

University Centers Advisory Board
Meeting Minutes –AMENDED
Fall 2019, Week 8
November 19, 2019

Opening

The regular meeting of the University Centers Advisory Board was called to order at 2:05 pm on November 19, 2019 by Joey Mendoza in Warren College Room.

Attendees

1. Joey Mendoza (UCAB Chair)
2. Sherry Yin (Marshall College Representative)
3. Aditya Arora (Warren College Representative)
4. Reilly Cannon (Revelle College Representative)
5. Ilmaa Haque (Roosevelt College Representative)
6. Wendy Tam (Warren College Shadow)
7. Clarissa Elbo (Sixth College Interim Representative)
8. Sharon Van Bruggen (Executive Director) – ad hoc, non-voting
9. Achol Chowdhury (Muir College Shadow)
10. Samir Nomani (Muir College Representative)
11. Shubham Kulkarni (AS Representative)
12. Emily Trask (Staff Association Representative)

Public Input

- None.

Approval of Minutes

- Motion to approve minutes from Week 7 of Fall Quarter as amended: Reilly.
 - Seconded by: Ilmaa.

Special Presentations (Amanda)

- Assistant Director of University Centers, Marketing and Programs
 - Table Sharing Program-Tested out some concepts last year:
 - Created messages on table tents.
 - Pulled tables together and added large round tables.
 - TV screen messaging (ineffective).
 - What direction should we take and is there any feedback on these ideas?
 - Ilmaa: Burger King has long tables which is great because big groups and individuals can sit there. More long tables are preferable.
 - Sharon: Some culture shift needs to happen. Changes we can do with tables is a step in the right direction however we need to consider what type of message will resonate with students to get them to think about sharing seats.

- Joey: There are issues about saving and reserving seats at Geisel as well. Can you think of any campaign that was memorable and made you think differently that we could potentially implement?
 - Emily: Something positive is better and more effective than telling students what not to do. We can also try social norming campaigns, to correct misperceptions about what's normal.
 - Wendy: We could focus on lighting. To encourage sharing tables, focus on lighting up a specific area to make it more vibrant and inviting for people to sit.
 - Achol: We can join tables near Seed and Sprout, especially if there are outlets. And yes, areas with bad lighting make people not want to sit there
 - Joey: We should also consider memorable and funny slogans for the campaigns. Create something simple, such as stickers, to put on the chairs. This way students see the sign when they pull out a chair.
 - Samir: Slogans are good; they remind people that they are also sharing the space with others. We should use funny slogans like "butts not backpacks."
- Shubham: There are two key problems: overcrowding in PC and asking people to share tables. Single tables are ineffective for table sharing. Small tables that can form big tables are good because they can be broken up for individual use as well.
 - Achol: However, big tables will mostly stay apart.
 - Sharon: We could do a student poll on this issue to aid with the social norming strategy. Furthermore, tables do get moved apart if they're not connected.
 - Clarissa: Surveys are a good idea. It's better to have large tables for sharing space as it's more awkward sharing a small table with one other person.
- Amanda: We can try having different table tents that let others know whether they are willing to share a table (Yes, no, maybe placards).
 - Shubham: Two issues about this proposal:
 - Nobody will say they want a visitor.
 - If no one cares, the sign would always be left on 'no visitors.' Plus, it's harder to implement on a large table already half full.
 - Wendy: Signs would get dirty. But we could add hooks to free up the chairs.
 - Sharon: Hooks are good. And, there are chairs that have baskets or shelves underneath we can consider.
 - Achol: However, some people may put their bags next to them so others can't sit there, but this mostly happens for small tables.

Motion to extend discussion by 5 minutes. *Approved.*

- Samir: Personal space dividers would be a nice way to share the table and ensure you get some semblance of personal space and privacy.
- Reilly: People don't ask to share tables because they haven't done it before. But people who have done it before are used to it and realize it's not that difficult.

- Joey: We could come up with a positive marketing campaign and find a student organization to volunteer to be super positive and help encourage people to share spots in the early weeks of the campaign.

Move to reorder to Old Business: *Approved.*

Chair Report (Joey)

- Open Positions
 - Positions are still open, email questions to ucabchair@ucsd.edu.
- Upcoming Retreat
 - Please fill in your availability for retreat. Will be included in the recap email.
- Robert's Rules and Business Items
 - If we want to bring up any new or old business, send an email or do a motion during the UCAB meeting.

Vice Chair Report

- None.

Director Report (Sharon)

- Colors of Progress
 - Members of Todd Gloria's office wish to bring an art installation to campus containing information and quotes pertaining to the LGBT community.
 - The art installation will run for 3 weeks and will most likely be placed in Price Center.
 - Does everyone agree to provide them space? Yes.

New Business

- UCAB Rules Committee
 - Ad-hoc committee chaired by Joey.
 - Purpose is to make sure that established documents are current and up to par.
 - Motion Passes with 8 Yeses.

Tech Fee Subsidy

- The Black Student Union
 - Official Criteria Count:
 - Educational? – No.
 - Gathering for more than 3 hours? – Yes. 6:30-9:30pm.
 - During off hours – Yes.
 - At original student center? – No.
 - Alumni involved? – Yes.
 - Open to the public? – No.
 - Open to all UCSD students? - Yes.
 - Sought funding from other sources- Yes.
 - Is it a fundraiser? – No.

- Is it free? – Yes.
- Motion to approve: *Approved*.
- Amount Approved: \$300.

Motion to move to closed session: *Approved*.

Member Reports

- None.

Old Business

- Greeks Gone Green Solar Walkway Project
 - Move forward with the project: 8 in favor. 2 Abstained.

Motion passes: 8-2.

- Price Center Marquee Discussion: Commercial Advertising
 - Amanda: Our goal is promoting all on-campus activities. Our overall mission is student centered. We currently have two types of advertisers: student organizations and campus departments. Only they can advertise here. Other marketing platforms include table tents, TV monitors and banners (all free). The website lists all the policies and regulations for advertising.
 - Some Potential advertisers:
 - Partners ex: Lyft, Amazon
 - Retail Tenants
 - Customers
 - Sponsors
 - Where should we consider making changes? Do we want to allow partners or retail tenants to advertise? How is it decided and what's the criteria to do so?
 - Emily: Do the events advertised have to be on campus?
 - Amanda: It's not specified.
 - Emily: There are some concerns and liabilities with student organizations for off campus events. This is a change to consider.
 - Reilly: Previously, we were comfortable allowing Lyft and other partners of UCSD advertise on the marquee. We were unsure about allowing retail tenants, however companies that aren't partners are not allowed.
 - Wendy: Can news reports be advertised on the marquee to get students more aware of different issues?
 - Achol: We have some things posted on the walls but not on the marquee.
 - Ilmaa: Maybe we should consider allowing these potential advertisers to advertise if we cap their advertisements.
 - Sharon: Think about the purpose of these channels and what we want to accomplish. This is a student union facility funded by the students. Is the money we receive from letting companies advertise enough for giving them this privilege?

- Joey: It's an important question to consider. And if we allow outsiders to advertise, what is the price of this service? What does this do for the student union? Is it directly benefiting the students? These are things to reflect on.
- Samir: When it comes to corporations, we should be hesitant giving them advertising space. Local businesses can advertise, like the farmer's market, because they are more reflective of the student union. Large corporations should not be allowed to advertise.
 - Aditya: Agreed, it's better to advertise smaller businesses. Also, if UCSD partners advertise, it should be clear how it connects/relates to students.

Move to table discussion: *Approved.*

Move to reorder to chair report: *Approved.*

Open Forum

- None.

Announcements

- None.

Adjournment

Meeting was adjourned at 3:39 pm by Joey Mendoza. The next general meeting will be held at 2:00pm on November 26, 2019 in the Warren College Room.