

University Centers Advisory Board
Meeting Minutes – AMENDED
Spring 2019, Week #1
April 2, 2019

Opening

The regular meeting of the University Centers Advisory Board was called to order at 2:05 pm April 2, 2019 by Alex Morrow in the Warren College Room.

Attendees

1. Alex Morrow (UCAB Chair)
2. Joey Mendoza (UCAB Vice Chair)
3. Liora Kian-Gutierrez (Staff Association Representative)
4. Pamela
5. Reilly Cannon (Revelle Representative)
6. Katya Garcia (Sixth Representative)
7. Maya
8. Valerie
9. Sharon Van Bruggen (Director) – ad hoc, non-voting
10. Ashli Perkins (UCAB Secretary) – non-voting

Public Input

- Ahmad, a representative from the Students for Justice in Palestine, presented on building up the organization since it “died” last year
 - Sundance ‘Gaza’ film Screening – focuses on the lives of those living in this political climate – May 15, 2019
 - AS Funding – have applied for advertisement materials – PC
 - Alumni Involvement (Leena Berakat – class of 2010) preface for film
 - Great March of return
 - Organizations involved- PYM (Palestinian Youth Movement), JVP (Jewish Voice for Peace), SDSU, USD
 - Liora asked if they are charging for the event.
 - Ahmad: No, we are not charge for the event.
 - Joey stated a reminder that specific questions can be asked to him later

Approval of Minutes

- Review of WI19 Week 10 Meeting Minutes
 - Liora provided one correction of herself which is the legal name change of her last name that is now hyphenated
- Motion to approve the minutes from WI19 week 10 as amended: Liora
 - Second: Jesus or Joey

Special Presentation

- Sharon presented on strategic planning and branding updates
 - Strategic planning – hopefully finalized this year
 - Previous work that informs strategic plan: values, mission, retail plan, major projects plan, campus project updates, retreats, space utilization/capacity for reservations, customer satisfaction surveys, principal member surveys, University Centers needs and interest survey
 - Data from the surveys will be available soon
 - Values: community, learning, hospitality, student participation, adaptability, team development, sustainability, and clean and safe facilities
 - Being a student centered organization is the main mission
 - University Centers Strategic goals (draft) – its five goals
 - Enhance community and sense of place, belonging and well-being to student retention and healthy campus climate
 - Contribute to student learning outside class
 - Align with campus vision to address campus growth and need
 - Foster engaging work environment for staff and student employees – developing professionals and providing staff with resources
 - Responsibility steward our financial and physical assets
 - Shown in presentation
 - Student affairs strategic plan (2015-2018)
 - Current one is in review
 - UCSD Strategic plan
 - Branding
 - Goal 3 strategy: initiate rebranding process to differentiate the dept. and enhance brand promise, message, and visual identity of University Centers
 - Creative Services (requested their help since they are experts in UCSD branding)
 - Learning about University Centers
 - Considering on context of campus
 - In a growth environment
 - Developing process
 - Identifying what differentiates us
 - Identifying stake holders
 - About University centers:
 - Student fee funded
 - Student center mission
 - Student advisory board
 - Mission and values
 - Branding process/milestones

- March to April: data share and briefings with creative services
- March to April: Stakeholders
- April to May: Position and message testing
- May to June: Design
- July to August: Test and tighten
- September: Roll out
- UCAB Sessions –Strategic Planning & Branding
 - Wk 1 - general overview, timeline, and feedback loop
 - Wk 2 - campus projects
 - Wk 3 - branding recommendations
 - Wk 4 –
 - Wk 5 - survey results
 - Wk 6 - brand position and message testing
 - Wk 7 -
 - Wk 8 - visual identity feedback
 - Wk 9 -
 - Wk 10 -
 - Summer – message testing, design, roll out for welcome week
 - Week before welcome week – first wave week
 - Desired timeframe for everything to be implemented
- Maya from GSA asked about rebranding occurring on campus: when do the specialists need to do this? Why do we need rebranding? Do they do this routinely?
 - Sharon: doing surveys collects data so we can see where we are not aligned with where students see us at. Internally, the logo doesn't mean brand (brought attention to logo on name tents - PC with fountain, students with eucalyptus). Do people understand us? The differentiation piece came about due to our student centered nature not being understood. No specifics about the time frame of when updates need to occur, but they should be implemented.
 - Maya mentioned the “Look deeper” campaign that was implemented well on campus. She said it was branded very well (creative services team) and assumed branding was already occurring on campus.
 - Sharon – This is very specific to us as a department. Primary/core audience is students and our priority. Then faculty and staff and finally visitors and clients.
- Questions asked by Sharon in her presentation: What differentiates University Centers?

- Katya asked: what is the comparison/goal for comparing/what are we comparing University Centers to?
 - Sharon: Don't want to put a definite marker for comparison.
- Alex – only recreational institution on campus, only other social organization that promotes something other than academics
- Valerie – good place for students since its central for all – undergraduates and graduates. For all colleges as well. However, there isn't any representation for transfer students, but women and LGBTQ+ communities are represented
- Liora – It's a gathering location – relaxing because it's not a class. Even for meetings it's relaxing. A hub for all (clubs), also neutral and pleasant.
- Jesus – supports commuter students and upper classmen. Provides things like alcohol which may interest upper class students
- Pamela – it's a hub. Faculty, students, staff, and alum, can come together and network. Highlights student academic work. Students have voice on the direction of organization.
- Katya – diverse space in terms of facilities, restaurants, computer space, meeting space and so on. Multi facility place.
- Alex – University center may think about price center and not original student center. Grand place on campus.
- Sharon – There's a challenge with the name of university center since it is also a neighborhood so it's confusing individuals. Also, timing is big component.
- Alex asked: Has there been thought of changing the name?
 - Sharon: It would be an interesting discussion to have. Talk about ourselves being a student union. Challenge the idea of giving priority of student events rather than academics.
- Sharon asked: Who are the stakeholders that should be involved in branding discussion?
 - Alex – student organizations (executive/principal members)
 - Valerie – colleges, GSA, student centers
 - Alex – staff who often get left out
 - Sharon – student life
 - Jesus – vendors

Chair Report

- Member at large application is still open

- Week 2 – campus planning is coming to UCAB Meeting – Robert Clossin
- Budgeting will occur soon
- Introductions from Valerie (Latin studies) and Maya (anthropology): graduate students – members of GSA

Vice Chair Report

- Lack of representation of transfers (noticed a lot) – adding a transfer student representative to join UCAB should occur
 - Valerie acknowledged this lack of representation and seconded this idea

Director Report

- Discussed campus growth and change
- Robert Clossin
 - Triton Pavilion
 - Ridge walk improvements
 - University centers outdoor activation plan
 - Public realm projects– Gilman to Lyman lane – borders are property, may benefit spaces in PC
 - Opportunity for two way conversation – what do these updates look like for students?
 - Working on 1420/30 and Dirty Birds project currently
 - Blueprint plans for Student Center and Outdoor realm projected in the PowerPoint presentation
 - Pub Space project (and Soda and Swine) in progress
 - Joey asked about Soda and Swine and also not wanting competition for Mandeville coffee cart.
 - Sharon: The idea was pitched as wanting to serve coffee and pastries and the realtors declined
 - Alex: This was brought up and discussed during retail council
 - Sharon: I didn't feel the need to bring in back to UCAB since it was a no go from the beginning
 - Joey asked about UCAB making suggestions: how often do they not make it to the board? Competition isn't bad, we don't own Mandeville since it's an external vendor
 - Sharon: I do the fundamental operations and felt like the coffee competition situation didn't need to be discussed further since UCAB is more visionary
 - Alex: The idea has been opposed by other members of the retail council

- Liora asked: is it real fire at Soda and Swine?
 - Sharon: A small fire was approved by the design board and others involved. It's not known yet if the Soda and Swine rendering is final or if it will get approved later on.

New Business

- Joey mentioned that there were technical issues with filing which didn't show up on website so there are no print outs currently available
 - Joey stated a correction on Ahmad's presentation: It was not listed originally as educational event, but it is educational.
 - Alumni are involved in this event without prompting organization to do so.
 - \$162. 50 is the amount Students for Justice in Palestine is requesting
 - 300 people is the number of audience members projected
 - Time frame of the event is from 8:30 pm -10:30 pm
- Gaza film screening
 - Is it educational?
 - Yes.
 - Is it during off hours?
 - Not during off hours
 - Does it take place at the original student center?
 - No, it doesn't take place at original university center
 - Is it open to general public?
 - Yes.
 - Is it open to all UCSD students?
 - Yes.
 - Have they sought funding elsewhere?
 - Yes, from Associated Students.
 - Is the event free?
 - Yes.
 - Is it a fundraiser?
 - No, it is not a fundraiser
 - Alex asked the board do we recommend funding them for \$162.50.
 - Alex makes a motion to fund them for \$162.50
 - Reilly seconds this motion
 - Motion approved for \$162.50
- American pharmacists association

- Now the event is The Pharmacist rather than Mr. Pharmacist in order to be more inclusive
- An educational Event?
 - Yes it is an educational event
- Date of event is April 16 (Tuesday) from 6p – 9p in PCW Ballroom B
- Is it longer than three hours?
 - Yes it is more than three hours
- Does it take place off hours?
 - Yes, it takes place off hours
- Projected number of attendees is 200
- Is it open to all students?
 - Yes, it is open and advertised to all students
- Does it promote active alumni participation?
 - Yes it promotes active Alumni participating
- Open to general public?
 - Yes.
- Is it a fundraiser?
 - No it is not a fundraiser
- Is the event occurring at the original student center?
 - No it is not at the original student center
- Is the event free?
 - Yes.
- Have they sought funding elsewhere?
 - Yes, they asked GSA and others as well.
- Applying for \$500 total
 - Jesus asked a question is the event only for members of the organization?
 - Joey: The organization is sponsoring and hosting, but all are welcomed to attend.
- Alex does the calculations and \$400 dollars is the amount offered to allocate to this event and organization
 - Liora makes a motion to fund \$400
 - Jesus seconds this motion
 - Motion approved for \$400

Old Business

- None

Member Reports

- None

Open Forum

- Valerie and Maya introduce themselves and Maya thanks UCAB for offering her a space for representation.

Announcements

- Joey introduced Ashli as the new UCAB Secretary
- Katya mentioned that UCAB lost the member at large
- Katya stated that new representatives should be appointed mid-way through quarter
- Reilly noted that there are different appointments/length of terms per college

Adjournment

Meeting was adjourned at 3:20 pm by Alex Morrow. The next general meeting will be at 2:00 pm on April 9, 2019 in the Warren College Room.