

SGA Meeting Minutes
01-30-19

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, Administration Rep. Amy Springer, Student Life Rep. Rachel Roth Sawatzky, Austin Tomlin, Leah Wenger, Emma Hoover, Seth Weaver, Theo Yoder, Hannah Nichols, Justice Allen, Donaldo Lleshi, Ariel Barbosa, Asha Beck, Sylvia Mast, Jim Smucker

Absent: Fred Flores, Xavier McCants

1. Call to Order at 8:03pm
2. Roll Call and Check-In
3. Approval of minutes from 01/23/19: Minutes approved.
4. Old Business and Announcements
 - a. We reviewed the goals that we brainstormed last week.
 - b. Update on our letter to EMU's administration
 - i. The letter was sent this week. Mario and Nicole received a response; they will be discussing it at the cabinet meeting this week.
 - c. Committee reports
 - i. Please submit these as soon as possible. There are still quite a few empty slots on the document!
5. New Business
 - a. Pre-SOMA
 - i. Nathan Ropelewski and Krystalee Revanna are requesting approval of the Pre-Student Osteopathic Medical Association.
 - ii. Goals for the club
 1. They hope to increase matriculation into medical schools from the program.
 2. They would like to develop and foster a community for those interested in pursuing a career in Osteopathic medicine.
 3. They also want to promote EMU's biomedicine program and assist students in the program.
 - iii. Pre-SOMA is a grad-student only club. Therefore, they will not be able to get a budget from SGA after the 2-year waiting period; however, if they collaborate with undergraduate pre-med clubs, we could potentially provide funding.

Motion (Justice): Approve the Pre-SOMA club.
Ariel seconds.

Amended motion (Leah): Approve the Pre-SOMA club with the stipulation that they make the suggested changes to their constitution.
Ariel seconds.

Approve: 15
Against: 0

Abstaining: 0

Motion passes.

b. Brand Audit Presentation

i. Jim Smucker gave a presentation about the status of the brand audit currently occurring at EMU.

ii. They hired a consultant to help with this process.

iii. Process

1. Summer research and Data (Sept 2018)

2. Competitive assessment with other Universities (Sept 2018)

3. Intern audience assessment in virtual spaces (Oct-Nov 2018)

4. Brand platforms for external testing (Jan 2019)

a. Tracking open rates for emails with “EMU” and “Eastern Mennonite University” in the title

5. Testing positioning statements with prospective student/parents (Jan-Feb 2019)

6. Develop a new positioning statement

a. “A Christian University like no other” is no more

iv. Themes

1. Tension between “traditionalist” to “progressive” perspectives.

a. But, the student body is skewing toward the right

2. EMU’s value-based education is unique: Social Justice, Service, inclusivity, dignity for all, dialogue/process, community, peacebuilding, sustainability, discipleship

3. EMU must compete on the practical items as well.

a. Programs, prices, outcomes

4. Reconciliation is good shorthand for the broader spectrum of EMU’s values.

v. Key question: How do these values manifest themselves in the workforce?

6. Open Floor

a. Hannah shared about a CODI meeting on Tuesday. They talked about a lot of things. Melody plans to come share about some of these ideas to SGA at some point. Hannah hopes to share more about this at some point.

b. Nicole shared that Fred Flores will no longer be joining us this semester because he has committed to another engagement on Wednesday nights. Since he has missed three SGA meetings in a row, he is officially no longer a senator (this repercussion is in our constitution).

i. Therefore, there is going to be another election to elect one additional senator.

ii. The petitions will be due on 02/07/19 by 4pm. The election will be on 02/12/19.

7. Adjournment

Meeting ended at 9:01pm

Recorded by Luke Mullet