representative)
- Advisors:** Lisa Rosenberg (Assistant Director for Student Activities); Chelsea Ghant (AS VP for Business and Operations)
- Secretary:** Emma J. Opsal (AS Board Assistant for Internal Committees)
- Missing:** Jonathan Franklin (Student-at-Large); Mirabelle Blech (Disability Outreach Center Coordinator, AS Representative)
- Guests:** Jeff Bates (Publicity Center Coordinator); Stephen Ateser (AS Lead Graphic Designer)

## Motions

- SPAC-15-W-8** *To approve the SPAC recommendations for the VU Gallery with the exception of the 4<sup>th</sup> recommendation extending the position to 4 quarters. Passed*
- SPAC-15-W-9** *To approve the SPAC recommendations the Outdoor Center Excursions with the stipulation the draft mission statement be wordsmithed before final approval. Passed*

*Smith called the meeting to order at 12:04p.m.*

## I. Information Item - Publicity Center (PC)

- A. Bates and Ateser were present to discuss the PC's recommendations. The first was for a change to the PC's mission statement. Smith felt it was pretty straight forward, and a good reflection of the PC's services. The second was a strategic goal to improve communication within the AS. Smith explained it was important, as the office provided services to the AS. The third was to address ways to improve project timelines and compress them. Smith lauded them for their multiple options they suggested for the improvements. The fourth was for increased outreach of programs available to students. Smith stated the PC was not exclusive to the AS, and could be used by student groups. The 5<sup>th</sup> was to change the lead designer job description. Smith stated as the year progressed, the job duties had changed so substantially it needed to reflect the level of work in described duties and pay scale. The 6<sup>th</sup> was to teach the entire AS about departmental rebranding and to limit any logo changes to the SPAC process. He explained until that year the offices in the AS had freedom to change their logos. However, the communications office was in the process of rebranding the AS, and they did not want to tie down the PC with logo changes. This would also allow people to begin to recognize the logo, building brand recognition across the AS. The next was to improve internal assessment for the PC. He explained it would become a more consistent culture of assessment in the office if passed. The next was to replace the computers with Mac computers. This was because they were considered industry standard. Although more expensive, the PC felt it would give better experience, and increase productivity. Smith also explained the committee was not the body to fund the technology, but would instead endorse the recommendation. The last was to

promote workflow with a video wall, a digital sign to advertise AS events. Bates wanted to put it on the 6<sup>th</sup> floor, for maximum exposure, and to make the lobby more welcoming. Hernandez asked how many computers would be replaced. Bates stated all the graphic designer computers and the AS Review computers would be replaced, 13 in total. This would allow all the updates to be in sync. Smith stated this was outside the regular scope of budget proposals, as the money to implement it would not come from the S&A fee. Bates added there were many technical problems for the current computers. It was asked how Bates saw the combining of the Communications Office and PC. He stated the recommendation did not specifically call for the combination of the two, but rather if they could be in proximity to one another. He felt there were communication problems between the PC and the Communications Office that could be remedied if the two offices were together. Smith clarified that the Communications office was on the 5<sup>th</sup> floor, and the PC was on the 4<sup>th</sup> floor. Bates further explained that if there was a change in location of the communications office, coordinators for events would need to go to one office if they made any changes to their events. McGlocklin asked what ideas there were to improve communications if they were unable to relocate the office. Bates suggested involving the Communications Office with the software the PC used, but other than that, felt the best remedy would be to put the communications office in proximity to the PC. Smith suggested adding short term remedies to the recommendation. Bates stated that would be alright, and one such improvement was on the changed job description for the Lead Graphic Designer. He also stated the proximity would bring them together as more unified offices working to serve the AS. Ateser stated this would promote a collaborative environment, like that of real-world career spaces. McGlocklin asked if the requirement of “marketing knowledge” was on the job description. Ateser explained it was not set on the description, as most of the lead designers were Graphic Design majors and had knowledge of marketing from their classwork. Ateser stated this would allow for a multidisciplinary work space, and let in another view point when collaborating on a project. Ghant thought the proximity issue could be a problem, but the communication was a bigger issue, and there were other short term fixes for it, such as talk times, inclusive staff meetings, and regular conversation of how to communicate. She also gave context that the lead designer job change would go to the board the following week, as well as some things already were in action. Smith asked for a copy of the job description, so the committee could better see the needed communication. Ghant was concerned that the 6<sup>th</sup> recommendation would conflict with the planned rebranding of the entire AS. Ghant suggested they communicate with the Communications Director so they could have a more manageable workload. Bates clarified that the 6<sup>th</sup> recommendation was for specific offices, not the AS as a whole. He stated specific offices would change their logos only through the SPAC process, because logo design was a serious task for the PC that took up a substantial amount of time. Smith suggested the 6<sup>th</sup> recognize there could be exceptions to the rule, because sometimes a logo change would be needed outside those times. Bates went over the mission statement change and the recommendation calling for a video wall. He stated the latter of the two depended on the VU budget, and whether or not the AS could contribute to the funds for the wall. If not, they would stick with it, and try to get it for the following year. Ateser added that improved communication with the Communications Office would allow for improvement in the project timelines. Blacker asked how many workers were in each office. Bates stated 26 were in the PC, and 2 were in the

Communications Office. McGlocklin asked what they used for surveying their clients. Bates stated they had been using SurveyMonkey, however they did not receive any feedback from their clients so they were working towards another system they hoped would work for data collection. Smith liked how intertwined the recommendations were, which emphasized each of the needed improvements. McGlocklin asked what system the Communications Office used for project management. Bates stated they did not. Smith explained the Communications Office was relatively new, and was still working towards being fully operational. Hernandez suggested for the second adding reasoning behind improvement of the communications. She also suggested using Trello for communication. Bates stated Basecamp was a better program for visual communication, but was open to a free program. Bates suggested strengthen the communication between the two offices by looking at the issue from within the Communications Office. Ateser stated the recommendations were to give incentive to the Communications Office to talk to the PC.

## **II. Action Item - VU Gallery**

- A. Smith explained the 5<sup>th</sup> recommendation, which had been changed to be more general talks on the use of space, rather than specifically requesting climate control. He stated their needs were very specific to them, and the 5<sup>th</sup> was to make sure their voice was heard in conversations of space. The fourth was also clarified by Gazablat, so the reasoning behind the added quarter of work. Rosenberg asked for clarification what Gazablat meant by affiliates. He had meant employees of the Gallery and Associated Student Productions. She suggested changing the wording to better convey this. Ghant stated the 5<sup>th</sup> was valid, with Smith adding the articulation of why the Gallery should be included in the space conversation was well stated. McGlocklin stated the 4<sup>th</sup> better portrayed what was needed by the extra quarter. Rosenberg was concerned about the 4<sup>th</sup>, as most positions in the AS would benefit from an extra quarter of work. Additionally, she was concerned about the limits that would be placed on the pool of applicants if the hiring schedule changed, because it would exclude anyone with a job on campus already. Smith stated there were 30 planning hours in the summer for the position. McGlocklin wondered if there was a short term solution that would allow the position to be hired on the current schedule. Gazablat stated there were many different ways the job could be improved, but the one he advocated most for was more preparation time for the position. Ghant suggested creating a strong legacy document for the reference of the next position holder, as she felt it was not a reasonable recommendation. Smith suggested thinking ahead on the internship, and giving as much experience during it that would be hard to communicate in a document. Hernandez was tom on the recommendation, as there was no job description attached to the increase in the position term. She did however, like the points given as to why to fix the position. Smith agreed, and felt he could have sent it to Personnel Committee. Rosenberg thought if it went to Personnel Committee and the board, and it would need to be hired later. Blacker asked if it could be held off for the next year. Rosenberg said yes. Hernandez wanted a specific description of the duties for the position during the first quarter it was hired for. Gazablat was excused so the committee could vote and deliberate. Smith stated he would have rather had a job description for the 4<sup>th</sup> proposal, however he had made it clear for the office they wanted a job description for evaluating recommendations with personnel implications. Ghant stated there was a

need for structuring the running of the office was needed. McGlocklin stated with the legacy document much could be learned. Rosenberg stated there was also help from the advisors. Smith was also told as to why it should be passed. He felt all the offices could benefit from the extra quarter, however this position had planning hours, unlike some of the other offices that were also expected to have events at the start of the quarter. Smith felt there was not enough explanation as to why it needed the extra quarter. He also felt it would add complexities to the hiring process the AS would not entirely be able to work with. Rosenberg also stated there would be an additional management duties added to the gallery director on top of their normal duties when training the incoming director. Smith asked for the thoughts of the committee. Blacker felt that at first there was good reasoning behind it, but as time went on, she realized the recommendation would have been of benefit to the current position holder, and not hold over for future position holders. She did not want to pass it, instead encouraging more substantial training and communication between the position holder and the incoming staff member. Smith was at a similar place, and there was enough information to vote on the recommendation. McGlocklin also agreed, thinking it should be passed with the stipulation it be refocused on passing on information through the internship and the legacy document. She felt the main problem was in the lack of time allotted. Trageser also agreed, asking if there was a legacy document. Smith said yes, but its quality was not monitored. Hernandez felt they were on the same page for the 4<sup>th</sup> recommendation. Rosenberg explained the committee would be able to pass all the recommendations with the exception of 4, as long as Smith gave the reasoning why not 4, and how to implement that idea without the inclusion of such efforts in the SPAC recommendations.

*MOTION SPAC-15- by Hernandez*

*W-8 To approve the SPAC recommendations for the VU Gallery with the exception of the 4<sup>th</sup> recommendation extending the position to 4 quarters.*

Second: Blacker Vote: 4-1-0

Action: Passed

### **III. Action Item - Outdoor Center Excursions (excursions)**

- A. Smith was unsure if they should discuss and pass the recommendations, or wait for other information. Bates was present to discuss the changes to their recommendations. He had given a better explanation of why they needed improved space. He had also found amounts that would need to be spent on the vehicles. He also found from the new Enterprise contract now meant they could not take the vehicles off road, so they would need university owned vehicles for all their trips. Bates also included a draft mission statement. Hernandez asked if mission statements went to Management Council. Rosenberg said yes, if passed by the committee. Bates also included the costs for each year's travel, and the budget was very close. Smith felt they had given plenty of information and were very thorough with their recommendations. There were no concerns. Rosenberg asked what the committee thought of the mission statement. Smith thought it would need to be wordsmith, and that it could be better phrased to portray what was meant. Blacker asked if passed, would it get wordsmithed. Smith said yes, by

either someone from the office, or involved with SPAC, and it would go through a lot of bodies.

*MO TION SPA C-15- by McGlocklin*

*W-9 To approve the SPAC recommendations the Outdoor Center Excursions with the stipulation the draft mission statement be wordsmithed before final approval.*

Second: Hernandez Vote: 4-0-0

Action: Passed

#### **IV. Adjourn**

*The Meeting was adjourned at 1:40p.m.*