

SGA Meeting Minutes
10-03-18

Attending: Treasurer Ben Zook, Co-President Nicole Litwiller, Co-President Mario Hernandez, Secretary Luke Mullet, VP of Marketing Abigail Shelly, Vice-President Paul Kayembe, Faculty Rep. Vi Dutcher, Student Life Rep. Rachel Roth Sawatzky, Jim Lehman, Justice Allen, Emma Hoover, Anisa Leonard, Donaldo Lleshi, Xavier McCants, Ruth Reimer-Berg, Allison Shelly, Austin Tomlin, Seth Weaver

Absent: Ariel Barbosa (soccer), Emmanuel Kampanga (soccer), Leah Wenger (soccer), Hannah Nichols (Field Hockey), Administration Rep. Amy Springer

1. Call to Order at 8:04pm
2. Roll Call and Check-In
3. Approval of minutes from 9/26/18: Minutes approved.
4. Old Business and Announcements
 - a. Committee Sign-ups
 - i. Senators signed up for campus committees today.
 - b. EMU College Republicans Update
 - i. The individual who was considering leading the EMU College Republicans has decided to stop pursuing it. However, there already are other students are interested in picking up the club.
5. New Business
 - a. Financial Committee
 - i. EMU Explore Funding Request
 1. Aaron Horst is requesting **\$85.00** on behalf of EMU Explore for a one-year national park pass. There will be two names on the pass (Aaron Horst and Andrew Peltier, leaders of the club). EMU Explore would be able to take a mini-van to any national park for free using this pass. It normally costs \$25.00 to get a vehicle into Shenandoah national park. Aaron also thinks that the card may be able to get two vehicles in (if he and Andrew drove separate vans), but he has not confirmed this with the parks. He also noted that there has been an uptick of interest in the club.

Committee Recommendation: The committee is in consensus and recommends to the senate to approve EMU Explore's request of **\$85.00** for the one-year national park pass. We also suggest including a stipulation in the motion to require EMU Explore to have at least four park visits over the course of the next year.

Motion (Austin): Give EMU Explore **\$85.00** for the national park pass.
Xavier Seconds.
Approve: 11
Against: 0
Abstaining: 2

Motion passes.

b. EMU Snapchat

i. go_EMU, current follower count: 100+

ii. Alcinda Brubaker came to share about the EMU snapchat. We would use the snapchat for at most 24 hours. If senators are interested in doing a snapchat takeover, they would need to fill out a responsible use agreement. Then, they would be given the credentials and have access to the account for a day. Alcinda recommended to make the takeovers personable.

iii. Austin noted that sports teams might also be interested in participating.

c. EMU Enrollment and Marketing

i. Jim Lehman gave a presentation about EMU's current marketing and enrollment strategies. The three primary selling items (outcomes, academics, affordability). EMU also has four secondary selling items which make it unique: serve, engage, advocate, connect. It has been nine years since EMU has analyzed its brand (EMU, a Christian university like no other).

ii. They are using an online platform which uses virtual spaces to host focus groups. They would like 20 EMU students to anonymously participate in these groups. In January, they will use this collected data to create ideas for the new brand. Then, the top ideas will be brought to students and faculty to get feedback. They are not opposed to a name change.

iii. AB Testing will take place in November: Sending two different logos/brands to prospective students and count the number of clicks. The new brand will be implemented for the next academic year.

iv. Every two years, the brand will be analyzed for its effectiveness.

v. Jim also shared a list of the paradoxes of enrollment.

d. Office Hours

i. SGA shirts were distributed today! Senators are strongly recommended to attend at least one event on campus per week wearing their SGA shirts.

6. Open Floor

a. Indigenous Peoples' Day—Monday (10/8/18): Attend these events!

7. Adjournment

Meeting ended at 8:56pm

Recorded by Luke Mullet