

University Centers Advisory Board

Meeting Minutes – AMENDED

Winter 2020, Week 2

January 14, 2020

Opening

The regular meeting of the University Centers Advisory Board was called to order at 2:03pm on January 14, 2020 by Joey Mendoza in Warren College Room.

Attendees

1. Joey Mendoza (UCAB Chair)
2. Aditya Arora (UCAB Vice Chair)
3. Clarissa Elbo (Sixth College Interim Representative)
4. Sherry Yin (Marshall College Representative)
5. Bassel Hatoum (Revelle College Proxy Representative)
6. William Ebro (Roosevelt College Representative)
7. Sharon Van Bruggen (Executive Director) – ad hoc, non-voting
8. Samir Nomani (Muir College Representative)
9. Shubham Kulkarni (AS Representative)
10. Emily Trask (Staff Association Representative)
11. Patty Mahaffey (Assistant Vice Chancellor) – non-voting
12. Amanda Marples (Assistant Director) – ad hoc, non-voting

Public Input

- None.

Approval of Minutes

- Motion to approve minutes from Week 1 of Winter Quarter as amended: Samir.
 - Seconded by: Aditya.

Special Presentations (Erin, Kacy, Mary)

- Campus Sponsorships and Partnerships
 - Corporate Relations: How companies engage with the University. Companies want a business case for Philanthropy. Ex: Research, innovation, brand building.
 - Establishes UCSD as a great place for investment.
 - Mission: Build an impactful Corporate Relations Program so companies invest in the university.
 - UCSD Campus Partnership Program
 - Mission: Create partnerships with purpose in support of world-class education, research, and public service.
 - Current partnerships: Lyft, Amazon, Airbnb, Spin.
 - How do these partnerships benefit the university?
 - Unified brand and messaging
 - More favorable terms

- New revenue streams
- Internship, employment placements
- Scholarship and research opportunities
- Decreased costs and improved services
- Potential Pipelines being Considered:
 - Life Science (Fisher)
 - Personal Insurance
 - Coffee (Starbucks)
 - Travel (Airbnb, Hotels)
 - Career (LinkedIn)
 - Student Tech (Netflix)
 - Financial Institutions (Branches, ATMs)
- Interested in students being involved on the new Governance Committee.

Motion to Extend Presentation: *Approved.*

- Questions/Discussion
 - Shubham: Regarding the Governance Committee, who sits on it?
 - Sponsors: No student representation currently.
 - Shubham: What would be discussed in these meetings? More importantly, how would you resolve issues if you formed singular partnerships with corporations containing higher monetary value while still providing students with variety?
 - Sponsors: We will still offer students a choice. But different parts of campus are contracting with different companies. We wish to maximize the amount of revenue we get back for the campus. Governance committee has not been formalized yet.
 - Aditya: Can you elaborate on the Airbnb partnership? It seems more directed for staff and faculty than students.
 - Sponsors: We are trying to encourage staff and faculty to stay in an Airbnb while traveling. This would also decrease costs and provide benefits to our students. It is a newer partnership, and it can change into a long-term partnership like Lyft.
 - Sharon: Our budget relies on the revenues we bring in. If we utilize a centralized approach, such as having one provider for a specific service, how can student fees be benefitted by the extra revenue coming in?
 - Sponsors: UCAB representation on the governance team will be important in answering this question. If UCAB is present, you have a voice in how this revenue is allocated, and what is presented to these companies.
 - Joey: This is a space paid for by student fees. Is it worth it for students to allow UCSD partnerships to advertise on this space?
 - Sponsors: Cal Coast Credit Union would like to have a presence on campus as they were interested in providing financial literacy education. What would the policy be around promoting these kinds of partnerships on campus?
 - Patty: We currently have an online module for financial literacy.

- Sharon: As a student fee funded entity, the money is used to support university centers services. Any time commercial activity is introduced, compensation comes back to university centers. Compensation can come back in several ways. We want to develop good campus wide partnerships, but don't want students to get shortchanged.

Motion to extend by three minutes: *Approved.*

- Sponsors: Understandable. Keeping funding as it is right now is great, we are simply trying to add on to that.

Chair Report (Joey)

- Open Positions- still open, reach out.
- Upcoming Retreat -Doodle will come out tomorrow.

Vice Chair Report (Aditya)

- Principal Member Town Hall
 - In this new Town Hall, we will invite all student organization principal members, talk to them, discuss their needs are and how we can help achieve them.
- Space Allocation: Currently moving forward with the waitlist.

Director Report (Sharon)

- Interviewing for Assistant Director of Programs and Events
 - Everyone is invited to come to the candidate presentations and to provide feedback on who should be selected for this position.
 - Aditya: Will this person be working with campus partnerships?
 - Sharon: They will develop partnerships with clients, people who use our facilities for events campus growth; more department-department partnerships.
 - Please come if you can. Details will be sent out by email as well.
- Lemongrass completed a redesign of their front business area. Now you can see all your food options and they switched to paper containers.
 - Their business increased because of this.
- Late Night Activation (Amanda)
 - UCAB did a finals week test during fall.
 - Extended vendor hours and offered discounted specials.
 - Feedback: there wasn't much demand. Some places received more business, but it died down by mid-week.
 - Each participating vendor received marketing through Facebook, Instagram, and advertisements around PC, and we tracked engagement on this campaign.
 - Sharon: We can focus on specific vendors next time, instead of all vendors.
 - Amanda: We will have a meeting to go over more details and prepare for another test.
 - Aditya: For advertising on Facebook, we should post it on each class page instead of the University Centers page.
 - Amanda: The student team normally does that, but not sure about this time.

- Joey: There was no specific talk of the “late night activation idea,” in the flyers and it seemed more like a retail event. We should meet to discuss potential improvements.

New Business

Tech Fee Subsidy

- The Lab
 - Official Criteria Count:
 1. Educational? – No.
 2. Gathering for more than 3 hours? – Yes. 6:30-10:00pm.
 3. During off hours – Yes.
 4. At original student center? – No.
 5. Alumni involved? – Yes.
 6. Open to the public? – Yes.
 7. Open to all UCSD students? - Yes.
 8. Sought funding from other sources- Yes.
 9. Is it a fundraiser? – No.
 10. Is it free? – Yes.
 - Motion to approve: *Approved.*
 - Amount Approved: \$500.
- Lambda Theta Phi
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 - Motion to approve: *Approved.*
 - Amount Approved: \$262.50.

Member Reports

- None.

Old Business

- UCAB Charter Amendment
 - Previous Question: Would it be possible to make it so that the representatives for A.S. on UCAB be enough of a vote?
 - Shubham: A.S. is planning on discussing this issue during tomorrow’s meeting.

Motion to table till next week: *Approved.*

- Marquee Discussion
 - Shubham: If we opened the marquee to allow Campus Partnerships access, we might not see the revenues that we expect. And, they do not have student representation for us to build on.
 - Sharon: Think about how corporate sponsors can support us. We could give them advertisement space and have them give back to students in ways students prefer. This way, they can help advance the programs and services we want.
 - Joey: We also must think of our in-house vendors and how we must support them when considering the corporate sponsors.
 - Aditya: If we allow one group to advertise, then we must allow all groups to do so.
 - Joey: Yes, if outside vendors get access, then so should inside vendors. Most advertising space should be for students, then perhaps allow a smaller percentage for outside vendors. We should make the best decision in favor of our campus and students.
 - Shubham: It is a good idea to allow vendors on campus to market to students at least as much as outside vendors. But we must be careful in how we approach this, so we do not overcommit to the vendors.
 - Joey: Is it possible to ban physical flyers from corporates if we allow them advertising space on the marquee?
 - Sharon: There is no mechanism to police this. And this creates another layer of complexity. Allocation on digital space is more plausible and easier to manage. We should also have conversations on what to request of these corporations, in exchange for allowing them advertising space.
 - Sherry: Nice to know how these different groups work together. Students can benefit from these partnerships, especially ones like Airbnb.
 - William: For study abroad students, Airbnb is likely incredibly beneficial.
 - Clarissa: If we allow partnerships, there needs to be a clear benefit to the students.
 - Aditya: We should also pay attention to how campus partnerships should focus more on the students instead of the faculty, especially in the partnership with Airbnb.
 - Sharon: We can also advocate for AS and University Centers representation on their board. Would be great to add some student input.

Open Forum

- The Vice Chancellor will be hosting a luncheon 1/21 about Student Centeredness. All are encouraged to attend.

Announcements

- None.

Adjournment

Meeting was adjourned at 3:30pm by Joey Mendoza. The next general meeting will be held at 2:00pm on January 21, 2020 in the Warren College Room.