

# SGA

## Student Government Association *St. Olaf College*

Student Senate Meeting Agenda

November 17<sup>th</sup>, 2015 – David E. Johnson Boardroom

### Action Items:

1. Try to attend the teach-in on Thursday from 5:30-7pm in the Sun and Gold Ballrooms. Students will engage in dialogue surrounding imminent issues of racism.
2. Send Senate Subcommittee photos to [nooney@stolaf.edu](mailto:nooney@stolaf.edu) asap!
3. Email [cash@stolaf.edu](mailto:cash@stolaf.edu) if you would like to OPT-OUT of Senate Secret Santa activity.

- I. Call to Order
- II. Roll Call
- III. Special Orders

A. TRIO Program – *Bianca Renteria*

B. IT Staff - *Heather Malecha and Perrin Bishop Wright*

1. Perrin Bishop Wright: Part of a Desktop team composed of about 5 individuals.
2. IT currently has about 28.5 Full Time Staff. About 8.5 employed students
3. Now have 10 Gig Internet Bandwidth
4. All classrooms are “Smart”; 7 computer-based classrooms – smart classrooms have been well utilized
5. The majority of our servers are virtualized – trying to increase sustainability
6. 96% own a laptop
  - a) 63% own a Macintosh
7. StoPrint is most used resource provided
8. 97% of students own a cell phone
  - a) 96% use phone for texting
9. Rolling out a product called EduRoam – consortium of colleges that buy into this program so they can tap into wireless network throughout the world
10. In the process of getting a fiber infrastructure
11. New halftime informational security officer – trying to keep all information secure on campus

12. Ezra Plemmons is new on the staff, Nolan Arnold is also a new staff member
13. Help Desk
  - a) IT moving to 4<sup>th</sup> floor in the library
  - b) Helpdesk moved to the Main Level of the Library
  - c) New ticketing process for the Helpdesk to make sure that all of the different issues are resolved
  - d) 70 new additional access points added for better coverage around campus (particularly res halls)
  - e) Majority of students are satisfied with IT (survey results). We've seen a large decrease in the number of students dissatisfied with WiFi. However, many students still have requested help (either coming voluntarily to Helpdesk or IT coming to students to create meeting times with IT for help)
  - f) Academic Year Hours
    - (1) Sunday: 1:20-11pm
    - (2) Monday-Thursday: 7:45 AM – 11pm
    - (3) Friday: 7:45 AM – 5 PM
  - g) Can call in, email [helpdesk@stolaf.edu](mailto:helpdesk@stolaf.edu), fill out a Helpdesk ticket at help.stolaf.edu, or can stop by in person – multiple ways to get help.
14. Questions:
  - a) Nooney: Can you speak more about the informational security officer?
    - (1) The goal is to protect information on St. Olaf devices and St. Olaf wireless. There have been many phishing attacks
  - b) Lind: When will EduRoam be rolling out?
    - (1) Likely the beginning of 2016 schoolyear
  - c) Kneser: Who was expected to take the informational security training?
    - (1) All student and staff who have access to personal data
  - d) Bruer: We appreciate your diligence in addressing Wifi. Have you looked at Wifi in non-building spaces? Access points in the quad?
    - (1) I heard some murmurings that there could be electrical run-out to the wind-chimes, so maybe Wifi there? At the end of the day, there's not much you can do given large distances.
15. Wifi problems:
  - a) Just had an outside contractor come in to evaluate the quality of Wifi, and they claimed that there is not much to improve, other than the quantity of access points. Most of the problems that exist here on out

exist *in your devices*. Come to us if your devices are having problems.  
The maximum of internet capacity we've used is 15%

16. Check Out equipment moved to the circulation desk

C. Update from the College – *Michael Kyle*

1. Overview of Enrollment and College Relations

- a) Audits done 3 years ago by “blue state digital,” “The Lawlor Group,” and “The Thorburn Group”
- b) Updated website from an internal focus to more of an external communication forum.
- c) Also created a new template (lots of white space, common font, etc.)
- d) Revamped the St. Olaf Magazine
  - (1) Last magazine featured an article about race that was controversial, but the St. Olaf magazine offers a chance to dig into controversial issues, not just fluff.
- e) Streaming
  - (1) Sports, music, but also a growing academic focus.
  - (2) Over two year period, about 300,000 unique viewers
- f) Enrolled National Public Radio Underwriting so as to reach out to audiences internationally
- g) 3.7 million people saw *Christmas in Norway with the St. Olaf Choir* – tremendous viewership
- h) Growing social media presence
  - (1) Among several other top liberal arts colleges, St. Olaf ranked #1 in Facebook, #3 in Twitter and #3 in Instagram (in terms of interaction with the social media pages)
- i) Growing presence in Texas and California – 40% of college students will be coming from these two states – we are successful in both of these markets
- j) Current Oles by State: We have grown in our student presence from Illinois, Pacific Northwest, and other areas.
- k) High engagement in streaming services from states around the country, i.e. California
- l) Facebook Advertising has helped raise the number of inquiry students, not necessarily students who decided to come
- m) Fun Fact: *Christmas in Norway with the St. Olaf Choir* listed in the Comedy Section of Thai Airways!
- n) Streaming represents one of the best opportunities for St. Olaf College to communicate relevant content.
  - (1) Capacity to stream multiple athletic events at once

o) “However beautiful the strategy, you should occasionally look at the results.” – Winston Churchill

(1) College Relations has been active in measuring the impact of their efforts.

2. Questions:

a) Stephens: How are current students engaged in this marketing outreach?

(1) We take advantage of the fact that touring Oles get involved in the marketing (i.e. touring Orchestra)

(2) Students participate in surveys to gather data

b) Kunau: What has been the impact on quantity of applications?

(1) Applications surged, in part because of the Facebook strategy which was aimed at the prospective student completing part 1

c) Haas: Is there a possibility of the St. Olaf Magazine focusing on more “normal” graduating paths for Oles?

(1) The magazine seeks to appeal to a wide diversity of audiences. The audience wants to know what the really important things are that Ole students have done to impact the world at large.

d) Ismail: How do marketing services like Instagram appeal to international students?

(1) International prospective students respond well to emails and video

e) Nevin: What are the primary reasons that a student chooses a college? Also, can you speak to the marketing strategy of using lists?

(1) Some lists are fun (i.e. the food ranking) while others are more serious. At the end of the day, people choose St. Olaf because “it felt right” or “it was a good fit.” If you’re choosing St. Olaf for one reason or another, you choose it because you know what a liberal arts education means, you want to live and learn in community, you have a curiosity in understanding different areas of the world, you want to explore who you are, what your gifts and talents are, and what you want to do in the world. We are marketing to high school students and we want to make sure they know who we are.

D. Update from Senator White and Sindy Fleming

1. Changed name to CMIE – Center for Multicultural and International Engagement.

2. Sustained Dialogues program

- a) Around 110 students, 5 faculty, and 15 staff
- b) Most are on the “how” step and approaching the “now” step
- c) Teach-in on Thursday from 5:30-7pm for students only (pizza and refreshments will be provided) – done in the model of Sustained Dialogues and led by SD moderators. The Gold and Sun Ballrooms are available for education on imminent social issues.
- d) Want to look into the DCC and if it can be renamed
- e) International Senator and multicultural senators being voted on in the fall?

3. Lind: Can you name the orgs under the CMIE purview?

- a) Organizations available [here](#)

#### IV. Reports and Announcements

- A. Bruer: Survey tomorrow with some great prizes
- B. Lind: Carleton had last Senate meeting last night. There will be a replacement for Goldberg because she is going to Tanzania.
- C. Nevin: Balconí event that will be a fun, chill hangout...Mediterranean Platter and a number of Tea Sandwiches and Coffee and Arnold Palmer
- D. Henquinet: PAC just finished marathon week with 5 events. Just had an interesting event on terrorism and the Islamic State. Campus activism event pushed to December 1<sup>st</sup>. Rolling out a new logo to be more inclusive
- E. Nwigwe: African Week (events on Wednesday (panel), Saturday (African Night and Dance))
- F. Lentz: Senate Investigators are figuring out the status of the green bikes – doing something with concrete between Larson and Hill-Kitt, also the TVs in the cage
- G. Trieu: GLOW bringing in two speakers that are popular on Youtube
- H. Weihe: Event on Friday at Mellby at 5pm where you can bring blankets and pillows
- I. White: Thursday there will be an African Art event in Buntrock Commons 135 from 6-730 pm
- J. Haas: Veterans tabling event, also preparing for Cage Fast (unused Cage dollars can be used)
- K. McQuaig: Event on Friday in Thursday. One constituent felt very strongly about the conversation with Kathy. Deadlines for major declaration adds stress for no real reason and does nothing to reinforce the liberal arts atmosphere of St. Olaf, the deadline should be set by-department with influence from the student’s individual advisors.
- L. Macauley: 1042 people signed up for caf fast!
- M. Gonnerman: Bylaws has been talking about changes to the name of DCC – meet Thursdays at 6pm
- N. Haug: How to make Oleville more accessible to students? Maybe making it into an app! Also has received some questions on library opening times on Sunday. Mental Health subcommittee has broken into 3 more sub-subcommittees...Thursdays at 7

in Tomson building with all glass on one side (317?) on Tomson 3<sup>rd</sup> floor. We're looking at giving out a resource guide to students. What would be the best way to distribute the resource guide? (Follow-up via email)

1. Nooney: If we make an app, it might cause two different pathways from which SGA has to publish events. Trying to make the website easier to view on a mobile phone
2. Kneser: Every other year at least, people discuss the library times. Every time we open up something earlier, professional staff get looped in which could be problematic on a Sunday morning. Another counterargument is that it is part of our tradition for Sunday morning to be a Sabbath-based rest day. Encourages a subcommittee to contact library staff.
3. Kneser: Regarding Mental Health, we are going to add a temporary counselor to the staff at least for the duration of the other counselor's family leave. Other counselors are upping their hours as well

- O. Bahnsen: IHC working with Oles Combatting Poverty to raise money – winning dorm gets an ice cream party. Thorson will be getting a crosswalk next dry and warm day.
- P. Stephens: Pause will not be doing online ordering anymore due to some technological issues and low usage.
- Q. Ismail: Join the inclusivity subcommittee with suggestions!
- R. Nyberg: MEC has an unplugged concert after Christmas Fest (concert will be in the Art Barn) – modeled off of the MTV series
- S. Kunau: Interim SAC Coordinator is Maren Weaver...Just sold tickets to Mockingjay Part II (\$7 and include transportation), Saturday Night – Harry Potter night in Holland Hall to celebrate the building (Quidditch, streaming of Deathly Hallows pt. 2, Trivia, Find that Snitch, Lind will be a fortune-teller, butterbeer).
- T. Cash: MCOs are continuing to work on the calendar in fireside – events must be on the St. Olaf calendar to be put up on the big calendar – 1 on 1s with MCOs and Exec Team to discuss best marketing practices. Good times will start planning Senate holiday party! Senate Secret Santa – opt out if you would not like to partake
- U. Nooney: Oleville changes – no online pizza ordering, Office Hours are posted online – Who's In? – put in your events on Oleville
- V. Kneser: Shout-out and thanks to all the student organizations and individuals who are extending themselves to engage the campus in issues of race. We have started discussions and we don't want to finish them prematurely. Thank you to all who have been engaged in these efforts. Looking forward to seeing how campus changes stem from this.
- W. Seabrook: Ugly Sweater party during last meeting (December 8<sup>th</sup>). Semester reports from each subcommittee.
- V. New Business
- A. ?

- VI. Hill Hype
  - A. Strang: Barbeque Chicken Pizza in the Caf is great, take SOAN 373 class's survey, Tomson House is doing an event Friday 4-5pm celebrating St. Olaf being ranked #1 in Study Abroad for 7<sup>th</sup> consecutive year
  - B. Fedje-Johnston: Single or Married (featuring Mary Haasl) performing at the cow on Saturday!
  - C. HE: Event at an honor house coming up surrounding the topic of sexuality
  - D. Ismail: "What in the world" series starting to discuss what's going on in the world
  - E. Lentz: Given flu season, be aware of sickness and be smart about what you do so the sickness doesn't spread
  - F. Bruer: Only two senate meetings left – make sure to line up an interim proxy ahead of time
  - G. Melin: Women's team changed from terms relevant to Hinduism to be culturally respectful. Now have to raise money for new uniforms.
  - H. Haasl: Cherry Orchard next weekend
  - I. Seabrook: It's On Us Summit for everyone
- VII. Senator of the Week: Senator Parr → Senator Henquinet
- VIII. Good Times
- IX. Adjournment