

Western Washington University Associated Students

Board of Directors Meeting

Thursday, June 1, 2017 OM 340

AS Board Officers: *Present:* Stephanie Cheng (President), Alex LaVallee (VP Activities), Erick Yanzon (VP Academic Affairs), Mary Moeller (VP for Business and Operations), Bryce Hammer (VP Governmental Affairs), and Wayne Rocque (VP for Student Life).

Guest(s): Mohammed Ebrahimi (AS Communication Director)

Advisor: Eric Alexander (Associate Dean of Student Engagement and the Director of the Viking Union Facilities).

MOTIONS

- ASB-17-S-56** Approval of increase in the counseling, health and wellness service fee. *Passed.*
- ASB-17-S-57** Approval of the AS Operational and Carry Forward Request. *Passed.*
- ASB-17-S-58** Approval of the AS Communications Assistant Videographer job description. *Passed.*
- ASB-17-S-59** Approval of the open letter regarding sexual assault with the removal of a sentence. *Passed.*
- ASB-17-S-60** Approval of the WTA contract with WTA's agreement to the contract. *Passed.*
- ASB-17-S-61** To move of the AS Structural Review Committee Charge and Charter from info to action. *Passed.*
- ASB-17-S-62** Approval of the AS Structural Review Committee Charge and Charter with the Addition of one graduate student in the membership section. *Passed.*
- ASB-17-S-63** Approval of the Coordinator Event Programming job description. *Passed.*
- ASB-17-S-64** Approval of Alejandro for the Academic Honesty Board. *Passed*

Stephanie Cheng, AS President, called the meeting to order at 12:06 p.m.

I. APPROVAL OF MINUTES

II. REVISIONS TO THE AGENDA

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

Cheng said that she offered Moeller the opportunity to go over stuff about elections. During Moeller's campaign she posted a video to social media that included the faces of people who did not support her campaign and people who could have been outed as undocumented. She also claimed the consent of the Blue Group. Blue Group explained that the video caused harm to the Blue Group and the Board of Directors. Moeller is going to reach out to Vicky and the Blue Group and she is going to

continue to work to make the commitment to these values past elections. She said that she was extremely grateful for the people who told her that she made a mistake. She left with the comment that she will not stop fighting and working to be an alliance.

IV. INFORMATION ITEMS - Guests*

A. Proposal for Video Productions

Ebrahimi proposed reasons for why they need videographers both during summer and during the year. This is so they can work on their branding and fix the website. He wants to make the website look a lot nice and work on general videos to talk about what the AS is. This would also give us the chance to schedule interviews with the directors at the AS. The AS has had a significant downturn in the number of applications so this would be a great way to engage new students right away and get students to want to be more involved in the AS. Live Facebook feeds are another thing that they will be focusing on so that they can use social media as a marketing tool. Video could also be used for elections and activities that the AS is doing throughout the year. LaVallee said that having the hourly position is important because it would allow us to have videos for running start but also for info fair. This, he said, would be much more difficult to do with just one person. Ebrahimi added that one of the major things that he wants to do with these two positions is capture footage from multiple events to put on the website so that they can show what the AS has done this year. Cervantes asked how they would ensure that students are actually engaging with these videos. Ebrahimi said that a few times this year they have gone live, and every time they have done that they reached a lot more people with one video than they did in one month. They had about 4,000 viewers for the AS elections when they went live this year. He pointed out that people are less interested in reading articles and more interested in videos so it is important that they stay with that trend. Hammer said that doing more things like WWU Upkeep would be really good. She said that having a position like this that improves peoples video editing skills would be really good to have. Ebrahimi agreed and said that currently there is a lack of skill and a lack of resources. Cheng asked what measurement they are using beyond Facebook views for the volume of people. In the future Ebrahimi said that wants to run surveys in events to ask people how they had heard about the event. Then, at the end of the year they will be able to find out how effective the videos are for people in spreading information about the AS. Cervantes said that she is hearing that since this is a new position then everything will be working as a trial. She said that a lot of the times employees in the AS get thrown into new jobs and they have to figure out how to do things on their own. She said that maybe they could make checkins in the future so that they are engaging more deeply into the community and not just being position that is sharing videos. Ebrahimi said that his position meets with VP for business biweekly right now. He said that one of the things they could check on is whether or not that office can work to hold the position accountable. Cervantes said that they need to make sure that this position is actually useful because as of now the marketing has not done a good job. Ebrahimi said that this is one of the things that he has been talking about all year because many people do not understand what the AS is or what all of the different offices do. They requested the board review all of the incoming marketing positions because right now there is not a direct line of accountability between different offices and the marketing positions. What they want to do is create a bigger, bolder message, rather than many small projects. Cervantes said that she thinks there is a lack of critical thinking in how these positions do their jobs and that we are not doing a good job in publicizing or marketing the things that they do. Ebrahimi said that he is going to be reaching out to different offices to make sure that these positions are going to be used. Cheng said that she wants to see data and an abstract plan for the position before fall quarter.

B. Summer Services and Activities Fee Allocation

They are going to be starting with a deficit this summer. The actual allocations being projected are lower than what they thought.

V. ACTION ITEMS - Guests*

A. Counseling, Health and Wellness Service Fee Proposal

Konloo said that last time they were hear they said that they would come back to the board with some information and some comparative analysis to show what other institutions are charging. He said that they are going up to 318 dollars. Evergreen state college is going up to 309 dollars. Washington State University is going to pay \$408. Eastern is going up to \$297 but the way that Eastern operates is completely different then the way that Western does because most of their services are contracted.

MOTION: ASB-17-S-56 by Hammer.

Approval of increase of \$10 in the Counseling, Health and Wellness Service fee.

Second: Rocque. Vote: 6-0-0. Action: *Passed*.

B. Carry Forward Requests

Rybalka said that the document has been changed slightly. They added carry forwards with SEF Grants and the ESC LowRider and the Pow-wow balances.

MOTION: ASB-17-S-57 by Hammer.

Approval of the AS Operational and Carry Forward Requests.

Second: Cheng. Vote: 6-0-1. Action: *Passed*.

VI. PERSONNEL ITEMS (subject to immediate action)

A. Communications Office Video Coordinator JD

B. Communications Office Assistant Videographer

They looked at the job descriptions. Yanzon asked if the four-quarter position would only be applied to this school year. They said that they see it as a yearly task. One of the videos they have now still has Shalom Murphy in the AS Productions office speaking as a student and they graduated in 2012. Cervantes said that it would be really useful to make videos about macroaggressions, racism and sexism.

MOTION: ASB-17-S-58 by Hammer.

Approval of the AS Communications Office Video Coordinator job description.

Second: Cheng. Vote: 6-0-0. Action: *Passed*.

MOTION: ASB-17-S-59 by Hammer.

Approval of the AS Communications Assistant Videographer job description.

Second: Cheng. Vote: 4-2-1. Action: *Passed*.

VII. ACTION ITEMS - Board*

A. Sexual Assault Open Letter

He made some editing changes. He said that those convicted of certain crimes should be punished and allowed to reform and re-integrate into an institution where they did not commit the crime. Rocque said that we can keep it in or leave it out, but he has been frequently asked about people who commit assaults but are being reenrolled in school. Bryce said that they should say that they

understand the merits of allowing students who commit assault to be reinstated. Hammer asked what actions they are trying to reach with this. She asked for what reasons can they take an admission decision back. Moeller said that she doesn't think this letter will make the admitted student unadmitted, but she is hoping that it will set up a template of the future. Rocque said that he is not expecting Western to change their action but they are expecting it to be used as a stance from the AS. Yanzon said that he does not feel comfortable saying that students should not be reintegrated into the school which they committed the crime in. Cervantes said that she thinks that this is a person issue and that it is not the Boards call to make these type of statements. She said that she thinks the letter is too strong. Hammer said that if they are just going to change the language then she suggests that they say that they understand the merits of reintegrating criminals into a school, but they should consider the mindset of the students there. Cheng asked if there was anyone who would want to leave out this line. They decided to replace the sentence with the new sentence.

MOTION: ASB-17-S-60 by Rocque.

Approval of the open letter regarding sexual assault with the removal of a sentence.

Second: Cervantes. Vote: 7-0-0. Action: *Passed*.

B. Whatcom Transportation Authority Contract

Hammer said they have seen this for the past couple meetings. Hammer asked for any questions. She said that this would have to be pending the contractual agreement between the two parties.

MOTION: ASB-17-S-61 by Hammer.

Approval of the WTA contract with WTA's agreement to the contract.

Second: Cheng. Vote: 7-0-0. Action: *Passed*.

VIII. INFORMATION ITEMS - Board*

A. Environmental Center Assessment Recommendations

Rocque said that he does not know how he can see the environmental center and the Environmental and Sustainability Programs (ESP) in general being successful in the space that they have if they are going to undergo these changes. Even with passing like this, it sets the ESP up for failure. He said that he does not know how these changes can be really honored and how the ESP can be successful in its mission statement. Alexander asked if Rocque was asking about his physical space or about the hierarchy. He said as they move through this will become an actionable item in terms of allowing for more space. Hammer said that she can not think of a lot of AS offices that are in an appropriate amount of space for the work that they are doing. Cervantes said that when they were creating jobs at the beginning of the year the results were not a success. Hammer said that they did do an event about Environmental Justice. Cervantes said that people will not engage if other folks are not constantly engaging. LaVallee said that all of these recommendations are things that are already in practice for how things are getting done. He said that this assessment seems to be packaging regular wear and tear things. Rocque said that he did not have any problems about the recommendations being made but that he is just worried about whether or not they will be successful. Hammer said that maybe this is more of an informal thing than a formal thing. LaVallee said that what he is seeing from this recommendation is that there is not clarity about who is supposed to be connecting with who and where things are supposed to go. He said that it seems repetitive. Rocque said that a lot of the recommendations and the threats in the SCOT analysis come from the fact that there needs to be more training.

B. AS Structural Review Committee Charge and Charter

The Vice President for Governmental Affairs is a busy job so it does not make sense for the VP for Governmental Affairs to chair this committee. Hammer said that Yanzon seems fine with this. Cervantes said that VP for Diversity should not sit on this committee. Yanzon suggested that they include a graduate student at large. Hammer said that she predicted that the committee is very small and will continue to be smaller. LaVallee asked what the committee will be doing. Hammer said that there needs to be some sort of tentative bylaws for when the committee starts up. They are also going to be review the AS Board bylaws. The job descriptions will go through personnel and then go to the board. Hammer said that she does not really know what the committee will be doing next year because she did not want to overprescribe.

MOTION: ASB-17-S-62 by Hammer.

Move of the AS Structural Review Committee Charge and Charter from info to action.

Second: Cervantes. Vote: 7-0-0. Action: *Passed*.

MOTION: ASB-17-S-63 by Hammer.

Approval of the AS Structural Review Committee Charge and Charter with the Addition of one graduate student in the membership section.

Second: Cervantes. Vote: 7-0-0. Action: *Passed*.

IX. CONSENT ITEMS (subject to immediate action)

MOTION: ASB-17-S-64 by Yanzon.

Approval of Alejandro for the Academic Honesty Board.

Second: Cheng. Vote: 6-0-0. Action: *Passed*.

A. AS Program Standards

X. BOARD REPORTS

Stephanie Cheng, AS President reported that her and Bryce met with the attorney general. At the next board of trustees meeting, which is next Friday, she asked if anyone would like to give her a report to share. The student trustee selection process has been completed but that the person had been notified but not yet accepted.

Mary Moeller, ASVP for Business and Operation had no board report.

Bryce Hammer, VP for Governmental Affairs reported that they met with Sabah and the constitution will be presented to the Board of Trustees. She will also be giving an update about the legislative action fund. The REP is organizing a trip down to Bothel and Seattle to learn how to register people to vote. The meeting with WTA will be soon.

Erick Yanzon, VP for Academic Shared Governance reported that all of the Student technology fee proposals have been approved by Sabah Randhawa and sent back. He said that academic affairs council met yesterday from their last meeting and they looked at all of the responses that they got from their survey. The last faculty meeting was last Tuesday. Hammer asked how often the president is reelected. Lastly, he said that he got an email from students from the communications department. Hammer said that it is not a place for advanced social justice thinking but it does connect every day actions and everyday language to people who do not normally learn about those things. Moeller said that she knows one of the teachers and that it sounds like it has some value. Yanzon said that there

is value in this class and that students want this class to continue but that there are many things in this letter that he is not comfortable in backing up as a board or as a University. Rocque said that they would be willing to support it if they are willing to fashion the petition in a way that better serves the students.

Aleyda Cervantes, VP for Diversity reported that they had their thank you ESC committee with food yesterday. She is having her final meeting with the architects. It turns out that they are over budget, so they are having to cut one room smaller and take out the balcony. There is going to be a multicultural center with an open and collaborative space. The plan will continue as is and they are going to have seven offices. The president Sabah Randhawa and Eileen Coughlin have committed to building this multicultural center, so the only current compromise they are willing to come to is that KUGS can stay there but eventually they need to move KUGS so that all of the ROP and Multicultural offices can be there. She said that she has been proposing a restructure of the ESC internally. There needs to be more care and time given to ESC programming so that they can go into a full restructure. She said that she is going to have a full training for executive training. Cervantes said that this position is not doable because students have so much more stuff to take care of. There should be a full time person working taking care of all of this. She said that she is hoping that the administration will actually listen and that there will be more support for the VP for Diversity. Cervantes said that she really appreciated Mary's apology but that she hopes that in the future she actually stands in solidarity with marginalized groups. Next Friday is the ESC commencement and tomorrow are the SEDA awards.

Alex LaVallee, VP for Activities reported that he is working on the response to KVIK Alumni which will be sent out shortly. The Global Ambassadors will be a new club in an hour or two.

Wayne Rocque, VP for Student Life had no board report.

XI. OTHER BUSINESS

*** All agenda items are subject to immediate action**

Note: Proposed motions show what is being requested. The actual motion passed may be different.

Aleyda Cervantes, ASVP for Diversity, adjourned the meeting at 1:51 p.m.