University Centers Advisory Board
Meeting Minutes
Winter 2019, Week #10
March 12, 2019

Opening

The regular meeting of the University Centers Advisory Board was called to order at 2:01 pm March 12th, 2019 by Alex Morrow in the Warren College Room.

Attendees
1. Alex Morrow (UCAB Chair)
2. Joey Mendoza (UCAB Vice Chair)
3. Daniel Howanec (Student at Large Representative)
4. Jesús Fernández (Student at Large Representative)
5. Liora Kian Gutierrez (Staff Association Representative)
6. Pamela Frugé (Alumni Representative)
7. Reilly Cannon (Revelle Representative)
8. Achol Chowdhury (Muir Representative)
9. Aditya Arora (Warren Representative Shadow)
10. Katya Garcia (Sixth Representative)
11. Sharon Van Bruggen (Director) – ad hoc, non-voting
12. Elijah Garcia (UCAB Secretary) – non-voting

Public Input
● Representatives from Data Science Student Society (DS3), Sim Bhatia and **Kat [name unsure],** came to present their Datathon event
    ○ Datathon is a data-focused hackathon
    ○ The student organization went from being a competitive team org to a hub for data science interest
    ○ The event will be free, open to all students and the public, with an expected attendance of 300
    ○ DS3 sought several other funding sources and sponsors
    ○ Participants will receive a t-shirt with a sponsors list, the University Centers would be displayed here
    ○ The organization is new and doesn't have a lot of alumni, but they reached out to the founder of the Data Science Institute (Halicioglu) and Prof. Voytek
    ○ Hopes to make the Datathon an annual event, and increase event attendance
    ○ Achol: When is the event?
        ▪ Saturday April 20th, 9am-9pm
    ○ Achol: Is it like a hackathon?
        ▪ **Kat [name unsure]:** Hackathons are usually focused on developing a tangible product, this is more of a data analysis project
        ▪ Sim Bhatia: Pitching is based on the creativity students use to get the solutions they want
        ▪ Sim Bhatia: We will also be hosting workshops throughout the day to explain different data science aspects
    ○ Joey: There will also be keynote speakers and some workshops presented by alumni

Approval of Minutes
- Alex would like to note that Joey took over last week's meeting after the Director Report
- Motion to approve the minutes from Week 9 of Winter 2019 as amended: Liora
  - Second: Reilly

Special Presentation
- None.

Chair Report
- Motion to move New Business to Chair Report: Joey
  - Second: Daniel
- Space Needs Committee
  - Committee meets this week, to discuss criteria
  - No meeting next week or spring break

Vice Chair Report
- None.

Director Report
- Starbucks Sustainability Scholarship Committee
  - 2 staff, 2 student representatives are involved in the talks with Starbucks
  - $5000 annual scholarship
  - Students apply for funding for a summer research project
  - Committee has set criteria through the undergraduate scholarship program
  - Sharon will share the awardee and project with UCAB when both are confirmed
- University Centers Survey
  - The survey was sent to a randomized population of students
  - Sharon asked everyone to let their constituents know about the survey, and to check for it in their email
  - Received 822 responses as of 11:00am today
  - The survey will run through the end of finals week
- Space Allocation
  - New website is being rebuilt to support the changes to the space allocation process
- Temporary feedback form on the University Centers website
  - 4 questions/comments have been submitted so far
  - Comment 1: Yellow connecting pathway between food courts in Price Center is too narrow and gets crowded often
    - This was meant to be a straight hallway through the food courts
    - After value engineering, and construction was taking longer than expected on Price Center, the more expensive H-beams (which would have allowed for a wide hallway) were switched out for more cost-effective A-beams
  - Comment 2: Regarding accessibility to Price Center for a Price Center event, the person was connected to the event holder
  - Comment 3: A poll was suggested to determine which movies students want to see at Price Theater
  - Comment 4: Air out the arcade
- Achol: What survey is this exactly

- o Sharon: UCAB wanted a University Centers satisfaction survey last year, but at the time it coincided with the university-wide Student Satisfaction Survey, which is sent to all students
  - ▪ University Centers had to wait a year for theirs to be sent out
- Alex: Does campus planning still want to come and present?
  - o Sharon: Robert Clossin and his team still want to come, I asked him to speak Spring Quarter Week 2

New Business

Tech Fee Subsidies
- DS3 and their Datathon event
  - o Doesn't take place at Original Student Center
  - o Requesting $400, updated attendance from 200 to 300
  - o Sharon: tech fee subsidy is a waiver of all or partial subsidies, not cash, so we can only subsidize up to the specific amount requested
  - o The event satisfies 8 of 10 criteria
  - o Motion to fund the event the full $387 needed: Daniel
    - ■ Second: Aditya
  - o Motion to return order to Chair Report: Jesús
    - ■ Second: Achol

Old Business

Tech Fee Subsidy Criteria
- Last week, the board left off at adding examples to the end of Criterion 5
  - o Anna gave Alex her feedback, and agreed with this decision
- Joey: A list of examples would help future UCAB meetings determine what "active alumni participation" means
  - o The group briefly agreed on "alumni participating, presenting, being present" being examples, which would make the criterion more clear
  - o Pamela added that she would also include "a specific invitation to attend"
- Liora: would it stay as it is, and we add on the examples "facilitating, participating, and invited"?
  - o Joey: I would say "alumni presenting, alumni facilitating, and specific alumni invitation to attend"
- Reilly recommended changing the example from "alumni invited" to "alumni attending", since an invitation could be vague
- Jesús agreed with Reilly, and felt that "attending" would be a better word choice
  - o An "invitation to attend" could imply a Facebook event invite, and "attending" assures alumni participation
  - o Joey commented that attendance numbers are estimated, and could always end up being smaller, therefore mandating attendance wouldn't be a helpful requirement
- Katya felt that there is a difference between generally inviting alumni and inviting an alumni as an honorable guest
  - o If alumni are part of events programming, that has more of a weight than if the alumni are passively involved
- Pamela agreed with Joey, that UCAB shouldn't expect people to forecast attendance

- - An "invitation to attend" would be more to specific groups
- Daniel: The group that came today was a great example of actively reaching out to alumni, without being able to get these alumni to commit to attending
  - Joey: There's a huge difference between a general blast email and a specific alumni-addressed email
- Alex: If we're saying mass emails and Facebook posts are NOT specific invitations, we have to define what an "invitation" is (personal email, call, face to face)?
  - Achol: I feel that an alumni invitation implies a specific email sent to specific people for their past work
  - Katya: If you're having a hypothetical event with past UCAB members, you're inviting them because you want them to give insight to the current UCAB board
    - They would become part of the programming
- Joey: We can change the language to "alumni presenting, alumni facilitating, alumni speaking"
  - Jesús: Pamela mentioned the importance of alumni attending, thinking a personal invitation would be too much, but it's important for alumni to be able to attend events in a non-active capacity
- Sharon wanted the board to ask themselves why it was important to them for alumni to be involved
  - Do we just want alumni back in the building, or do we want them engaged with the current students
  - Achol felt like "alumni presenting, facilitating, speaking" could be too vague
    - Would alumni planning an event also fall into facilitating?
- Katya commented that the examples can be kept, and include "alumni outreach"
  - Even if alumni can't attend, what matters is the effort made to seek out alumni
  - Aditya: This brings back the same problem of "What is outreach?" Would posting on Facebook apply?
  - Liora: When I get an email blast from the Alumni Association regarding an event, I consider that an invitation
    - She doesn't think a personally addressed email is necessary, adding that the idea of the criterion is to say "We welcome our alumni to come back and be at University Centers"
- Pamela commented that as an alum, she valued the detail of this conversation
  - Getting an invitation for an alumni event keeps her aware of the events going on around campus
  - It's great when alumni are actively involved in the event, but whenever alumni are invited to attend, they will naturally engage with current students
  - An invitation to the alumni group is the motion that starts the engagement process
- Joey added that the reason he brought this discussion up is because he consistently saw a difference in what organizations do to fulfill Criterion 5
  - He only ever took an issue with the vagueness of the word "actively" before "participate"
  - He suggested can leaving Criterion 5 as is and just remove "actively"
- Pamela agreed that "actively" changes the meaning of the criterion, but that makes it important, and recommended keeping the three qualifiers to help UCAB gauge this
- Sharon: The language is confusing and seems to put an emphasis on the "promoting" aspect, and therefore the marketing of an event
  - It was originally created to emphasis alumni participation and engagement

- Alex recommended changing the language to "actively engages alumni to participate", and adding the examples "alumni presenting, facilitating, invitation (excluding social media)"
  - Liora: I started a page for 28 Years of Revelle Orientation Leaders, and she sends event invitations through this page
  - Daniel: Maybe alumni-specific invitations would include Facebook posts created specifically to ask alumni to attend
- Achol: What are we trying to say with "facilitating"?
  - Liora: I think leading a discussion, or acting as an MC
  - Alex: What about "involved in programming"?
  - Jesús: Aren't these Tech Fee Subsidies for CSI student organizations, therefore alumni wouldn't be involved in planning the event?
    - Liora: Correct, registered principal members can only be undergraduates and graduates
- Daniel: We can add an "etc." to the end of the examples list
  - Jesús agreed, because the ambiguity keeps everything open for UCAB to make these decisions
- Motion to approve the change of Tech Fee Subsidy Criterion 5 to "Actively engages alumni to participate (Eg. alumni presenting, facilitating, spec invitation, etc.)" : Reilly
  - Second: Achol

Member Reports
- None.

Open Forum
- None.

Announcements
- Liora wanted to say thank you to ucab for welcoming her to the board, will continue through spring quarter
- Daniel will not attend next quarter, since he has a conflicting class

Adjournment
Meeting was adjourned at 2:54 pm by Alex Morrow. The next general meeting will be at 2:00 pm on April 2nd, 2019 in the Warren College Room.