



Student Government Association  
*St. Olaf College*

Student Senate Meeting Agenda

January 9th, 2018 – David E. Johnson Boardroom

- I. Call to Order
- II. Roll Call
- III. Approval of the minutes
- IV. Special Orders

A. Marketing and Communications - Katie Warren and Fernando Sevilla

1. Katie Warren: I'm Katie Warren and I'm the chief marketing officer and this is Fernando Sevilla, the digital marketing creative guy. We have a small team, it's about 7 or 8 of us. We work on anything from the redesign of the website to working on admissions and trying to reach out to prospective students. We work with the Piper Center helping them represent what the Piper Center is all about, especially freshmen who find the Piper Center intimidating to walk into. We do everything in the marketing space, from digital work to traditional print. I thought we'd just share a few things. Social media is also a big part of what we do, we manage the main pages. We don't control all of them but we do manage the main feed and try to balance our feed between what alumni like to see and what parents like to see. We're always trying to curate a lot Facebook is our main channel, Instagram. We have to keep the content going and relevant for the breath of stakeholders, from 16 year old potential student to our alumni.

2. Fernando Sevilla: So, basically, the key thing to think about when thinking about us as a department is that we have to cater to different audiences, ages, where they come from. This impacts what departments we have to work with. In a normal advertising agency, you'd normally get a brief, where the client tells us what they need, what they're envisioning, who's the audience, key performance indicator and you come up with a plan and a creative solution. For us it's a little bit different, our audience is a lot broader than that. We have to be aware of the other audiences that will also see it. If we put something out just for alums, you will

see it and have a sense of ownership over it. Whenever we create something, we have to keep that in mind. Other problems arise, like how do we come up with a creative solution that also feels authentic? How can we sell an authentic story to prospective students that doesn't feel fake. It's very exciting, thankfully we have a project manager, who receives all the different requests and helps us see all possible solutions.

3. Warren: I think one thing that's been a shift for us is the fact that majority of St. Olaf students no longer come from Minnesota. So we're having to sell them the state along with the school. We're always trying to sell student stories and what people are like and it needs to feel authentic. What you see when you're not here should be what you see when you are here.

4. Fernando: A print piece that is trying to convince them to come visit is a simple media but you have to present it creatively. How do we create a piece that's not just a brochure? One of the most unique things about us is that we're in Minnesota, it's kind of a hidden gem. Why not get that out there as the main thing you'll feel first? It'll make us stand out, it'll be different. I'm going to show you the video we came up with for after the rebrand.

5. Warren: That's an authentic video and sort of set the tone for how we want to continue to communicate with our audience. Through talking to current Oles and alumni, the community aspect is what everyone talked about. It's the way we can reflect the student body, where we are, and the complexity of St. Olaf. That was the starting point and now we're thinking about ways we can round that out, how we can talk about academics, life skills, experience or learning opportunities. There's more to come about those benefits.

6. Sevilla: We're trying to bring new ideas and new feelings.

7. Warren: We're always trying to tell the full story, yeah she's an athlete but she's a lot more. That's what we're trying to show. If you guys go to our YouTube channel almost all of this are there.

8. Sevilla: One thing that makes our jobs easier is you guys always doing amazing things. If we need content we can find it easily. Sometimes it's hard to decide which way to go

9. Warren: Last spring we did 20 profile videos and we are trying to tell those stories and do them in different ways. There's a well of stories to tell.

10. Proxy Nwigwe: How do you pick these students you do profiles on?

11. Warren: We want to balance out the arts, athletics, sciences, mathematics. So we go to faculty members and ask what students they suggest and we also get names from the Piper Center and ask about Oles and where they end up going after St. Olaf. We even ask our student workers.

12. Sevilla: A lot of times it comes from personal relationships. For example, I played intramural soccer with a faculty team and you form relationships and get to know people. It's a variety of different places or sources.

13. Senator Abusharkh: Do we spend money advertising in this season when students are looking for schools and why aren't there many views on YouTube?

14. Warren: Those videos were sent to prospective students via email. We don't spend a lot of media dollars, like buying radio spots or TV, a lot of what we do is through contact, so doing contact on social media. Sometimes we'll put paid dollars against those to boost, if you know anything about how FaceBook works. But we're pretty efficient. We have an email provider. The biggest component is the time and that's why we have a great team that can do a lot of that.

15. Sevilla: A lot of what we do is direct communication, via mail or email. About the YouTube channel, our channels are divided in different places so our main channel for videos like this are FaceBook. We know YouTube isn't our main source for viewership. As long as our main channels are performing well, we are okay with having a lower number of views of YouTube.

16. Warren: We're learning too as we go along like the shorter the better but then it's harder to tell the story. You can see the evolution between the two videos, one made the year before and the second one made this fall.

17. Sevilla: The other element for YouTube is that the college didn't have a channel so we kind of took control of that. YouTube was the main source for videos but Facebook and Twitter are up there with them. We could've had a lot better numbers in terms of subscribers if the college had started earlier, but that's okay.

18. Proxy Nwigwe: First, you try to sell Minnesota, how do you do that? And why sell Minnesota when majority of students spend their time in Northfield? Do you sell Northfield?

19. Warren: If you think of liberal arts colleges there's a concentration of liberal arts schools on the East and West coasts, and some in the Midwest too. How do you get them to consider the Midwest, and specifically Minnesota? We do some recruiting on the East coast but it's hard

because it's so much more competitive there. It's a lense to get them to consider the Midwest. We're trying to communicate that whole package. What's funny is that prospective students will come to Northfield to visit Carleton because they're here they'll visit St. Olaf and a lot of those students end up applying to St. Olaf because of that. We can get people to consider schools in Minnesota and we're among that consideration.

20. Sevilla: When we think of Minnesota, Northfield is a big part of it, the Twin Cities are a big part of it, the seasons. There's a lot of different elements of Minnesota that come into play as well.

21. Warren: Any other questions? You can email us, my email is [warren2@stolaf.edu](mailto:warren2@stolaf.edu). If you have any questions or story ideas you can email us. If your friend is doing something cool, you can email us. We are hungry to tell more stories. It's a constant thing we're thinking about. I highly encourage, especially as SGA members, please email us. We've talked to Jauza in the past about ways we can partner together. We're in the garden level of Tomson. It's a little hard to find.

22. Sevilla: Feel free to stop by, bring questions, bring conversations. We're always trying hard to do the right thing but that doesn't mean we always do it right. If you have questions, please bring them.

#### B. Gender and Sexuality Office - Spencer Whiteley

1. Spencer Whiteley: I'm a senior Psychology major with a Women's and Gender studies concentration and I'm a student work for Gender and Sexuality office, which is right next to the Student Wellness Center and right across from CMIE. We have office hours Tuesdays 1-5. I'm going to talk about what we've done this year since this a new office that started last year. So first we started off the year by co-hosting an ice cream social with GLOW and the Gender and Sexuality Center. That was great, a lot of first years came, we had over 100 people. Then we got to go to the HIC gala in Minneapolis. Our biggest event this year was "When I Knew." This was an open mic event where students spoke about when they knew they were a certain identity. We had people talk about their religious identity, their feminist identity. A lot of people talked about gender and a lot of people talked about sexuality. Right before Thanksgiving we had an event called "Tough Conversations Over Turkey" so we watched an episode of the show Master of None where one of the characters comes out and had conversations about coming out and tough conversations with family. We didn't have that many people come but had really good conversations. A prospective student came with her mom and she's an international student so hearing what she thought was really interesting. We haven't planned anything for January because Sarah Joslyn is leaving. But in March we are doing an event with ADC, we are bringing in Shane Crone to speak which will be

really great. In April, we are working with the Piper Center to bring in LGBTQ alum to talk about their experiences at St. Olaf and in their careers.

2. Senator Weaver: Will you get a replacement for Sarah?

3. Whiteley: I know I have a job but Sarah was doing part time work for us and was mostly an area coordinator. I know Dana, another area coordinator, will be doing work with CMIE and will also be helping us out. There won't be another position like Sarah's.

4. Senator Zaghoudi: Can you tell me more about what you guys do on a more day to day basis?

5. Whiteley: We mostly host a lot of events. We do presentations to different groups, events with GLOW, we do presentations for Residence Life workers, for Student Employment Office on issues that might come across working with LGBT people, like changing names or pronouns. We also have office hours so people can come to us about problems or questions they have about gender and sexuality.

6. Senator Miller: How would an organization go about getting a presentation like?

7. Whiteley: You can email me at [whitel1@stolaf.edu](mailto:whitel1@stolaf.edu).

We can get that set up.

V. Student Comments Section

VI. Reports and Announcements

- A. Proxy Bergeland: For all the proxy people, we go around and say what your position does and give updates.
- B. Proxy Brunclik: I'm Sam's proxy and this past week ADC hosted a snowflake making event and we're making slime this weekend if you want to come. It will be fun.
- C. Senator Carlson: I'm not doing anything specific with gender and sexuality stuff but my subcommittee is meeting a lot throughout interim and figuring out our mission statement and what we're going to do over interim and next semester
- D. Senator Laird: Student Life Committee does not actually meet over interim. I will keep people posted about interim information as it arises.
- E. Proxy Grossman: Ytterboe is meeting to plan our January event. We're trying to determine if we should do coffee and donuts in the morning or a more interactive event.
- F. Zaghoudi: The BORSC has been working on getting the report ready for the meeting with the Regents in early February. The meeting is about mental health on campus so we've been meeting with Greater Than, Boe House.
- G. Proxy Nwigwe: I'm Obinna, I'm a proxy for Justice over interim. I've been doing some credit card training.

- H. Senator P. Johnson: I'm Peder. Volunteer Network.
- I. Rhea: I'm a Pause co-coordinator. The Pause has a new special, C4, a milkshake with four different kinds of chocolate. It's really good. The pizza is a seabreeze pizza and if I remember correctly it's actually based on William Seabrook, a vice president and chair of Senate several years ago.
- J. Senator M. Johnson: I've been working with the waste audit and composting is coming to Buntrock. Essentially we are doing a composting pilot over interim. If you guys like to sort through trash and determine what should be composted, please join us.
- K. Senator Casey: I'm the student alumni liaison. We don't have too much going on right now but we'll have a major declaration day celebration for sophomores and will need the help of senators so watch for an email.
- L. Senator Phillip: I represent the people of Rand. We are planning a popcorn and movie night.
- M. Senator Burt: We're trying to get a January event to destress people about Great Con.
- N. Senator Wetzel: We are having our first committee meeting tomorrow going over our plans for January and how we will start funding our orgs in the spring. We just recently helped CMIE fund their MLK day events and that's coming up. MLK day events that will be happening throughout the whole day on Monday. The following week we'll be talking to our org reps.
- O. Senator Anderson: We already had a meeting planning the interim concert, starring a woman named Kaye. The show is this Saturday and tickets are free.
- P. Senator Karsell: Hoyme is preparing a January event that will probably involve a pun related to pirates.
- Q. Senator Weaver: We had karaoke event this past weekend. We have events at both mens and womens hockey games this week, you can get free shirts and other stuff. We're selling tickets to go skating in Rice Park for \$3, that includes entry to the park, skate rental and transportation. Tickets will sell out really quickly.
- R. Senator Miller: I'm the student liaison for the Student Athlete Advisory Board. When this position was created last year, there were two Senate liaisons, one in the fall one in interim and spring. The one for interim and spring is no longer able to fulfill their commitment so we appointed Ben Smithson. Ben will begin serving in the spring.
- S. Proxy Naikwad: I'm the proxy for Lahiri for Ellingson. Our January event is probably going to be some sort of scavenger hunt.
- T. Proxy Zielske: I'm Katie, Aidan's proxy. As far as I know there isn't too much going on at the moment.
- U. Senator Raghavan: CMIE executive council isn't meeting over interim and we're still kind of in transition.
- V. Proxy Hodge: I'm here for Maddie and I'm not really sure what's going on.
- W. Senator Palermo: I'm Thorson Hall Senator and we're meeting Thursdays 8 to 9.

- X. Senator Dagher: I'm the Interhall Council Senator and the Presidents met today. We're talking about hosting an event with SAC. We might have a passive display or an event. I'm head of the task force on Race on Campus and we talked to those in the subcommittee last year and got some data and are looking to release a report to the campus. We're planning some events and panels for the spring semester.
  - Y. Senator Abusharkh: I am the other Pause coordinator. The interim kitchen hours are shortening hours because we are understaffed and will not be hiring more people because it's inefficient. It will likely open around 11:30am and close at the earliest 11 pm. On weekends it will be 2am like usual. For the Seabreeze pizza, it will be black olives, feta, spinach, olive oil cheese, roasted red peppers and the optional pepperoni.
  - Z. Senator Syal: We are planning our January event "Mohn-day Blues" event, where we'll have all blue food. For It's on Us, we haven't met this interim yet but we're meeting on Sunday. We'll plan for January and other meetings.
  - AA. Proxy May: We are working on elections.
  - BB. Senator Aehl: I and the other Honor House presidents are working on ways we can consolidate information about our events so we can maximize the number of people attending these events.
  - CC. Senator Kauffman: My team is working hard on getting rank choice voting done for next elections. .
  - DD. Proxy Khaleel: Exec is brainstorming for Stochella, which will happen in May.
  - EE. Proxy Bergeland: This week I've been working on rounding things up for Senate and getting everything ready to go.
  - FF. Senator Park: We haven't had a meeting yet.
  - GG. Senator Wake: I am the coordinator of PAC.
  - HH. Senator Tahir: I'm the head of the Student Organizations Committee. Our meetings are Wednesdays so I have no updates. The deadline for all SOC forms during interim is 2pm on Mondays.
  - II. Advisor Kneser: If any of the interim senators have questions, feel free to contact us directly.
  - JJ. Proxy Khaleel: We have two vacancies in Senate and applications will become live soon. If you have any friends that fall under the Senator positions of multicultural student senator or off campus senator, let them know to apply.
- VII. Old Business
  - VIII. New Business
    - A. Aquarium Proposal - Chair Brunclik
      - 1. Proxy Bergeland: This is a practice proposal for the interim senators so they can get a feel for the process and learn how to make amendments and stuff like that.
      - 2. P. Johnson: I would like to make amendment to change the name of this proposal to the "The Dank Tank"

3. Proxy Bergeland: How this work then we go into talking about this specific amendment and not the proposal. I will open the speakers list on the
4. Zaghoudi: I would like to speak in favor of this amendment. It's hilarious and necessary.
5. Weaver: Motion to end discussion.
6. Motion passes to end discussion.
7. Dagher: We should take into consideration we live in Minnesota.
8. Anderson: Aquariums are cool, we should do a senate field trip to underwater. MN has a really diverse ecosystem especially in the aquatic area we could provide a space for fish, and ducks and squirrels get
9. Zaghoudi: I would like to do an amendment to add a dunk tank to this.
10. Senator Wetzel: I hate it, I hate it a lot. These precious animals.
11. Senator Anderson I think this would disturb the ecosystem, I think students would be inclined to swim in it. It sounds like a little too much.
12. Proxy Nwigwe: St. Olaf is a dry campus, and the dunk tank may be wet.
13. Senator Kauffman: Motion to end discussion.
14. Abusharkh: Will the students be able to swim with the fish?
15. Anderson: I would say no, you can die really easily in water. There's a potential for it to be a wet campus but if people are inebriated you will die in water. And would we let it freeze over in winter bc that's a problem too would people be fishing we need to address this
16. Proxy Kahlil: I would like to make a friendly amendment.
17. Proxy Bergeland: For those who don't know, a friendly amendment: is a small and non-substantive change.
18. Proxy Kahlil: I would like to change the date from 2017 to 2018.
19. Senator Miller: Move to advance the question.
20. Proxy Bergeland: This is voting whether or not to end the discussion.
21. Motion to advance the question passes.
22. Proxy Bergeland: Now we will vote to pass or fail this amendment.

23. Proxy Bergeland: Division is when it's too close to tell so we have people hold up their plaque count. Because this a bylaws change it means that we'd need a 2/3 majority to pass this so this proposal fails.

24. Proposal fails.

25. Proxy Khaleel: It all depends on the position they're filling in for determines whether or not they can vote.

#### B. Election Commissioner Proposal - Senator Patel

1. Proxy Bergeland: This proposal is the election commissioner appointment proposal written by Senator Khaleel, Chair Bergeland, Senator Patel and myself.

2. Proxy Khaleel: They decided Sydney Grossman would be a great spring election commission chair. It's really essential that we pass this over interim so election work can get started as soon as second semester begins.

3. Proxy Bergeland: Election commissioner is the person who oversees the elections and all the rules along with elections. They make sure all the requirements are met by all the candidates.

4. Proxy Grossman: I would just like to speak in favor of this proposal. I think she has a great attention to detail I think she would take great consideration for the rules. I can't speak highly enough.

5. Peder Johnson: I'm ready to vote.

6. Motion passes.

7. Proposal Passes.

#### IX. Hill Hype

A. Proxy Grossman: I'm the planners of the senior gift campaign. We are hosting a informational meeting about this, you can come even if you aren't a senior just to learn more about it.

B. Zaghdoudi: Part of the presentation for the Regents is going to be a video of students talking about mental health resources on campus, what they think we're doing well, what we could be doing better. If you are interested in being in that video, please contact me and I'll give you more information.

C. Senator Rajan: The Pause hours are changing during the week because we are understaffed but weekend hours are staying the same.

D. Senator M. Johnson: The waste audit is happening Friday 9:30-4:00. It's going to be at Cage and Fireside and at Crossroads. Based on how well we do during the month of interim will determine how many compost bins we get for the rest of the year.

E. Wetzel: Celebrations for MLK day are on Monday. I'm also president of Care House but we're having an event in collaboration with Muslim House and the pastors about self-care and spirituality. We'll be having a conversation about how people maintain self-care through belief or practice or non-belief or non-practice.

- F. Anderson: MEC's interim concert is this Saturday. Doors are at 6:30 and her name is Kaye and she's very cool. Please Google her.
- G. Weaver: Go to the hockey games on Saturday and get your tickets for ice skating starting Monday.
- H. Senator Miller: On January 22nd, SAB is putting on an event for special olympics, Spread the Word to End the Word event.
- I. Senator Dagher: The Ole Spring Relief's fundraiser is mozzarella stick delivery. The application for the trip is up. We're helping with Hurricane Harvey casualties. We're meeting up to finalize everything. Honor House applications are up April 1st, have that date in mind. And residence life student worker applications are out.
- J. Senator Abusharkh: This Thursday in Norway room, there is the event of Self-Care through belief or lack thereof.
- K. Proxy Kahlil: I'm a peer educator. If you want to be a peer educator, the applications are live.
- L. Senator Anderson: There are no tickets to the MEC concert.
- M. Proxy Bergeland: Subcommittees, I know some are meeting and some are not meeting. If you're a proxy, and you don't know your subcommittee come and talk to me. A reminder, Senate is a no technology zone so don't use your phone or pass notes during speakers.
- X. Senator of the Week
  - A. Senator Al-Haddad to \_\_\_\_\_?
    1. Senator Abusharkh!
- XI. Adjournment