

Student Government Association

Hughes/Engel

MINUTES

Thursday, April 30, 2009

7:00 p.m. – Black & Gold Room

| <u>Majority</u> | |
|-----------------|----|
| Simple: | 15 |
| 2/3: | 19 |

- I. Call to Order
VP Engel calls to order @ 7:01pm.
- II. Roll Call
Admin. Asst. Shellnut calls roll.
- III. Guest Speakers
 - a. Educational Marketing Group Presentation

Kent Steward: We will be brief but the three of us are excited about being here tonight. You're the first group we are presenting to. It will be interesting to hear and see your reactions. We will be happy to answer any questions you might have. Right now, for the project, you all can read so I won't read all of the words on the slide but I'll get right to the point. When we do these presentations, we're thinking if someone asked us how much we spent on the project we will answer the question but we're not going to volunteer it basically. You're a group that has to deal with money and know all of the pressures that are involved. Off the top I will say that this project cost around \$300,000. We were surprised because we got a good deal when we put it out to bid. A pretty good chunk of that money was for hardware and software in the computing center. It is quite a bit of money. We thought it was time to update the university website. We haven't done it for 5-6 years. We did it to add freshness to the website but also to take advantage of the new social media capabilities that now exist. We know how the university is struggling economically. Basically the whole world is. One of our strategies to deal with that is to grow. Marketing is one of the most important tools in doing that. That's why we made this investment. We didn't commit all of this money with the knowledge of the crash that is happening. This was done a few years ago and then the world fell apart financially.

In the scope of the project, I feel that some of you were involved in some way. The company, the consultant that we hired, EMG, out of Denver has Kansas roots. They sat down and talked with faculty, administration, staff, and students, to get input from everyone and gain the understanding of what Fort Hays State is and what sets us apart from everyone else. They then did the development of the brand, testing, and after finalizing what the brand should be, they moved forward with the redesign of the website.

Tricia Cline: I would like to go through a few milestones that we have gone through since the project started in June. From June to September, EMG worked with Fort Hays to do a communications audit. This included gathering reports and tons of data from all over campus, from faculty/staff, enrollment and perspective students, and that took months for them to do. In September they did surveys of faculty, staff, current students, and our alumni. In October they gave us our situational analysis and our audit report. We had campus wide meetings between faculty, staff, and students to get an

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idea of what you thought FHSU really was, what you think our brand really is, and who we are at FHSU. In November, a core team of us, 5 of us, went to Denver, CO, where the EMG Company is located, and we worked on a tagline proposal, which was a two day event. We also selected our Contact Management system at that point. In December we brought in 3 different groups of high school age students and did focus groups with them with some of the images, taglines, and other things that we had come up with to see how it relates to perspective students out there. In January, we started to develop and select our new logo and our signature line. In February and March, we got our integrative marketing goals and strategies set out and from there we tried to figure out how we were going to implement those. In March we finally got our web architecture finalized, got a new color pallet, and here in April we decided because our web design has been finalized, we'll give you a little sneak preview in a second. So the web programming for the web has begun. We are well on our way at this point. Some of the big changes that you are going to see and the university is going to see are three different things: a positioning platform, the platform includes a positioning statement, brand drivers, and our new tagline, we'll have new identity standards, and you will also see our new website. Those are really the main things that you will see. We took all the surveys, focus groups, and feedback from faculty, staff, and students, and created the positioning statement. We had alumni and community members involved. This is what we came up with to show what we think Fort Hays is all about. There's really three parts of that, it states who we are as a university, what we have to offer here, and what the result is once you guys graduate. Hopefully everything that answers those questions is really in this positioning statement. That really was our goal. After the positioning statement was, we have come up with 5 brand drivers. These brand drivers are what we want people to know about us. They really are 5 ideas that if you are talking about FHSU, these are things that our students do and faculty/staff do. These are 5 things that set us apart from others. One thing I really want you to know is that we are not trying to redevelop FHSU in anyway. This is information that we think that FHSU has always been. It's not that we are trying to be somebody that we're not. It's really just information that is exactly who we are. We're just stating it in a different way than we have in the past. That's really what the five brand drivers prove there.

From that we came up with our new tagline, which you can tell that our tagline is "Forward thinking. World ready." Instead of 'Affordable Success', which we have different feedback on, that some people like and some people don't like, we're changing that and going to "Forward thinking. World ready." This is a tagline, not a headline. So it will be used as a tagline along with the FHSU logo. That's how you will begin to see it once we launch all of this. Tonight is really a sneak preview for you guys to see what things are happening. We are not launching our new brand at this point. We are not there quite yet. It's not that we're going to start using this but it's just for you guys to get an idea. We are really putting on some of these workshops so that you guys, the faculty/staff, and everybody at FHSU can start to really think in the limelight of the five brand drivers and in the aspect of "Forward thinking. World ready." to see what that really means to you. To us it really means that it's a little bit more than an inspirational tone from what "Affordable Success" was and we really expect that it builds a loyalty in the minds of our audiences, whether the audience is current students, perspective students, or alumni. We feel it really fits the mold for what FHSU is. We're pretty excited about that. I'll let Kent talk about some of our identity standards.

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Kent Steward: We're going to honor your time so I'm going to make this quick. I want to emphasize a couple of things. One is that the torch that we've become familiar with is going to be gone and be replaced by the Tiger. We're going to go to a color pallet, black and gold are going to continue to be the predominant colors for FHSU, but we do have three other colors. They will be sort of accent colors, just to breathe a little more life into things and over time people will see those colors while recognizing them as complementary colors to the black and gold. The web is a huge part of this project and Suzanne will talk to you about it.

Suzanne Klaus: The last part of our presentation concerns the website. One of the things we wanted to do was center the organization of the website, the navigational system. So you'll notice that the main navigation tabs are groups or people and as you go on into the site you will get down into areas such as academic areas, service areas, and so on. The homepage is the future student's page or perspective student's page. That was kind of a new concept for us. It took us a little while to fully accept it but that's what we finally decided since our main goal is recruiting students. We decided that was not a bad idea to do it that way. The other thing that we decided to implement at this time was a content management system. Rather than go with an open source package, we purchased a ready-made package software. It's an extremely powerful package. It has many features to it. It will give us the opportunity to have more uniformity in our content and also in the navigation system. It also has some web 2.0 technologies and some networking features built into the package. It has a fantastic search feature to it and tons more.

Kasey Kelch and I have started a series of meetings with each academic department and then we'll get to the service departments to get them started cleaning out their directories and rewriting content. Whoever is going to be doing the student government website, that's something you all will have to think about, making sure your content is all fresh. So when we're ready to move you over into the content management system, it'll be ready to go. With that, we'll talk about the timeline.

Tricia Cline: The last thing here, we just want to show you a timeline from where we go now. We're not ready to launch this right this minute but we're definitely getting a lot closer. All through May we are meeting with several different groups of individuals here on campus. We're doing a couple of open forums because we really want to get out to all the faculty/ staff, current students, and absolutely everybody who is involved here at FHSU to let them know the new brand and how everything is going to work once it gets launched.

In June, people from EMG are coming to campus. On June 3 and 4 they will help train us on the new CMS system, which there has been some of that already done, and doing some writing for the web workshops with us. The website will be given to us in June and from there Suzanne and her staff will have a lot of work to do to try converting everything over and start designing everything. All summer long is going to be a transition of the whole website we currently have and getting everything over to the new system. In August everybody on campus will be allowed to start using our new tagline, our brand drivers, and print materials but we don't want to do that over the summer. We want to wait to August 1st to really launch it but we are doing our public launch on August 3rd. We will be doing several different events for public awareness through the

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community and through the campus. As of October 1st, hopefully all of the departments on campuses and offices will stop using our old information with 'Affordable Success'. That is our hope on how everything will work out. We'd love to answer any questions you guys have about the process, how it's going to work, and how it may affect you guys. Thanks for your time.

Kent Steward: I'll say one last thing. When you're doing projects, we would really encourage you to use the new branding. You can always contact my office for assistance.

IV. Executive Reports

a. President (Tyler Hughes)

Exec Asst will hand out a survey for SGA senate and staff. It's an individual's gain document. It's to get yourself on what leadership and communications skills you have built on or improved on this year, what you haven't, and what you feel the organization could do a better part of in doing that. Also there's a section to give some input on the structure and effectiveness of the executive staff. The info will be given to the incoming administration.

Went to Topeka this week for a lobby trip. Left on Tuesday and returned on Wednesday evening. There were ten people who went on the Topeka lobbying event. Pres. Hughes thanks everyone who went on the trip. They met with several legislators in the morning. There were some mixed feelings towards high education. Just to give an update, since the last budget that would have cut FHSU 7.3%, FHSU now has another \$30 million in tax revenue which is not there. The university has to make that up somehow. It's looking more like a 10% cut. A lot of legislators think that the way the university should make up that \$30 million is with tuition. Talked to a lot of people in Topeka about the tuition but unfortunately legislators which were spoken to were not warm to the idea of anything except for pushing that burden on the students. It doesn't mean everything is set in stone. There's time for you to write your legislators. Student on the trip attended a legislative caucus during the noon hour. It was interesting and effective.

Pres. Hughes attended the student awards banquet Wednesday night. Ms. Shana Meyer was awarded advisor of the year. Spent Thursday putting together the individual's gain document. They will be handed on to the president and vice-president for next year.

b. Vice President (Cole Engel)

Participated in Tiger Pre-enrollment and National Youth Service day, over 70 attendees participated in the Big Creek Clean-Up and Chapman, four were from SGA. Over sixty bags of trash were removed from the creek area between the university and the US highway 83 alternate. They went a long distance and collected a lot of trash.

Attended the Student Awards banquet Wednesday night. Congratulations to Ms. Shana Meyer. One Business and Leadership candidate will be at FHSU next week to go through the interview process. The additional two candidates will be at FHSU during finals week. VP Engel submitted names of business senators, INT majors, and other student leaders across campus, to help participate. Student feedback is needed throughout the next few weeks. The dean of the college will affect the students more than it will affect anyone else.

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- c. Executive Assistant (Luke Hachmeister)
Participated in the Big Creek Clean-up and rescued VP Engel after he jumped down a ravine. Spent the week in the office updating minutes, legislation, and made a mental note to refill Pres. Hughes' ink well for his veto stamp, apparently it has run dry.
- d. Treasurer (Robyn Sellard)
Served office hours, processed travel for the lobby day. She needs travel receipts signed for the participants of the trip. Also wrote legislation for Thursday's meeting and made changes for the final treasurer's report for next week.
- e. Administrative Assistant (Ashley Shellnut)
Updated the minutes and served office hours.
- f. Legislative Affairs Director (Corey Anglemyer)
LD Anglemyer's week was centered on the Topeka lobbying trip, became easier when none of the secretaries were in their office to set-up meetings and pop-in appointments would be made during the trip. Special thanks to the participants of the trip. They had a great time and regardless of the feedback received from senators and representatives, the legislators appreciated students from FHSU traveling to Topeka. Received an e-mail from Senator Jim Barnett to the FHSU participants thanking them for coming to Topeka and shared the student's thoughts and opinions. Keep writing, e-mailing, and even phone calling your representatives.
- g. Webmaster/Historian (Doug Mercer)
Served office hours, updated the website, and added pictures from the plant a tree ceremony last week.

V. Committee Reports

- a. Appropriations (Sen. Stramel)
No more hearings for the semester.
- b. Senate Affairs (Sen. Winter)
Did not meet. The senate social is Friday, 5/1.
- c. Student Affairs (Sen. Smriga)
Had last meeting of the year. Spent time composing a list of recommendations for next year's committee.
- d. Legislative & Political Action (Sen. Engel)
Put together a short list of unfinished business and potential items for next year's committee chair. It will be passed on to next year's administration as well.

VI. Open Forum

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VII. New Business

- a. First Reading of Waiver 09/S/104: Center for Student Involvement
- b. First Reading of Bill 09/S/127: ATSO Equipment Fund
- c. First Reading of Bill 09/S/128: ATSO Appropriations
- d. First Reading of Bill 09/S/129: CSI Equipment Fund
- e. First Reading of Bill 09/S/130: Sigma Chi Appropriations

VIII. Old Business

- a. Second Reading of Waiver 09/S/103: Tiger Wellness Center
Sen. Winter motions to discuss this bill, 2nd by Sen. Purdy.

Sen. Winter moves for a direct vote.

Waiver Passes.

Y=28 N=0 A=0

- b. Second Reading of Bill 09/S/124: Tiger Wellness Center Equipment Fund

Sen. Purdy motions to consider the bill, 2nd by Sen. Hertel

Jeff Burnett: My request here is really three fold. Part of the equipment, the tubing, the bands, aristo balls, and medicine balls are going to replace some of the equipment because of the heavy uses that we do have. They've become worn out or they are broken. The other part of the request is it helps the personal trainers and helps equip them better. They are extremely busy when everybody is trying to get into bikini and swimsuit shape in the next several weeks. It also helps with all of the fitness boot camps, yoga, and aerobics free core classes that we hold every single day. I had to do some estimates. As you know, last year's numbers went from 26-27,000 to 68,331 and if the estimates stay true from now to two more weeks, there will be a little over 74,000, which is so much better than what we thought. I told you before, conservatively I thought it would be 72 and it will be over 74,000.

Sen. Engel moves for a direct vote.

Bill Passes.

Y=28 N=0 A=0

- c. Second Reading of Bill 09/S/125: Campus Intramurals & Recreation Equipment Fund

Sen. Ladd motions to consider the bill, 2nd by Sen. Stramel.

Representative: The first thing we are requesting is badminton equipment. The International Student Union came to campus intramurals and recreation asking that we update our materials which is over 15 years old right now. It's quite old for us and has been used a lot for the HHP department. The ISU group has become a lot larger than the request for them to setup nets and basically we need more equipment for them. That costs about \$400. The second thing we are asking for is a portable fence for our softball field. The other night we had a student running for a ball and he snapped the t-post in half. That's not safe at all. Right now we're using snow fences which we have to repair everyday either from the winds, because it's Western Kansas, or the rain storms we have been having. First, when our director came here 15 years ago, we started using cones.

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Obviously that's not very honest because you have people rolling balls out to the cones and you don't know if it rolled or landed beyond the boundaries. So we got some snow fences and it's just time for an update. We would like to get portable poles, foul lines, and portable poles for the foul lines in the future. This is something that won't be just used for intramurals but for the campus as a whole. Groups, athletics, classes, or people who just want to fence something off will be able to use it as well badminton. So it's not just for the ISU group but for the campus as a whole.

Sen. Ladd moves for a direct vote.

Y=27 N=0 A=1

d. Second Reading of Bill 09/S/126: Aikido Club Equipment Fund

Sen. Kohman motions to consider this bill, 2nd by Sen. Konkel.

Brandon Nimz: I'm President of the Aikido Club. Basically we're culminating out the request that we started three years ago. We put up a four year proposal to the Appropriations committee at that time to buy five mats a year, last year buying two mats so that way we could eventually reach the optimal number of mats for our club to practice and this is just year three. Next year we will be requesting two more mats and that would flesh out all the mats we need to operate independently in the wrestling room. At this time we do operate independently. We curtail a lot of our techniques, so that way we can practice on the space allotted. It depends on how many students are there for the night. Sometimes of course we're able to practice fully with what we've got. This is just the continuation of that same request. Are there any questions?

Sen. Winter: What is the lifespan on these mats?

Nimz: Approximately ten years.

Sen. Smriga: How's the group's growth been compared to the number of mats you have now?

Nimz: The group's growth is pretty much plateaued. So we're a little bit smaller than last year. On paper we are about the same but we have had some people who are not coming back. They came for about the first few weeks and then haven't come. However, next year we are having an Aikido Class officially taught with credit. So we anticipate a booming number due to that.

Sen. Smriga: You mentioned the class, is the department, wherever it is, are they helping to fund any new mats? How has that been worked out?

Nimz: Basically the way it works is due to insurance reasons we're two separate entities, the FHSU Aikido Club and the FHSU Aikido. It's due to the campus and lawsuits. If someone gets injured they can't sue the students for working with them. Our instructor who is FHSU Aikido always does everything for free. He has never asked to charge. So we usually let him use the mats. That's the going thing we have with him. So that's going to continue as it is now. The club maintains control of the mats and has the right to not let

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them use it but its part of a cooperative partnership. That way he doesn't charge us because he could if he wanted to for a lot more money than we have.

Sen. Purdy: Has the price of the mats stayed consistent, because I know over a four year's span it can change? Has it gone up a lot?

Nimz: Surprisingly enough it's actually \$265. That's what it was three years ago.

Sen. Engel: How does not having these five mats limit you during your practices?

Nimz: When everyone shows up then we're not able to do some of our techniques. It slows us down a lot and other techniques we have to modify. We have to form lines opposed to everyone working in pairs. An ideal practice has one person attacking and one person defending. When we have too many people and not enough mats, we have people go in lines. That creates a lot of downtime while only 2-3 people work. It allows us to get more in during our practice times and do some of the longer techniques without starting off of the mat. We can start on the mats which is a little bit safer.

Sen. Purdy moves for a direct vote.

Bill Passes.

Y=24 N=2 A=2

IX. Announcements

- a. SGA Senate Social – Friday, 5/1 @ 9:00 pm – Judge's
- b. Next week is the last senate meeting – Thursday, 5/7
- c. Next week President Hammond will be here to discuss the 2009-2010 tuition & fees proposal
- d. FHSU Baseball is having 'Pack the Park @ 6pm – Larks Park.
- e. Forsyth Library late hours start. They are open until 2am. Pack the library Sunday, 5/10. First 200 students with a Tiger card receive a free meal.

X. Adjourn

Sen. Konkel motions to adjourn, 2nd by Sen. Purdy @ 7:44pm.