

Union Council
2012-2013 Minutes
Meeting Date: **December 4, 2012**

MEMBERS			
		Alexandra Rezazadeh, ASM Rep	X
Sarah Mathews, President	X	Sam Seering, ASM Rep	X
Tara Centeno, VP-Program Admin	X	Sarah Langer, ASM Rep	X
Jose Cornejo, VP-Public Relations	X	William Lipske, Staff Rep	X
Courtney Severson, VP-Leadership Development	X	Chelcy Bowles, Faculty Rep	X
Mark Guthier, Secretary	X	Jeff Haupt, Alumni Rep	X
Hank Walter, Treasurer	X	Teri Venker, Alumni Rep	X
Heather Heggemeier, WUD Rep	X	Lori Berquam, Dean of Students	X
Andrew Bulovsky, ASM Chair	X	Susan Dibbell, Asst Director-Social Ed	X

Guests: Fran Theisen, Hooper Riding Club President

TOPIC	DISCUSSION	ACTION
<p>Call to Order</p> <p>Open Forum:</p> <p>Assistant Director Compensation:</p> <p>Alternative Breaks:</p>	<p>Ms. Mathews called the meeting to order at 6:02pm.</p> <p>Carly Herzog spoke about assistant director compensation. Many associate directors (AD's) put in as much work as the directors; some even do overtime hours every week for which they receive no compensation. Ms. Herzog noted that giving them a higher level of compensation will mark the position as prestigious, help recruitment, and create a better product. Directors may also feel more comfortable giving AD's work if the compensation were to accurately reflect their time, energy and passion.</p> <p>Jose Cornejo asked what form and what kind of compensation she was requesting, as well as asking if she saw a need for standardization across committees. He also asked who will be creating these job titles. Ms. Herzog said it is difficult to say how much they would be compensated because of the budget, however \$500 per semester would seem fair. She also noted that the group could try it out for a year and see if it works out. They could work with directors, see what is needed, freeze it at that and then change it later on if necessary.</p> <p>Sarah Mathews asked if it was more beneficial to see fewer AD's with higher compensation, or more leadership positions as possible with less financial compensation. Ms. Herzog noted that the leadership positions are very important; however some AD's are not pulling their weight because they are not motivated to take initiative. She noted that it was more important to find quality leaders who know how to get things done than to spread out the work.</p> <p>Chris Martin came to discuss funding for Alternative Breaks. He said Alt Breaks always tries to keep the trips inexpensive; however prices have risen while student incomes have not. There is a fund for scholarships but it is only \$2000 for 300 students. Also the travel grant from ASM has been terminated due to quick spending. At this point, there is not an option to lower prices. He would like to ask Council to add money to the scholarship fund for Alternative Breaks or offer suggestions for finding funding for both this year and next year. Currently the cheapest trip is</p>	

	<p>\$300 while the most expensive is a little over \$500, which most students cannot afford.</p> <p>Sam Seering asked if he would prefer the money go into scholarships or general funds. Mr. Martin responded by saying that scholarships would be preferable. He has received 40 applications for scholarships over winter break, and does not have enough scholarship money to award.</p> <p>Courtney Severson asked if the lack of scholarships would stop people from applying. Mr. Martin said that many people apply for the trip before they realize the need for a scholarship. He does not believe it would discourage people from applying.</p> <p>Teri Venker asked if the fund was just for Alternative Breaks. Mr. Martin responded that it was.</p> <p>Andrew Bulovsky asked if Alternative Breaks was planning on coming to ASM this week because many student groups have approached them. Mr. Martin said he was planning on attending the meeting, however they have been ignored by ASM for a while.</p>	
<p>Union Website:</p>	<p>Nick Pjevach from the WUD Music Committee came to discuss the Union’s website. He stated that the website is generally very confusing, difficult to navigate, and difficult to get an understanding of what is going on in our spaces. His committee organized the Terrace after Dark website, which got a record number of clicks. It gave people a one stop place to find everything that was going on. Unfortunately, there is nothing like that now. It is also difficult to see the Rathskellar as a multi-use location. People need to know what is going on in our spaces so that they will come. He also noted that social media methods are making up for poor information communication on the website.</p> <p>Heather Heggemeier asked if he felt that the Union Marketing Department has the resources to tackle a website renovation. Mr. Pjevach said he was not sure.</p> <p>Sarah Mathews asked to what extent he thinks students should be involved in the website. Nick said students should be involved because they are producing the events that need to be marketed. Currently it is unclear whether the events are irrelevant or people just don’t know about them.</p>	
<p>Vice President for Public Relations Issues:</p>	<p>Sarah Mathews discussed the relative impossibility of the position of vice president for public relations as it stands. Currently, the position demands running Union Council outreach, promotional avenues such as social media, WUD promotion, helping individual committees do promotions, and also participating as needed in big discussions. The status of the position makes it difficult to find a candidate, especially if the position keeps expanding. She suggests creating a team or a paid internship, a WUD Marketing Hub where students are trained and supported. Previous students have said this kind of program made a huge impact on their careers. She noted that it makes sense to have an additional position such as an assistant or intern in the Marketing Department to coordinate and maintain governance, things currently keep falling by the wayside, but there is a lot more potential in the shared governance opportunities.</p>	

<p>Visual Media Manager:</p>	<p>William Lipske asked about the function and operation of a creative team. Ms. Mathews said the team would report to the membership director. Ideally she would like to put together a team to explore social media and small gifts. Originally she did not want the team to leave Directorate because it was a resource for the VP of PR as well as a project.</p> <p>Sam Seering asked if creating a team around the VP of PR would be an option. Sarah said that would definitely be an option. Currently, there are not enough hours for a student to do everything included in the VP of PR position.</p> <p>Mr. Seering asked if she thought Union Marketing does an adequate job of reaching out to the entire student body to inform them about what is going on. Ms. Mathews said despite the changes that have occurred, they have done a more than adequate job of publicizing big events. However, there is so much going on at the Union that it is not realistic for one office as it is currently set up. Especially with only one WUD representative currently in the marketing office.</p> <p>Jeff Haupt asked if she thought changing or adding a position would make the Union better off or should we look at the Union as an organization to fix the marketing problem. Ms. Mathews said the marketing director has a long term plan that will develop over a few years, however the WUD time frame is only one year and she wants to set up next year for success. She noted that this would be a pilot program until the rest of the organization catches up.</p> <p>David Michaels discussed his role in the visual media manager position at the Union. He wants to create a visual catalog of what the Union has done. This year, he has photographed over 100 events. Currently this is a pilot program. The response has been overwhelmingly positive; however there is nothing that will keep the position going after May. He noted that this position is extremely important in the short run for promotion and in the long term for historical archives. He cannot create an archive by himself. He noted that ideally the pictures would exist and be as accessible as possible.</p> <p>Sam Seering asked if he was currently being paid. Mr. Michaels responded that he is currently paid by the hour by the Marketing Department. He noted that his working cap is 15-20 hours per week, but he generally averages at 10-15 hours due to his class load. However, at times he has worked up to 30 hours or more.</p> <p>Teri Venker asked if the Marketing Department has been using these photos. David responded by saying that Marketing has been using them for Facebook as well as posting the pictures other places. Other Union groups have access to the pictures as well.</p> <p>Alexandra Rezazadeh asked how much experience a future visual media manager would need. David said they would learn a lot on the job, part of his job is education and running training sections. The future visual media manager would nominally need experience with event photography, however there would be enough time for people to improve and learn over the course position.</p> <p>Tara Centeno asked if he had reached out to other groups for his</p>	
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<p>Riding Club Study:</p>	<p>education sessions. Mr. Michaels said various AD's across committees have attended his sessions.</p> <p>Courtney Severson introduced the Riding Club study by saying that the goal was to assess the overall financial situation, current operational structure, and the long term financial sustainability of the Riding Club. Recently, several people have resigned or retired and there have been unforeseen expenses. All of the students involved feel a deep connection and want to remain in the stable business. WUD would like to make this possible.</p> <p>Fran Theisen from the Riding Club described recent changes at the stable. Lesson prices increased between \$3 and \$5, ride prices went up, as well as boarding prices for all horses that are kept at the stable. Over all, this brought them to a deficit of \$2,000. As advised, they looked at different sponsorship possibilities. Currently, they are looking at partnerships with businesses they are working with. There is a discussion about the stable mortgage that has been brought to MUBA. The riding club would like to see if MUBA can pay off the mortgage as soon as possible to avoid paying interest. The Riding Club would pay back MUBA or Hoofers slowly over time. They have been advised to form a subcommittee to discuss a business plan not only for this year but for future years.</p> <p>Teri Venker asked who the land is owned by. Ms. Theisen said the land is owned by MUBA. Ms. Venker then asked how many people a year are served, and if there are any competitors in the area. Ms. Theisen responded by saying that between shows, lessons, summer camps and boarders, they serve around 500 people a year. Currently there is no comprehensive lesson plan that is similar in the area. The Riding Club hosts about 118 lessons a week and no other facility in the area comes near that. There are however other facilities who offer private lessons, shows and boarding. The Riding Club does many clinics as a part of its education goals. Their goal is to keep costs down for both students and community members.</p> <p>Sam Seering asked how the raised prices compare with competitors around the area as well as other comparable institutions. Ms. Theisen said she was not sure. However, for boarding they are around the same. As far as lessons go, they have capped out because many lesson prices have gone above what other places are charging.</p> <p>Jeff Haupt asked if there have been discussions regarding how much is left to pay on the septic system and mortgage. Ms. Theisen replied by saying that there is \$10,000 cost to replace the septic system and \$256,000 balance on the mortgage.</p> <p>Hank Walter pointed out that the study was commissioned because the Riding Club is self-sufficient but the budget has become more difficult. He asked Ms. Theisen if the club feels like they are now economically viable. Ms. Theisen said they could manage for a while if other prices for supplies, etc. don't change. Currently they are viable but there needs to be more thought towards the future.</p> <p>Jose Cornejo asked what kind of marketing and promotions were being done. Ms. Theisen responded that there isn't a great marketing plan. They only have a Facebook page and a website. The club has never found someone who really understands how to market the club and she believes increased marketing would help. Tara Centeno noted that lessons are full and there is a wait list for boarders so there is not necessarily a need for marketing.</p> <p>Susan Dibbell noted that a major point of the study was to determine if</p>	
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<p>Craftshop Study:</p>	<p>students really wanted to continue running the stable. The riding club leadership said they were committed to this, but Ms. Dibbell noted a need to stay on top of expenses and revenue. Union Council should continue to hear from the Riding Club.</p> <p>Sarah Mathews asked what sort of financial advisor would be part of the sub-committee from a staff perspective and if they had anyone with a business or advising background in mind. Ms. Theisen said they do not currently have a committee put together but they would appreciate any suggestions.</p> <p>Sam Seering MOVED to approve the report. Andrew Bulovsky SECONDED</p> <p>Sam Seering stated a point of discussion. The stable should ensure they have all of the right people on the committee they are going to establish. He also thanked the group for the work they have done.</p> <p>Motion was APPROVED unanimously.</p> <p>Tara Centeno introduced the Craftshop study. Last year Union Council asked the Union to create a mission and vision to involve more students in the craft program. Her committee took that charge to see what that mission would look like. They wanted people to be excited and ready to use the Craftshop when it opens. They met as a group about six times, and then about 10 other times to see what the group would look like. A very broad range of people were included in these discussions. They went on benchmarking trips to Kohler, Milwaukee, and New York which helped. Jay Ekleberry also attended an Arts Learning Conference. The report was reviewed by WUD and the Leadership Team. Leadership Team did not recommend any changes, and Directorate suggested using the word “pilot” to imply that the program would only be for a year, maybe not longer.</p> <p>There have been many trial projects such as Art a la Cart during high study times at Union South. This program is low cost and low commitment which was a pleasant contrast to many mini-courses which can be expensive and a large commitment for most students. Art a la Carte will continue, this year, Badger Craft Clash had a huge turnout and Free Art Fridays have also been going very well. The committee is also looking at implementing a new position which they are seeking approval for tonight.</p> <p>Sarah Mathews noted that the word “pilot” was to be included in the new position description, and there would be an evaluation time period.</p> <p>Ms Centeno went on to say that this position would be the student voice of the Craftshop. This person would come up with new programs as well as continue current programming such as Badger Craft Clash and the Art Fair. Once the new space opens it will be an hourly position. The person will be familiar with the space as well as engage in outreach with the committees - mainly the art committee. When the person has new programming ideas and opportunities, they will report to Directorate. This position was designed to create a bridge between the Craftshop, Directorate and Mini-Courses. The position will also be charged with creating an ambassador program to get other people excited about the Craftshop, finding out what students want and implementing these ideas into the Craftshop programming. At the end of the year the position will be evaluated and will be responsible to write a report which they will be required to turn in.</p> <p>Jeff Haupt asked if the Mini-Course numbers include the Craftshop, and</p>	<p>APPROVED</p>
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<p>Budget and Programmatic Decisions Committee:</p>	<p>asked for further clarification regarding how these numbers broke down. Susan Dibbell replied by saying that one does not have to be a Mini-Course user to use the Craftshop, and that 50% of the Craftshop users were students. She noted that it was difficult to track these numbers. Mr. Haupt then asked if there was a discussion with Sector 67 (a Craftshop-like space on Willy St.) when the Craftshop closed. Ms. Dibbell was not aware of the presence of Sector 67.</p> <p>Mr. Haupt asked how much of the Craftshop program should be targeted towards students. Ms. Centeno said almost everything will be targeted towards students. They do not use Mini-Courses so targeted outreach has to be done. A one or two hour low cost class would be a cheaper, more viable option for students.</p> <p>Mr. Haupt went on to ask if there had been a discussion about making this a Directorate role. If this position is doing programming, Directorate already has a model for this therefore there should be strong consideration that this position possibly fits under the role of Directorate. Ms. Dibbell said that it already is a Directorate position.</p> <p>Jose Cornejo stated that his main concern was where this position would fit in. He asked if they would want to leave it to chance that this work get done by unpaid members. He noted that it is more about coordinating between different groups as well as getting to know the space. He said that he believed the position would be more beneficial if it was separate from Directorate.</p> <p>Heather Heggemeier said she thinks the person would feel more invested and feel more ownership if they were a part of a team. Not going to meetings would make this person feel separate and make the team resources unavailable. She suggested that an hourly pay could be added into their position description.</p> <p>Ms. Centeno stated that they are looking for approval of the direction the committee is going in to engage more students. She asked the committee if they think the student programming her team is going to be doing is what we need.</p> <p>Sam Seering MOVED to approve the report as well as the direction the group is going for student involvement. William Lipske SECONDED the motion. Motion was APPROVED unanimously.</p> <p>Sarah Mathews noted that the desire for this discussion is to receive advisory input.</p> <p>Hank Walter stated that the group should not expect next year's budget to be dramatically different from last year's. Construction, lack of bus stops, and limited accessibility to the Union have all played a role in changing the budget. The assessments paid to the University are increasing along with utility assessment costs. He went on to say that a few years ago, the Union had proposed an additional increase in student fees to help pay for the fact that historical problems in the building have been overlooked such as plumbing and electrical systems. This increase is phased in over several years, and next year will be the final year of the increase. He went on to say that they would like to update areas on a regular basis. Previously, spaces like meeting rooms have only been updated when they receive a class gift, which isn't ideal. The revenue from the next fee increase will target our in-house capabilities to improve and update spaces when they need improvement. It is unclear at this point if the proposed budget will end up in a deficit or in the black.</p>	<p>APPROVED</p>
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<p>Branding and Marketing as a goal as well as restructuring of the website:</p> <p>Restructuring the VP Position and Marketing Hub:</p> <p>Visual Media Manager Position:</p> <p>Alternative Breaks:</p>	<p>He went on to discuss the annual goals sheet, which is a result of discussions with the Leadership Team as well as discussions between himself and Director Mark Guthier. The budget is a plan to reach the goals, but first goals have to be set. This year’s plan focused on three major goals for the entire organization: opening the new west wing (summer 2014); employee engagement, inclusivity and diversity; and branding/the role of the Marketing Department and data. Mr. Walter noted that the Marketing Department is at a place where they could change. Currently they are identifying and clarifying brand and brand strategy as well as using data better to allow this to happen. Sarah Mathews noted that the Council is looking for big picture directions, not exact numbers.</p> <p>Overall, the group was very happy to hear that branding and marketing are a goal. It is clear that a lot is asked of the Marketing Department. Many people expressed concerns about the need to rework the website because today if people cannot find what they are looking for after a few clicks, they will give up. The information on the website needs to be more accessible.</p> <p>There was also discussion regarding creating a marketing hub for WUD which would establish a learning module for students. There were some questions regarding the position of this team-whether or not they will be paid.</p> <p>Jose Cornejo said updating the Vice President of Public Relations position is necessary for long term sustainability. Currently no structure exists for the VP of PR and any attempts to find volunteers have been futile. There was support for the potential development of a Marketing Hub. Heather Heggemeier believes that establishing a learning module such as a Marketing Hub would be extremely helpful and valuable for committees. It was noted that the potential Marketing Hub should be looked at by WUD before it can be approved by Union Council.</p> <p>Jose Cornejo said he was not sure if there will be funding for Visual Media Manager David Michaels’ role next year. Mr. Michaels’ idea of a team is expansive; it does not need to be expensive. Mr. Cornejo thinks the idea of creating an archive is something of merit, however currently this archive cannot be created because Mr. Michaels’ spends a majority of his time photographing, so one other person could be used. Jeff Haupt agreed that the group needs to make a commitment to continue capturing and archiving.</p> <p>Teri Venker had never heard of the Meissner scholarship fund. She suggested doing outreach for fundraising to help scholarship money. She believes everyone benefits from travel. Courtney Severson said that money should not just go towards a scholarship because many people don’t apply for Alternative Breaks because they can’t afford it. She suggested that some trips should just have decreased cost to begin with. Sam Seering agreed that more money should just go into lowering the price. He suggested doing more fundraising and creating an endowment for the scholarship. He believes that a line item should not go into the scholarship fund, he would rather see an investment in overall cost reduction.</p>	
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<p>Increased AD Compensation:</p>	<p>Susan Dibbell mentioned the group was missing a step because Directorate has not yet had a conversation about this issue. Hank Walter agreed that this issue should be discussed by Directorate first because they impose their own budget every year.</p> <p>Sarah Mathews asked if the group should implement more bottom line funding. Heather Heggemeier asked if there was a bottom line. Hank Walter said there was some flexibility. Mark Guthier mentioned that he believed the group was missing a step. It is difficult to build a budget without knowing what WUD's budget is. Hank Walter mentioned that the group historically OK'd the number of Assistant Directors. Generally the Vice President sees him, they talk about what the group can afford and where they are in terms of the budget. He also noted that they have kept the WUD budget even, even when the Union's budget has been cut. He has not had this discussion so far this semester. Ms. Dibbell suggested that Directorate work with Union staff about their goals and a wish list. WUD has to work on this internally during second semester, then talk to Mr. Walter and then bring it back to the Directorate. Sarah Mathews mentioned that there is a conflict in time line; she would like to ensure that any demands or pressing needs are addressed. In terms of approval, she said this could be tabled until a later date; the most important part is the discussion.</p> <p>The group recognizes that increased compensation would likely create a better product. Courtney Severson mentioned that currently AD's are marginally happy; however some work five hours a week and some work 20 so there are huge issue of disparity. Lori Berquam mentioned that many students say it is helpful for them to have internship experiences. She suggested making these positions "internships" which would put more power on their resume when they are looking for jobs.</p>	
<p>Orchestra Pit Memorandum of Agreement Drafting Group Update:</p>	<p>Mark Guthier introduced the topic. Currently his group is working on creating a group agreement between use of the Union Theater and other venues for both student organizations and academic programs. The group would like to make all spaces available for both groups. The Union and the Arts Institute have not prepared their draft yet, however they are committed to having this done by March. He noted that progress is being made as fast as possible.</p> <p>Susan Dibbell mentioned that the mission and vision of the Union Theater is being reviewed and focus groups will be formed. The group will hear more about this next semester.</p>	
<p>Directorate Position Description Update:</p>	<p>Courtney Severson went over the Directorate position description updates. There were minimal changes to director positions, just some word changes and updating of out-of-date language. There were some changes for all positions: the stipend will change to whatever is decided, a new food stipend number will be presented later, a new easier to read format was introduced, any reference to policies were removed from position descriptions, and "union building initiatives" will now be worded as "participate in building projects as needed."</p>	
<p>May 4th Event Endorsement:</p>	<p>Sarah Mathews MOVED to table the May 4th event endorsement. Heather Heggemeier SECONDED motion was APPROVED unanimously.</p>	<p>APPROVED</p>
<p>Selection Timeline and</p>	<p>Jose Cornejo said he met with Heidi Lang and Courtney Severson to discuss the timeline for selecting Union Council officers and directors. In</p>	

<p>Process:</p>	<p>February, there is a push for officer and director applications. The selection timeline has been pushed forward this year due to the timing of spring break and the ACUI conference. The due date for applications will be February 4th, interviews will take place February 7th, 8th and 9th, and selection will be February 19th. Directorate applications will be due March 4th. There will be a couple of weeks to perform those interviews and selection will occur on March 19th. In terms of promotion, Mr. Cornejo mentioned that they were planning on building off of last year. This year's directors should encourage people to apply. He also mentioned that there will be a web and video component of the promotion, and so far they are on track.</p> <p>Sarah Mathews asked when the applications will be available. Mr. Cornejo replied by saying the applications will be available right before finals start. He also plans on doing some plugs at the Directorate social. Sarah Mathews mentioned that the group is looking to improve leadership capability and potential. She encouraged everyone to shoulder tap anyone who they believe would be a strong candidate. She also mentioned that because this is a personnel issue, as well as confidential, there will be a closed meeting when candidates are interviewed.</p>	
<p>Reports: Vice President- Public Relations</p>	<p>Jose Cornejo discussed that he has been focusing on restructuring things so he can get his stride. He has updated social media and the newsletter which is doing really well. He has been working on marketing and fundraising for an Alternative Breaks Martin Luther King, Jr. Day event. He has also been working on a few miscellaneous PR items as well as participating on the MUBA Signage Committee.</p>	
<p>President</p>	<p>Sarah Mathews mentioned that they wanted to emphasize looking forward to being a part of Directorate branding with Jose and looking at big picture programming. They would like to wind down this year's programming and delegate it to next year's programmers so they can work on structural issues. She also said WUD has begun one of its first faculty-student cooperation projects with the Education Policy Program. She believes this program will be a great forum for a public debate.</p>	
<p>Vice President- Leadership Development</p>	<p>Courtney Severson is currently working on the Leadership Retreat which is filled up. This retreat will center around WUD goals. She has also revisited the recognition plan; what they have done so far and what needs to change. The next recognition event is next Friday and the focus will be recruitment. There will be signup sheets at the event for those who are interested to meet with directors and discuss the positions.</p>	
<p>Secretary</p>	<p>Mark Guthier stated that he is chairing the Search and Screen Committee for the Recreational Sports Director and that process is just beginning. He is hoping to finalize the process by the end of the academic year or as soon as possible.</p>	
<p>Treasurer</p>	<p>Hank Walter noted that there was no financial snapshot available because of software issues. He noted that we know how we are doing, however it is difficult to see how that compares to what we are budgeted to do. Currently, we are only \$100,000 behind budget as opposed to the predicted \$200,000.</p> <p>Heather Heggemeier asked for some more details about the IT Director</p>	

<p>ASM Update</p> <p>Adjournment</p>	<p>Position they are looking to fill. Mr. Walter stated that the IT Department has been understaffed. Every part of the Union organization uses IT, and they all have their own needs. This position will manage all of that but also think strategically and use the resources for bigger picture planning. This will be more like a CIO or CTO position for the Union. Currently, no one in leadership positions have the technological background with hardware and software that is needed. He also noted a need to keep up with the trends.</p> <p>Heather Heggemeier wondered how this will correlate with data collection in the marketing effort. Mr. Walter said that the more sets of data we have, the more useful it is, however no one person has all of that data. He is unsure how much of that will fall into the new position's plate vs. Marketing's plate.</p> <p>Sarah Mathews also noted that this was Sam Seering's last meeting. Many council members thanked him for being a helpful addition to meetings always ready with good input and feedback.</p> <p>Having no further business, the Council ADJOURNED at 8:21 pm.</p>	
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