Date: Monday, February 17th, 2020

Attendance: Simon Bohn, Raya Petrova, Ruchi Raval, Brian Huang, Carlos Piedad, Nimra Shabbir, Lauren Smith, Madison Holley, Matthew Toy, Nathan Oommen, Sophia Anderson, Julia Nicolescu, Carlos Gregory, Stephan Akichy, and Matthew Giarratana

Non-voting: Cate Llewellyn, Lauren Dougherty, Marina Angelopoulos, Madeline Goldberg, and Meghan McVeigh

Excused: Thomas Walker, Sandeep Alampalli, Sarah Vanasse

Unexcused: Matt Guinee

President (Bohn):
Guest Speaker Jason Weintroff-digital consultant for creative marketing campaigns across all department

- Focal points: tone and content from the student perspective
- We want more student driven content from current and prospective students
- Want the input from forum to give us some feedback about improving the Union College Website and all digital platforms as well
- Survey ideas center more about engagement part of the content rather than the functionality. Do you guys have any content on this
  - (RP): I think we need to include more photos of students doing activity specific to Union that set it apart from other universities. I think tagging students under the picture is also helpful to humanize them to prospective students that might be able to see themselves in those shoes
  - (SA): I think we should bring back student spotlight on social media platforms because it shows more individual project students are working on
  - (NS): I think that when we advertise clubs and activities we should include the emails of exec boards so students can ask questions
  - (JW): where did you all go first to research union college?
    - (MW): I went on youtube to look at tours and such but there isn't much available
    - (BH): I think I looked within the majors. I would like to see more student highlights
    - (JN): I went to niche.com to look for things about Union and I found it very helpful
  - (JW): do you look at social media platforms before the actual website?
    - (CL): I think everyone will still do a google search of the website
  - (SA): Union does not have this but many schools have short videos centering around student life
○ (RR): I was always more interested in actual current events rather than staged photoshoots where people of color are included in a very staged way.
○ (LS): we have a student photographers for a reason, they need to go to actual events and make it seem less artificial
○ (JW): would you say that pictures of students are more captivating at the beginning of a page?
  ■ (RP): definitely
○ (JW): would you like to see students themselves taking footage such as a gopro video?
  ■ (RP): I think that idea a lot
  ■ (GY): the instagram doesn't have IGTV and I think that's a great way to do this and categorize them in a way that prospective students can see what's going on. Even just in the classroom and the dorms and the dining hall. We do not see the dining halls on tours so this is a great addition.
○ (RP): I think in the long term there should be a well known professional photographer where they can go to events and people will recognize them as someone that will include them doing more of these things in a less staged way
○ (MT): student photographs is a great idea but logistically it makes more sense to hire a professional in terms of actually getting access of to these photos
○ (RP): do we have virtual tours?
  ■ (JW): is that something that people would use?
  ■ (JN): yes definitely.
○ (JN): our new science and engineering building has glass doors so it’d be great to see us show off this new building and take footage of a class from outside.
○ (JW): how are you guys getting word of events happening on campus or in the community? I think it is important to see not only what's happening on campus but around campus in terms of food and such.
  ■ (SB): things off campus are not very well advertised to students and we are trying to revamp campus events.
  ■ (JW): in a perfect world how would you like to revamp this so people can sift through these better? Would you rather see only the more major events?
  ■ (BH): it is a little difficult to decide what is a major event.
  ■ (NS): student forum is already working on a blog type website to fix these problems with ITS.
  ■ (RR): I think that on the website we should include restaurants around here where people can go off campus. This is often just word of mouth and something you can’t find without going here.
○ (CL): I think it'd be great for prospective students to have a way of seeing what we see, like a digest of everything happening
○ (JW): where would you like to see this?
  ■ (CL): maybe on the student activity page or under student life
○ (JW): how would you like lists of restaurants and events organized? Would you download a pdf?
- (RR): I think more students follow Instagram and whatever we choose should be advertised here.
- (LS): another nice feature of Instagram is the story tabs you can pull up. I think that some events draw more attention and are more unique to the city.
- (SA): we have this Union College orientation page on Instagram which I liked a lot but you cannot access this account until you are enrolled. I think that this should be more accessible.
- (SB): the news section on the webpage isn't used enough.
- (LS): going off of that, I think there should be more events in the same place where they are easier to find.
- (JW): the issue we are dealing with is people having to scroll through too many things. We need to figure out how to access options categorized to gear towards certain students.
- (RR): I think that only prospective students see the website so the things there should be more geared towards them.
- (NS): I think that there definitely needs to be a section on the website for just community events.
- (JN): the website is pretty easy to navigate except for the study abroad program.
- (SA): I think that this is also something that is important for prospective students.
- (JN): a lot of students make videos and potentially reaching out to this students would be a nice addition to the study abroad content on the website.
- (GY): I think on the engineering page we should advertise more student projects.
  - (JW): would you go and check out weekly spotlights on students or faculty doing interesting intellectual projects?
    - (RP): Yes I always read those.
  - (RP): I think that the “Union College at a glance” page should be more of a slideshow scroll though than one picture and a list of typed text.
  - (JN): I think student testimonials on how close they grow with the students is incredibly important.
  - (CL): I think in general having more info on each of the faculty and some positive student statements about them would be great to see.
  - (JW): when you navigate the site as a prospective student are you guys using the menus or the search bar?
    - (GY): menus.
    - (RR): yes I looked into all of the menus when I was looking into this school.
  - (JW): is it appealing to have content about alumni that connect back with union post grad?
    - (JN): yeah and there are definitely a ton of events like this that can be advertised
○ (NO): We talked a lot about content on the website and I think we have clearly defined the best parts about Unions. This should be an immediate link people can see without having to look through the website in its entirety.
○ (SB): I think that Greek Life is very poorly advertised at union. I think that there is little to no info.
○ (LS): I think that is on purpose.
○ (JN): I think union could afford to be more transparent about greeklife because it is much bigger than what is advertised
○ (CL): I think it would be great to see people compete to get on like department pages and things like that.
○ (JW): A lot of what you guys have mentioned is there but it needs to be better ways to find it.
  ■ (NO): I think it’d be nice to have a tab clearly labelled for prospective students
● (JW): thank you guys I have a lot to work from.
● (SB): Crosswalk update:
  ○ We have completed a letter.
● (SB): February 24th we will have a short meeting promptly at 5 to go to the meeting for the search for the new title XI coordinator from 5:30-6:30pm.

Secretary (Meghan):
● Nothing to report.

VP Administration (Petrova):
● Organization proposal: Young Democratic Socialist of America
  ○ Purpose-looks at issues from democratic socialist lense and provide commentary
  ○ We hope to host events that facilitate conversation regarding the political climate and advertising outside events
  ○ They hope to be affiliated with the wider national organization at some point
  ○ (SB): is it a group to discuss politics or make political changes on campus?
  ○ (RY): any changes would just be though raising awareness but they do not have the power to do anything major.
  ○ (NS): can you share the mission statement?
● (CL): are we sure that this is okay to have a political club on campus?
  ○ (RP): they are going to be an organization and not a club.
● (JN): Motion to approve Young Democratic Socialist of America for organization status.
  ○ (MT): seconded.
    ■ Approved: 13
    ■ Opposed: 0
    ■ Abstaining: 1
    ■ MOTION PASSES.
● I have also begun walkin hours on M,T,W for clubs to come and ask questions. If you want to mention this to your friends that would be great so people will come.
● It has been incredibly beneficial so far because I have helped them to plan events, ansered questions, etc
VP Finance (Nichols):
  ● Golf Club
    ○ Requesting 1310 to join the national collegiate golf organization and attend a tournament for this
      ■ This would include organization dues, tournament fees for each of the players, and transportation.
      ■ Finance committee recommends we grant them this funding
    ○ (SB): how many students are competing?
      ■ Eight total.
    ○ (NO): is this in addition to their tournaments they hold multiple times a month?
      ■ (RN): yes.
    ○ (RP): is this a one time fee?
      ■ (RN): yes, they will have to apply for funding for this next year.
    ○ (RP) motion to approve finance committee's recommendation of granting 1310 dollars to gold club
      ■ (NS): seconded
      ■ Approved: 14
      ■ Opposed: 0
      ■ Abstaining: 0
      ● MOTION PASSES.
  ● Cocoa House
    ○ Expanding days of operation and they are requesting 6680 for programing now five rather than three days a week at cocoa house for the rest of the term and in the spring
    ○ The finance committee recommends we grant this because we should be promoting such an ambitious expansion.
    ○ (RP): How many students are involved in this?
    ○ (NO): the club is made up of 100 or so students and 15-20 students go each week
    ○ (JN): motion to approve finance committee's recommendation to approve 6680 dollars of additional funding to cocoa house
      ■ (LS): seconded
      ■ Approved: 14
      ■ Opposed: 0
      ■ Abstaining: 0
      ● MOTION PASSES

Trustees (Raval, Huang):
  ● I just wanted to give everyone a reminder about the campaign launch event at 4 this friday.
  ● (LS): can you send out a calendar invite for this with the time and location.
  ● (RR): I can definitely do that.
  ● (GY): what time does it end?
  ● (RR): around 6 but it is okay if you need to leave early
  ● (LS): what should we wear with the quartersip?
○ (RR): avoid sweatpants.
● (CL): If you are doing stuff for Garnet Society, how should we navigate this?
● (RR): I think you’ll be called up for individual obligations
● Founder’s Day is also Thursday and we should all see you there during common at memorial chapel.
● Please all be on time. This an obligation that comes with all of your positions.

VP Campus Life (Shabbir):
● Nothing to report

VP Academics (Smith):
● Nothing to report

VP Sustainability (Piedad):
● Nothing to report

VP Multicultural Affairs (Holley):
Excused.

IFC (Secchiaroli):

Panhel: (Welles):
● Great love mom and dad attendance last week
● We are having another competency training on Wednesday
● We are having a senior thesis showcase on Thursday in Karp 105

MGC (N/A):

Minerva (Davis):

Theme House (Goldberg):
● Nothing to report

Class of 2020 (Wiener):
● We are sending out surveys about the senior gift

Class of 2021 (Toy):
● We are starting Junior of the month to showcase our class better

Class of 2022 (Anderson):
● We are making progress on the discount initiative
● We also completing our new class Instagram page

Class of 2023 (--):
● Still in the works of planning with Minervas to get our class more involved

Committee Report (SAC):

Advisor’s Report (Dougherty):
● Amanda Bingle got married so her name is Amabda Averson
● Speaker’s forum invited Gabby Douglas so be sure to check it out
• We are going down next week to give input on what type of candidates we hope to bring in

Old Business:

New Business:

Announcements:

(MT): Motion to adjourn
(JN): seconded