Date: October 16th, 2020

Attendance: Matthew Toy, Kathryn Osterholtz, Julia Nicolescu, Nathan Oommen, Brian Huang, Sophia Anderson, Sarah Vanasse, Alexis Henrikson, Tyler Greenwood, Madison Holley, Marina Angelopoulos, Nimra Shabbir, Cory Sachs, Carlos Gregory, Anna Trancozo, Hayley Baglogh, Gwyneth Sultan, Sandeep Alampali, Matthew Giarratana, Lani Waggoner, Ippolit Matjucha, Emily Stein

Non-voting: Lauren Dougherty, Kathryn Osterholtz, Matthew Guinee, Cate Llewellyn, Jana Davis

Excused: Nathan Oommen, Nimra Shabbir, Ippolit Matjucha, Kate Osterholtz

Special Guests: Brittany Mijatovic

President (Toy):
- Presence Demo today
  - MT: Presence is the online student affairs platform. Coming in at 5:15.
  - MT: Big deal if we choose to support this because everyone is waiting on the Student Forum to approve this. It is important to see what the students think about this platform. During the demo, think critically about the platform and about whether or not students would actually use this platform. We have also been contacted by Uniflow for a student affairs platform demo.
  - MT: This will be a long term decision and we want to make sure that we make the right one.
  - BM: 20 minutes of a demo and 10-15 minutes of questions.
  - MT: How does this platform look from a typical student perspective and how does this platform look from a club leader perspective?
  - BM: Quick overview of the software: Presence is a student affairs and student engagement tool built by Insider. Our Happiness team is who would help you with Presence.
  - BM: Five major aspects
    - Manage and simplify processes. Think Google Forms meant for Student Affairs. Think of digitizing marketing processes and how we determine finance for clubs.
    - Reach and engage more students: Branded web portal that is mobile friendly. This will allow students to access events, add events, and explore the platform.
    - Track and collect involvement data: Track with mobile devices. Targeted polling and waivers. Verified digital ID. Surveys and assessments.
Assess behaviors and trends
- Encourage and measure experiential learning

- BM: Most students will interact through the web portal. Showcase feature events, organizations, and experiences. Most of the system runs off of comprehensive forms (i.e. organization registration form).
- BM: Administrative side of Presence allows you to view data. Organization leaders can look at their own page, but SF can look at all organizations and use this platform as a communication tool. (Opens up to questions)
- MT: How does communication go out to club leaders? Does communication go through email or through the platform?
- BM: You can use the platform to generate emails that will go directly to student email addresses.
- GS: Is there anything in the app that allows students to subscribe to specific clubs and organizations?
- BM: When students log on, they will see what they are a member of, but the platform also showcases more in order to increase engagement. You can also filter what you want to see, but overall this is to increase engagement.
- TG: Does Presence have its own election form?
- BM: Entirely own function through Presence that you can use to create a ballot.
- SA: Background on SF elections.
- BM: You can provide different email forms and elections to different groups. For example, class years may only see the elections they have access to.
- SA: Do clubs and organizations need to add information manually or do we need to add the forms manually as SF?
- BM: Goal behind forms is to save time and resources. You only create the form needed to collect information. You are not manually entering information for the clubs and organizations.
- MT: What is the incentive for students for filling out the form?
- BM: For clubs and organizations, maintaining the platform will help increase their engagement, which is an incentive for this platform. Many campuses tie the registration process to funding and budgeting as an incentive.
- MT: Does every club leader have a card swiper?
- BM: Supplied unlimited card swipers in order for clubs to track data.
- CS: Are the student ID process for Presence compatible with Union student IDs.
- SA: What would you say is the time on average for this system to be up and running, given the fact that everyone does what they are supposed to do?
- BM: Typical average roll-out is about two months.
- JN: Do you usually see the administration/staff/faculty serving on the administration side of this platform or students?
- BM: Most successful cases are a mixture of both.
- LD: These sites are so contingent on the information students put on this platform. What tips do you have for getting students to buy into this platform?
- BM: The only way engagement will occur if the platform is user friendly and if student leaders are updating their pages. Thank you everyone. Reach out to MT or JJ with any questions.
MT: Discuss for ten minutes about whether or not we think this is appropriate to bring to Union. Thank you so much for bearing with us.

BH: Personally, the platform seemed very confusing. It really seems better for bigger schools that have hundreds and hundreds of organizations. For a smaller school like us, it seems easier to connect with organizations. Regardless we should take a week to think about this.

CS: Could be productive for Greek Life, but we should look at other options that are better.

CL: Seems a little bit much to have every single person swipe into meetings and events to collect analytics. Minerva events, for examples, are more casual.

JN: It seemed like she was in contact with the IT department and that JJ is very onboard.

MT: As far as I know, they really like the platform, but it doesn’t really matter if we are not going to use it. It’s not set in stone unless we choose that it is set in stone. Student feedback is important.

LD: JJ came to departments and they all sat through a demo as well. LD says platforms like this have failed at other organizations because student engagement has been hard.

HB: This seems like a ton of extra work to do.

SA: I see the merit of the program but I do not think that students will buy into it.

SV: Give floor to underclassmen.

IM: We are extremely lazy people. I really think that adding a platform will actually hinder engagement.

SA: We are going to unintentionally end up alienating people. People will not put in much effort. Student Forum weekly emails are great, but reaching out to the whole campus in other ways is challenging.

GS: We are a small school and this would be much better at a bigger school. Clubs are not going to want to dedicate time and effort to a big platform like this.

MG: Only a few clubs are likely to take advantage of this platform.

AH: A way to centralize clubs and activities on campus is something that should be thought about. For the club fair, everything was centralized. It did feel like this platform specifically was more administrative friendly than student and student leader friendly.

LW: Is it worth going through the process of having students learn the platform if we will not use the platform in the long term.

MT: Are we opposed to having an online platform or are we opposed to Presence?

GS: Presence.

SA: It’s a big process and will alienate people slowly and slowly.

JN: There is a lot, but there is also a lot that go into the clubs and orgs that we have. Anything we are going to do is going to require work. Everyone hates campus events, so propose something different.

SA: I don’t think that people are going to want to access a new system.

MA: Echoing JN. Our main complaint every year is that everyone hates campus events, but we are going to run into this problem with every platform proposed.

SA: By next week we will have learned about Uniflow’s platform hopefully.
MT: We will continue this conversation next week. For now, I am going to continue with the agenda. Thank you very much for having this conversation because it is a very important conversation to have so thank you.

**Agenda items and new business**

- MT: Please submit agenda items related to your position under the agenda. If you are advertising an event not directly related to your position, add it to new business.

**Dean Angrist meeting - 10am or 11am on Wednesday**

- MT: Dean Angrist would like to have an informal meeting to go over questions and concerns brought up in SAC and AAC.
- MT: Not necessary for the entire Forum to go, but if you are available definitely go. MT will put a poll in group me to determine time for the meeting.

**Civic Engagement**

- MT: Student Forum has been asked to help fund “I Voted” clings for the civic engagement initiative.
- MT: Looking to purchase 500 clings to help encourage civic engagement and show passion around voting. Clings are removable, whereas stickers are not. Pricing changes based on size and quantity. 4 x 4 inch cling would cost $226 dollars before shipping, handling, and extra fees (for 500 clings). We should budget around $300 to $350. 500 3 x 3 stickers are $163, which would be closer to $250 we should budget in for this motion.
- MT: As the student government body, it is our mission to ensure people vote.
- JN: Motion to approve $250 to buy 500 clings to promote civic engagement.
- BH: Second

In Favor: 17: Opposed: 0 Abstain: 0

**Secretary** (Osterholtz): Excused

**VP Administration** (Nicolescu):

- CoC meeting update - potential new club/organization
  - JN: Two more applications for committee positions: Athletics Liaison Committee and Bias, Awareness, and Support Services Team.

**Update on Committee positions**

- JN: COC had a club review for the Sociology club today. This club has existed within the Sociology department for several years now, but they want to be recognized as a club through Student Activities in order to be more involved with the Union College community as a whole. They want to focus on civic engagement and focus on social work. COC recommends granting them club status for probationary status of ten weeks.
- SV: Motion to approve COC recommendation of Sociology club for probationary status for ten weeks.
- CG: Second

In Favor: 18: Opposed: 0 Abstain: 0

**VP Finance** (Oommen): Excused
Trustees (Huang, Anderson):
  ● Amendment vote
    ○ BH: Thank you to everyone who helped pass the amendment.
    ○ BH: It passed with 93.88% and the participation rate of 31.41%
    ○ MA: Motion to approve the results of the Student Forum constitution amendment voted on by the student body on October 13 to October 14, 2020.
    ○ HB: Seconded

In Favor: 17 Opposed: 0 Abstain: 0

VP Campus Life (Vanasse):
  ● COVID Task Force update
    ○ SV: 406 students who have signed up for reusable utensil sets
    ○ Thank you to everyone who has signed up to help with distribution
    ○ Task force is looking to use funds to bring another artist virtually to campus this term.

VP Academics (Henrikson):
  ● SV: Motion to close the meeting.
  ● MA: Second.

In Favor: 15 Opposed: 0 Abstain: 0
  ● SA: Motion to open the meeting.
  ● MA: Second.

In Favor: 14 Opposed: 0 Abstain: 0
  ● MT: Meeting is reopened.

VP Sustainability (Greenwood): Nothing to report.

VP Intercultural Affairs (Holley): Nothing to report.

IFC (Guinee): Absent
Panhel: (Llewellyn): Nothing to report.
MGC (TBD): Nothing to report.
Minerva (Davis): Nothing to report.
Theme House (TBD): Nothing to report.

Class of 2021 (Angelopoulos):
  ● Meeting with Dean Zuckerman
    ○ MA: Highly recommend meeting with our class dean.

Class of 2022 (Gregory): Nothing to report.
Class of 2023 (Sultan): Nothing to report.
Class of 2024 (Waggoner): Nothing to report.

Committee Report (SAC): Nothing to report. No meeting this week.
Advisor’s Report (Dougherty):
● Think through an initiative SF has initially sponsored in the past where SF works with local restaurants and businesses to get discounts for students. Think about whether or not this is an initiative you want to push through as SF.
● Next Saturday, UPogram will be having a major event next Saturday!

Old Business:
New Business:
Announcements:

MA: Motion to Adjourn
HB: Second

In Favor: 14 Opposed: 0 Abstain: 0