

**University Centers Advisory Board**  
Meeting Minutes – AMENDED  
Spring 2019, Week #3  
April 16, 2019

**Opening**

The regular meeting of the University Centers Advisory Board was called to order at 2:02 pm on April 16, 2019 by Alex Morrow in Warren College Room.

**Attendees**

1. Alex Morrow (UCAB Chair)
2. Joey Mendoza (UCAB Vice Chair)
3. Liora Kian-Gutierrez (Staff Representative)
4. Reilly Cannon (Revelle Representative)
5. Harrison Oliphant (Alumni Representative)
6. Tanmay Shetye (Warren Representative)
7. Katya Garcia (Sixth College Representative)
8. Sharon Van Bruggen (Executive Director) – ad hoc, non-voting
9. Ashli Perkins (UCAB Secretary) – non-voting
10. Rabia Syed (Muir Proxy)
11. Patty Mahaffey (Assistant Vice Chair Chancellor) – non-voting

**Public Input**

- None.

**Approval of Minutes**

- Motion to approve the minutes from Week 1 of Spring 2019 as amended: Liora
  - Second: Tanmay

**Special Presentations**

- Erin Shepler (Creative Services) and Amanda Marples (University Centers)– University Centers Rebranding Proposal
  - Rediscovering our DNA
    - University Centers objective is to enhance the student experience
    - Tanmay asked: Is there a way for students to give feedback on marketing?
      - Erin: Sharon and Amanda do research to get student feedback and there’s an opportunity to do testing.
    - A problem is that the objective of being “student-first” isn’t always understood by the larger campus and there’s a need to let people know.
    - The name “University Centers” doesn’t always translate the mission

- University Centers → Recommend changing name to Student Union– communicating who the amenities serve and that we bring people together.
  - Positioning Themes:
    - Challenging tradition
    - Fresh thinking
    - To make a better world
    - Push boundaries
    - Challenge expectations
    - Redefine conventional wisdom
    - Experiment
    - Innovation
  - Look Deeper: Find a better solution to improve society
- Motion to extend presentation for fifteen more minutes: Liora
  - Second: Katya
- Tanmay asked: Why is University Centers the name?
  - Sharon: Student Unions were paid for and used for by students. And in the late 70s and 80s, administrative and staff were hired and to University Centers became a popular name for student unions. Yet, remained students first, but not as clear in the name, idea has shifted and now we're trying to make this idea the focus again.
- Joey liked the name change idea which changes the focus for the better. Many call the original student center, the old student center, so how do we center ourselves (the PC?) and how far along is this idea (quite new, been discussed)?
  - Erin: It's very new and needs to be thought through and discussed further.
  - Sharon: It's a discussion that needs to be played out. The PC is named after the donor, Sol Price. So this topic needs more conversation.
- Alex had two concerns with proposed position statement: We don't own all names like Seed + Sprout, so how do we go about that?
  - Erin: we can swap those out depending on the needs and wants of the community.
  - Sharon: Okay to use those names because they are tenants in the Student Union. All tenants in the Student Union were chosen by students to serve their needs.
- Bookstore and grocery store are different vendors, so how do we go about with keeping or releasing these vendors?
  - Sharon: Depends on student needs and wants so discussing it further is necessary.
- Tanmay: Can these proposals go back to our council?
  - Sharon: Yes, that definitely should happen and should be discussed with your constituents.
- Tanmay: Does UCAB (University Centers Advisory Board) change their name to SUAB (Student Union Advisory Board)?
  - Sharon: That would need to be discussed further, great question.

- Sharon: When you go back to peers, talk about how this board feels about the change.
- Joey: How does the board say Student Union since the name Price must be kept?
  - Sharon: I don't have an answer, but it's a conversation to be had.
- Alex: For clarification, Student Union is the entity while Price Center is the location.
  - Sharon: Student Union at Price Center doesn't sound quite right and puts yourself at the same level as other tenants. It separates the organization from the facility that is the Student Union.
- Erin: Lots of meaning behind the names so this is a good conversation to have and definitely share the feedback.
- Tanmay: Price Center and Original Student Center should keep its name since it's easier to distinguish them to prospective students.
- Joey: If rebranding to engage students, need to rebrand the buildings, it can't just be a header change (University Centers to Student Union). The building names need to be a part of a cultural shift.
- Patty asked: What does it mean to change the culture aspect; building change?
  - Joey: Culture isn't to say University Centers, so we need to look at the facility names. Yet. Say Price Center or original Student Center.
- Motion to extend presentation by ten minutes: Katya
  - Second by Harrison
- Tanmay: The "Look Deeper" campaign is only seen at the library mirrors (which are cool), but that's it, nothing further is displayed.
- Katya: Tying in University Centers and Original Student Center into the Student Union would be necessary.
- Erin: Elevating Student Union is important in addition to getting the message across campus. How the logo looks will help portray how the Student Union looks which is something that needs to be discussed
- Sharon: Price Center and Student Center is the Student Union and needs to be tied tighter.
- Tanmay: Color coordinating the buildings (dark and light blue) and merchandise is an option and would help tie them together.
- Liora: Branding is doing well!
- Joey: University Centers and University Centers Advisory Board mean so much to me, so for other students to understand that the places and entities are one and the same and to experience this same feeling is important and needs to happen.

### **Chair Report**

- Budget committee: Thursdays at 2-3:30 pm, Location TBA
- Received student email concerning vegan and vegetarian options and stated SDSU has plant powered options. What can we do about dietary options on campus?
  - Tanmay: Bring food trucks surrounding vegan and vegetarian options
  - Patty: Does dirty birds have any options?
    - Sharon: there will be an option, but may not bring the crowd that's looking for vegetarian options.
  - Harrison: Does the farmer's market have vegan options?

- Yes
- Will there be options in North Torrey Pines living and learning center?
  - Sharon: Options are being considered and discussed.
- Rabia: Having to choose veggie options/meat replacement, so fake meat aka tofu is good. Tofu is a good option. Halal options are limited for Muslim students. And seed + sprout isn't that good to me.
- Joey: Roots is a dining hall restaurant and has limited operation hours (10-5, closed on the weekends). Coming up with a system that promotes vegetarian and vegan options would be good. The most we can do is work with vendors and create an advertisement campaign to promote awareness.
- Tanmay: It's hard to get vendor that are only vegan/vegetarian and not many people go there. So encouraging vendors now is important.
- Katya: Some places may not have the flexibility with doing this like Burger King.
- Joey: Vendors are restricted by franchise and space they occupy. So it's a lot to ask of them.
- Tanmay asks Rabia: If there would be a farmers market for vegan/vegetarian, would you go?
  - Rabia: A lot of Muslims don't eat on campus since the options are few and there a strict limitations in how the food is prepared. The vegan/vegetarian options would be a good addition since Muslims can eat vegan or vegetarian options. The best idea would be to put an option of vegan and vegetarian in the Price Center.
  - Joey: There are lots of concerns surrounding Halal and will be discussed further.

#### **Vice Chair Report**

- None (limited time).

#### **Director Report**

- University Centers has met with Muslim students and has met with a Halal advocate group that evaluates restaurants and see where they can extend options by inviting MSA to retail council or make adjustments to become a certified kitchen.
- Many restaurants are interested in going through this process and Bombay Coast will work with advocates to see if they can become certified.

#### **New Business**

- Two tech fee subsidies:
  - Health Opportunities Preparation and Empowerment (H.O.P.E)
    - Inspire and encourage minorities to achieve being a health profession
    - May 13, 2019 (Monday)
    - 5pm - 8:30pm
    - Price Center West Ballrooms A and B
    - Projected attendance is 200
    - Includes alumni engagement
    - Open to students

- Not open to the public since they project many undocumented students will be in attendance.
  - It's free
  - Requested funds from AS, SPACES, and Triton Community Fund
  - Requesting \$475
  - Educational?
    - Yes.
  - More than three hours?
    - Yes.
  - During off hours?
    - Yes.
  - Takes place at Original Student Center?
    - No.
  - Does it actively engage alumni?
    - Yes.
  - Open to general public?
    - No.
  - Open UCSD students?
    - Yes.
  - Sought other funding?
    - Yes.
  - Allocation of \$300.
    - Motion to allocate: Katya
      - Second: Harrison
- Tri Delta – Delta Idol – A singing competition
  - April 25, 2019 (Thursday)
  - 7pm – 10 pm
  - Open to public
  - It's free
  - 300 projected attendees
  - Requested 400 chairs
  - Open and ad to all students
  - East ballroom PC
  - Requesting \$500
  - Received funding from AS
  - Seeking funding from alumni.
  - It's a fundraiser for St. Jude's Children's Hospital
  - Alumni of the chapter are welcome
  - Is it educational?
    - No.
  - Is it more than three hours?
    - Yes.
  - Does it occur during off hours?

- Yes.
- At original Student Center?
  - No.
- Actively engaging alumni?
  - Yes.
- Open to the public?
  - Yes.
- Open to all UCSD students?
  - Yes.
- Received funding elsewhere?
  - Yes.
- Is it free?
  - Yes.
- Recommend fund for \$500
  - Motion to approve fund for \$500: Tanmay
  - Second: Harrison

### Old Business

- Transfer representative position
  - Requirements can be similar to the member at large position.
  - How can we make it unique to transfer students?
    - Tanmay: Make it a requirement to speak to off campus students.
    - Joey: Providing feedback for transfer students (changing first criteria), and number five – provide advice in regards to transfer students.
    - Tanmay: Requirement should be to be a transfer student.
    - Joey: Adding on to number eight of Associated Students requirements, build relationship with administrative and student representatives or organizations that support transfer student community.
    - Katya: Transfer (on or off campus) and commuter could be two positions (not two transfers positions)
      - Alex: We can talk about commuter representative position next meeting.
    - Tanmay: Possible requirement for commuter at large position to collaborate with transfer position student
    - Joey: Getting too specific means having a lot of members, so let's keep that in mind for requirements.
    - Harrison: Marshall has TRES, does anyone know if other colleges have transfer committees?
      - Katya: STOACS which is a transfer community for Sixth College. Shouldn't make it a requirement to be a part of a committee, but just keep that in mind during interviews.
      - Rabia: Muir has a commuter committee that collaborates with transfer committees.
      - Harrison: Is there a place for transfers to ask about representation?

- Tanmay: I think it should be a requirement to be a part of a committee.
- Joey: Adding more requirements may scare students away.
- Alex: Being from a specific organization may be a way to represent the organization rather than the students at large.
- Motion to table this for discussion for next week: Harrison
  - Second by Katya

**Member Reports**

- None.

**Open Forum**

- None.

**Announcements**

- **None.**

**Adjournment**

Meeting was adjourned at 3:27 pm by Alex Morrow. The next general meeting will be held at 2:00 pm on April 23, 2019 in the Warren College Room.