

Formal Minutes

USG SENATE MEETING

February 17th, 2012

Frist 309, 7:30 p.m.

Meeting called to order at 7:30pm.

Approval of minutes

- The motion passes unanimously.

President's Report

- Shawon Jackson discusses the initiation of the "What I Be" Project, a lead-in to Mental Health Week, as well as a number of administrative meetings that he and Carmina Mancenon have had. The Senate votes unanimously to approve of the creation of an ad-hoc committee on Frist programming. The Senate discusses how the Carl A. Fields Center could be better utilized by students, and the creation of a campaign that will begin in the fall. The Social Committee is hosting a competition to pitch app ideas, in partnership with Microsoft. More information about the event will be sent in Shawon's weekly email.

Tiger Universe Update

- Deana Davoudiasl updates the Senate on the internal re-structuring of the Tiger Universe committee. Ms. Davoudiasl leads the Senate in a discussion on the benefits and downfalls of using an incentive system to increase attendance at athletic events.

Council of the Princeton University Committee (CPUC) Update

- Haebin Kim: At the most recent CPUC meeting, there was an introduction of the new Vice President of OIT, an academic conduct report, and an update on major renovation projects (*Secretary's Note: The Senate packet has a full list of these projects*). The new OIT Vice President will begin long-range planning next week. Ms. Kim leads the Senate in a discussion on academic calendar reform, emphasizing the support that administrators have for changing the Thanksgiving Break schedule.

Fund Request for Free Fitness Classes

- Greg Smith presents a fund request to the Senate for free fitness classes at Dillon Gym. The Senate discusses how the classes will be advertised and which groups the classes are targeting. The fund request is approved unanimously.

Lawnparties Guest Fees

- Carla Javier leads the Senate in a discussion on potential changes to the Lawnparties guest ticketing and grad student ticketing system. Some students recommend increasing the fees for increased revenue, while others wish for the fees to remain the same. Ms. Javier will bring these suggestions to the Social Committee for consideration.

Agenda Setting

- In their next meeting, the Senate will review a fund request for spring break buses, receive an update on USG mentorship programs, and approve new committee members.

Executive Session

Meeting adjourned 8:32pm.

Informal Minutes

Meeting called to order at 7:30pm.

Approval of minutes

- The motion passes unanimously.

President's Report

- Shawon Jackson: Discusses the initiation of the "What I Be" Project, a lead-in to Mental Health Week. Many students have already been photographed for this project. He and Carmina Mancenon have had administrative meetings since the last Senate meeting with Deans Smith and Cherry.
- Approval of an Ad-hoc Committee for Frist Programming
 - Deane Dunne and Amanda Zeltner want USG to look at Frist programming in the hopes that space can be used more effectively and student activities can be better developed.
 - Deana Davoudiasl: Would adults would be on the committee? Could we examine late meal as a social function?
 - Shawon Jackson: Amanda Zeltner, select staff from Frist, and grad students would be a part of the committee. And yes, Frist late meal would also be examined.
 - Zhan Okuda-Lim: How will we cooperate with the Student Events Committee? We don't want to step on their toes.
 - Shawon Jackson: Amanda Zeltner works closely with SEC and will speak on their behalf. An SEC representative could also be on the committee.
 - Elan Kugelmass: How will the committee be staffed?
 - Shawon Jackson: During executive session, I will nominate 2016 Senator Ella Chang to be the committee chair. If she is approved, she will work with Amanda Zeltner to staff the committee appropriately.
 - Elan Kugelmass: Recommends involving students from the residential college councils.
 - Motion to approve the committee
 - 21 vote in favor, the motion passes.
- Carl A Fields Center Campaign
 - Shawon Jackson: After being approached by the Carl A. Fields Center about improving their space and programming, the Senate should brainstorm how the center can be utilized more.
 - Deana Davoudiasl: Be utilized more for USG use or for the general student body?
 - Shawon Jackson: For the general student body's use.

- Zhan Okuda-Lim: According to friends who work with the center there are a number of problems with using the space for programming, including a lack of advertising, the distant location, competition with the Street as a social space, and programming that is only targeted toward minority groups. The center should look into alternate hosting times and events.
- Haebin Kim: Why is this being brought up in Senate?
- Shawon Jackson: Mr. Jackson was approached by the new director of the center.
- Deana Davoudiasl: USG is not reflective of the student body. A survey may be more effective for gathering ideas for the center.
- Charissa Shen: The center has already gone to the RCAs for feedback. A blanket survey would not work because the average student has no incentive to respond.
- Dillon Sharp: In terms of smaller events, engineers appreciate it because it is close to their academic buildings and is a nice place to study. The center should continue to be offered and emphasized as a study space.
- Gavin Cook: It's an incredible venue. Recently, Bhangra had a successful party there. One potential use could be for cross-cultural events, in cooperation with the Social Committee and Alcohol Initiative.
- Zhan Okuda-Lim: USG could direct student groups to use the center, particularly new groups that approach the Project Board.
- Social Committee: Idea Farm
 - The Social Committee is hosting a competition to pitch app ideas, in partnership with Microsoft. More information about the event will be sent in Shawon's weekly email.

Tiger Universe Update

- Deana Davoudiasl: Over the past few months, the Tiger Universe committee has been focusing on internal re-structuring, and will launch promotional events and work with the Social Committee on tailgates. Is the point system worth while to pursue? Is it motivating for the students? What are possible ways of implementation, and what are the student incentives?
 - Elan Kugelmass: What does the data say about incentives to attend athletic events?
 - Charissa Shen: In general, the point system has never been fully successful. Do we want to go all in and really promote this? The alternative is to incentivize in a different way, with giveaways for example.

- Ella Cheng: Freshmen have not generally heard of this system, and there has been no publicity. It's a harmless thing to launch, so USG should pursue it.
- Deana Davoudiasl: We could also re-approach the philosophy of the giveaways. For example, the Jadwin Jungle shirts were extremely popular when passed out for free, and perhaps we could give the first, say, 100 away and then charge for the rest at each game. USG is not in the business of free giveaways.
- Zach Ogle: Do the giveaways really bring people to the game?
- Charissa Shen: There are many other varieties of giveaways. In my experience they do bring more people. There are sports that get much higher attendance with giveaways. If it's going to be an incentive, it should be free.
- John McNamara: The giveaways also provide free publicity, with the free tshirts as a prime example – people wear them and advertise for future attendance.
- Greg Smith: Giveaways are generally a good promotional tool and should be encouraged.
- Zach Ogle: Even if some giveaways are free for a limited time and then students must pay for them, they still build school spirit and community.

CPUC Update

- Haebin Kim: At the most recent CPUC meeting, there was an introduction of the new Vice President of OIT, an academic conduct report, and an update on major renovation projects.
 - The new OIT Vice President will begin long-range planning next week. What should OIT be doing? What should be on their radar?
 - Academic calendar reform was discussed, and there is potential for Thanksgiving Break to begin on Wednesday instead of Thursday. The faculty committee supported this measure. The proposal will go to the faculty committee and will be approved in an expedited procedure.
 - Major construction/renovation projects were also discussed at the meeting. (*Secretary's Note: The Senate packet has a full list of these projects.*)
 - Elan Kugelmass: There is an important lesson in the calendar reform project. We talked to Dean Smith and went through many committees. The final proposal will be very different from the beginning product, and by being clear with students and administrators we got a lot done in a quick manner.
 - Zhan Okuda-Lim: The changes will depend on many factors, but may go into effect as soon as next year.
 - Haebin Kim: Nothing is approved yet, and the proposal is still up for a vote by the faculty board.

- Dillon Sharp: It's on track to happen though, and all of the major players support it.

Fund Request for Free Fitness Classes

- Greg Smith: Are there any questions, concerns, or comments?
- Deana Davoudiasl: What would the marketing budget be spent on?
- Greg Smith : It would be spent mostly on posters to increase attendance.
- John McNamara: Fitness classes weren't included in the Dillon funding proposal?
- Greg Smith: No, they were not.
- Sarah Wiley: In the past, hasn't this been a popular program?
- Greg Smith: The first week of Dillon classes are free and then for the rest of the semester students are charged. The goal is to keep attendance of free classes high and especially reach out to new groups of people so that the paid classes will also have higher attendance.
- Eduardo Lima: What is the rationale behind the food giveaway at a fitness class?
- Greg Smith: Food drives attendance, and the same rationale is used here.
- Paul Riley: How effective was the free week of classes?
- Greg Smith: 1,200 people attended during free week.
- Elan Kugelmass motions to approve \$2,000 for free fitness classes
 - 21 vote in favor, the motion passes.

Lawnparties Guest Fees

- Carla Javier: All relevant numbers for this discussion are included in the Senate handout. Guest fees have not decreased attendance for the past few Lawnparties. Students pay more than \$20 from their student fees, so the logic is that guest fees could be increased to offset this imbalance.
- Paul Riley: I support this, and it could even be raised to \$30; \$25 for grad students.
- Carla Javier: Graduate students are typically charged less as an "homage to solidarity."
- Elan Kugelmass: There are good reasons to have two separate fees. USG is not discriminating but there are clear cohorts of people who are willing to pay different amounts, and USG must charge as much as possible to maximize revenue.
- Dillon Sharp: USG should not charge that much – we have a lot of money to work with already, and we don't want to prohibit people from attending.
- Elan Kugelmass: We should accommodate graduate students but try to get money out of guests.
- Deana Davoudiasl: At Penn, every student has to pay for a ticket to attend their Spring Fling; I believe they pay \$35, and guests pay more. Is that why they can afford guests like Flo Rida?

- Sarah Wiley: They're a little less selective
- Zhan Okuda-Lim: Are we approving the change at this meeting or just discussing?
- Carla Javier: The Senate is just providing feedback for the Social Committee.
- Haebin Kim: Has the graduate student government been contacted?
- Carla Javier: No.
- Haebin Kim: If USG could charge the graduate student government directly, that would subsidize grad student tickets. We could charge the grad students less and show more camaraderie while still increasing revenue.
- Carmina Mancenon: There are three options: keeping current fees and making no changes, raising the fees for both on the same level, and making guest fees higher than grad fees but raising both fees.

Agenda Setting

- Elan Kugelmass: There will be a funding request for buses for Spring Break.
- Haebin Kim: Carmina Mancenon is in charge of USG mentorship programs. Could we get an update?
- Carmina Mancenon: Yes
- Dillon Sharp: Senate approval is needed for new committee members
- Shawon Jackson: We will be taking votes of approval for all new committee members and for the new members of the summer storage project.

Executive Session

Meeting adjourned 8:32pm.

