



BOD Executive Brief

May 10, 2012

“Together We Aspire, Together We Achieve”

Call To Order Paul Stayback calls the meeting to order at 10:04 a.m.

Introductions Maylin Sevilla, Mike Merz, Allyson Mundy, KJ Stilling, Heidi Merz, Paul Stayback.

Approval Of Minutes

- **Maylin motions to approve, mike seconds. None approve. Motion rejected**

Additions Or Corrections To Agenda

- **Maylin motions to approve, Mike seconds.**

Special Guests:

- None

Staff Reports:

- Public Relations Director: Heidi Merz
 - The final debate was yesterday. It was great success. The Associate Deans were on the panel and Dr. Phil Backlund was the moderator. Thank you Bob Ford for helping me set that up.
 - Voting started today. Booths at 10 to 7, online closes at 7.
 - The website goes live on Monday!!! ☺

Officer Reports:

- Executive Vice President: Paul Stayback
 - Next week the S&A Meeting will be in here. SOURC is using 301
 - Working on a scholarship
 - Dispute resolution was finalized
- Vice President for Clubs and Organizations: Maylin Sevilla
 - 37,500 for budget.
 - Planning field day. We have some big ideas this year.
 - Next week is Club Senate in Hebler 121
- Vice President for Academic Affairs: Allyson Mundy
 - Email communication with Linda Shactler and Micah Parker

Director Shactler,

I suspect you have received scores of emails regarding the logo change, and I suspect you will not read much into this email, but I hope you will. I am writing to you to express my concern regarding comments and decisions made without deep forethought.

I am a taxpayer, a tuition-paying student, a current donor, and a future donor/alumnus. I am concerned about the direction the marketing department is taking the logo in light of the University's current financial situation. I have heard comments from students employed by marketing that the logo change was necessary for marketing reasons, but I assure you, there's a plethora of other large universities who have not changed their logo in a longer period than we have, and they have no difficulty recruiting. A new logo will not be a sufficient substitute or addition to the level of contact CWU administration and outreach programs make with prospective students. I suspect many of our alumni feel the same. The alumni outreach at this university is virtually non-existent and may be one place the marketing department could focus. I do understand; however, there is new staff hired for alumni affairs - for which I am glad to hear.

Realistically, the student body would be behind something like a logo change if the students were informed. What is the mission of the Director of Public Affairs, if not for anything else, but to serve the students? The students aren't attending this institution to pay the salaries of the administration, but rather the administration is payed to serve the students. When the last logo change occurred, it was with the consultation of students, and the logo was chosen from a student contest, and it was chosen with student support. This is not the situation here today - no matter how the administration views it, hundreds of students cannot all be wrong.

It is counterproductive to make comments such as "it's never occurred to me to consult the BOD for marketing decisions. If they want to be involved with university marketing, they should change jobs." The BOD is here to serve the students, both now and future. If they feel it necessary to speak their mind about a change because much of the student body feels they should have been consulted, perhaps the administration should listen. The student body as a whole is one of the largest recruitment engines the University has access to, especially in the age of social media. Perhaps the administration should make a visible effort to avoid alienating their student body.

I assure you, there are members of the BOD, and the student body at large, who feel they could change jobs, get involved in marketing, and probably take it to more efficient level and have a greater impact than those currently involved.

The new logo may serve the University well, but from my perspective, it does not represent the institution I will one day refer to as my Alma-mater, and I feel the administration putting it in place has made a gross error in its decision process.

Micah Parker
360.471.4292

Thank you for sharing your concerns with me. I can understand why the statement to which you refer would be upsetting.

The quote is close to what I said to the Observer reporter after two long interviews. What I said was that the ASCWU BOD role and mission and student publicity activities typically do not involve Public Affairs. The BOD supports the Publicity Center for promotion of student activities. Public Affairs has a different job.

Alumni and students who love the current cat head logo should be assured that it will not disappear but continue to be available on merchandise in the bookstore and on banners and other promotional materials throughout the university community. The new cat head will be additive.

Thanks again for the opportunity to provide a little context to the Observer article!

Linda

Linda Schactler
Director of Public Affairs

- Email communication about Black Hall Computer labs.

>>> Laura Milner 5/8/2012 3:39 PM >>>

So there is discussion about potentially closing the Computer Labs in SS 214 & 216, and moving these labs to Hebel. These are not the computer rooms usually used to teach courses in, but the ones that are more or less "free time" labs. Do you have any sense of whether students use these to any great extent? Any information that you can provide would be appreciated. Thanks, Laura

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>>> Allyson Mundy 5/9/2012 10:43 AM >>>

I second that. I have all of my classes in Shaw and I see people in both labs from 9-1pm when I leave the building (those times are just the times that I have observed. I am sure they are used outside of those hours as well). If I was to guess, I would say on average there are about 10-20ish students at a time.

That is obviously just what I observe but acquiring accurate information from IT would give evidence that students are using these labs. If the labs close, it would be a huge inconvenience to those who have gaps in their schedules and go to the computer labs to do homework, job search, network, class work etc.

Overall, as a COB student I do not support the move. It will inconvenience COB students and in the end it takes away a valuable resource.

Allyson Mundy

- SAS last week.
- Vice President for Equity and Community Affairs: KJ Stilling
 - Met and discussed ESC Budget. There will be signatures removed on approving the budget. Sharon's office (SURC Accounting) will be supporting the ESC Budget. It will cut back and help us from not having to go through administrative
 - Will be gone next Wednesday, Thursday and Friday.
 - BSU Date Auction was on Friday. That was great. The Oprah is tomorrow at 7 and the roller derby is Saturday at 5.
- Vice President for Student Life and Facilities: James Rae
 - Taking care of a few student concerns. Why do we have to pay a fee if we have to pay a transaction online. They go through a third party to facilitate the online transactions and that is a separate cost.
 - RHA last night. Attendance has gone down. Did some constitutional changes last night.

- Went to the Election Debate. Was surprised with some of the answers from the candidates.
- Looking at a couple different art projects. OPR is looking at facilitating some art throughout the Art Department.
- Brittany who works for me has been out for medical reasons.
- Tonight whoever wins the election for my position, I will reach out to them tonight or tomorrow to start setting up meetings.
- Have a meeting with student government President at UW Bothel. They're looking at building a SURC building on their campus.
- Bob – if you have any administrators, let them know that I would be happy to help out and chat with them as well.
- Vice president for Legislative Affairs: Mike Merz
 - Freddy got in touch with my about the SURC as well and I forwarded him to James.
 - Have two students for the Student Trustee. We should vote on them. Taylor Rob and Lindsey Sires.
 - James – When is the deadline. Mike – We usually send them by May 1 but got an extension.
 - The movie is playing tonight at 7:15
- President: Steven Ross
 - Not present

Communications: (will open floor)

- None

Old Business: (For your Reference Only)

- None

New Business:

- US Bank Scholarship Criteria (Bob Ford)
 - There have been several inquiries
 - There is \$14,000. Can't go into a foundation because it's government money. There's another check coming in. We need to set up the criteria and the committee structure. Any thoughts? Let me know if anyone wants to work with me on that. The scholarship is leadership based, recipients cannot be the scholarship givers. You should be able to recognize people who have stepped up as leaders. Want to make sure we have solid guidelines to set precedence.
 - Mike – Could they change it at any time? Bob – Yes, but it makes a lot of sense to set up a holistic document. They cannot change that it is stipulated to leadership.
 - Allyson – Last year Paul worked on trying to give senators a break for being on SAS. Thought it would be a cool opportunity to recognize the leaders in Club Senate, SAS, ESC, etc.
 - Mike – You already get rewards for being on the board. Maybe if people stay on SAS, ESC, etc. could offer them a reward (retention incentive) for staying on the committee for the year.

- Maylin – for club senate, the club would get the money if they were the Club of the Year.
- Paul – I think that it should go to the individual. I think that there are a lot of individuals that could be recognized who don't have a title.
- Scott – We should determine what leadership means. What is leadership?
- James – I know that we got \$14,000 last year, will there be a goal to give out \$14,000 each year? Do we want to have a net allocation? Whoever gets this money, it needs to be involved in the BOD because this is the entity that is giving out the money. What's the mechanism for identifying these leaders? Who should be responsible for giving out this award?
- Bob – Committee makeup should include both? James – yes
- Allyson – Why can't we do both Paul and James' idea? This would increase student awareness of the BOD. $\frac{3}{4}$ entities under the BOD and $\frac{1}{4}$ individuals.
- Scott – You could have an application process to better determine who would get the money.
- Allyson – you could get nominations and then once you're nominated, you have to apply.
- Student Trustee (Mike Merz)
 - Already talks about it earlier

Consent Agenda:

- S & A Motions:
 - None at this time
- SAS Appointments:
 - Ryan Clements – Theater Alternate
 - Jacob Darley – Biology Alternate
 - Leslie Ardon – Senator
- Club Appointments:
 - ATMAE/IEEE
- Committee Appointments:
 - None at this time
- **Allyson motions to approve the consent agenda, Mike seconds. All in favor, approved.**

Issues/Concerns/Announcements

- Bob – Is there anyone who wants to help out with this? Allyson, Paul and James offer to help.

Adjournment

- **Mike motions to adjourn, Maylin seconds. All in favor, meeting adjourned at 10:40**
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