**STUDENT GOVERNMENT**

**GENERAL MEETING  
October 31, 2010**

1. **Preliminary Items**
   1. Roll Call
   2. Changes to the Agenda
      1. Molly Troop will have a report
      2. Roundtable Money Motions (Massey)
      3. Truman at the Capital Resolution (Buckler)
   3. Gallery Introductions
   4. Membership Appointments
      1. Danielle Lewis and Melissa Wright to Graduate Council
         1. Approved
      2. Lauren Hearold as SSS Rep
         1. Robinson: received application earlier this week
         2. Approved
      3. Kathleen Barbosa as Vice Chair of Academic Affairs
         1. Barbosa: very interested in the committee, sees it as a way to get more involved on student senate
         2. Robinson: Academic Affairs is probably most prestigious committee, asked Kathleen to serve because she will bring a lot to committee, prepared to hit the ground running
         3. Appointed
   5. Oath of Office
2. **Executive Reports**
   1. President of the Student Association
      1. should have received e-mails from ASGA with login information
      2. the office stapler is missing, please return it! also, when you leave the office close the door and turn the lights off
      3. OAF review brought up some new ideas for this year, will discuss them at ExComm. We have a timeline for OAF, it will be emailed out.
      4. Faculty Senate met this week, will meet with Academic Affairs to talk about that.
         1. Higher Education responses were due last Friday, lots of discussion about collaboration.
         2. Masters and Leadership program will officially start offering classes in January.
         3. Next month graduate council will bring forth a new graduate program, Bioscience Informatics, a combination of science, math, computer science, and business courses.
         4. Financial exigency form getting new language, will be presented next month
   2. VP of the Student Association
      1. Athletic Fee Advisory Committee will meet Friday at 1:30pm Senate Office, this is a closed meeting
   3. Secretary
      1. no report
   4. Treasurer
      1. will be sending out an updated budget each week, probably will not do monthly budget reports with committees
3. **Auxiliary Reports**
   1. Student Representative to the Board of Governors
   2. Faculty Advisor
   3. Staff Advisor
   4. Speaker of the Student Senate
      1. Hiroki Sato is our Senator of the Week for his awesome performance at International Idol
   5. Academic Affairs
   6. Environmental Affairs
      1. Thursday was the Local Foods Banquet, great turnout, more people came than expected
      2. we recently received a grant for a Local Foods Coordinator for the next four years, the keynote speaker
      3. we did not receive Sustainability Coodinator grant; there’s a lot of things we can do to work on the grant and resubmit it the next time around
   7. Student Affairs
   8. External Affairs
      1. Truman at the Capital
   9. Diversity Chair
      1. International Idol was yesterday, thanks for all the support! it turned out great. World Diversity Night planning is underway. MLK Challenge is meeting November 4th
   10. Communications
       1. Residential Roundtable is this Wednesday at 6:30pm in Georgian Room B. It is going to be smaller and more open than the Presidents Roundtable, could use the help to prompt questions. Encourages everyone to come! The Athletic Roundtable is next Wednesday at 6:30pm in the Alumni Room.
   11. Webmaster
       1. has thrown together a new website, can’t get it to go public but will be looking for input. Still has not received pictures.
       2. Made it into Stumbleupon Competition, you pick out what you might like based on a picking out a few things you’re looking for [www.stumbleupon.com/team/css](http://www.stumbleupon.com/team/css) visit if you want to help him out and procrastinate
   12. Technology Director
4. **Other Reports**
   1. Safety Director Molly Troop
      1. Campus Safety meeting is at 3:30 on Wednesday. Needs at least one or two senators to go with her met5761
      2. ATSU group is look to Truman for publicity event and actors for a disaster preparedness event. Considering disasters such as tornadoes, shooter on campus, etc.
5. **Old Business**
6. **New Business**
   * + 1. Grants Application Evaluation (Robinson)
          1. e-mailed it out; on the last page of the grants application. Groups are required to fill out evaluation but there was none online. Open to any suggestions.
          2. Approved
       2. Budget Amendment (Dijak)
          1. will add a budget for the Student Affairs Committee. Right now there are only copies and miscellaneous (the new budget is below). The Facebook sidebar advertising – will have a Facebook page that people can like and advertise. Branding campaign also has to do with Facebook page, will be creating a Senate Awareness video. Recruiting advertisement would happen in the spring, will try to recruit around voting
          2. Buckler: where is this money coming from?
          3. Dijak: coming from what hasn’t been budgeted yet
          4. Booth: what is the click information about?
          5. Dijak: this is an example of the report that was generated from his two day advertising campaign from the past elections. This is a way to get Senate’s name out there, they would be able to click back to the Senate webpage.
          6. Robertson: have you read the end of the year report yet from her?
          7. Dijak: was not aware of it just yet
          8. Robertson: $350 of your budget is already gone because of purple Fridays that was done at the end of the year
          9. Robinson: that has been done separately
       3. Spend no more than $40 on Residential Roundtable for light refreshments
          1. will include drinks, small snacks
          2. Passed
       4. Spend no more than $40 for light refreshments at the Athletic Roundtable
          1. same thing but for a different roundtable
          2. Passed
       5. Truman at the Capital Resolution (Buckler)
          1. the projections are a little high right now, but is sure it will be less than $1500. Things are based off figures last year. Open to questions and comments; would be glad to drop miscellaneous budget
          2. Robinson: thinks the amount for now is fine. We overbudget every year. What are we doing for transportation?
          3. Buckler:
          4. Robinson: “it is common lobbying practice to provide...” add “who meet with students”
          5. Buckler: accepts
          6. Robinson: change “should” t o “will” in the therefore be it resolved
          7. Gyawali: are there participants other than students in this event?
          8. Robinson: faculty or staff advisor will probably attend
          9. Robinson: in the second bullet point knock out “due to the fact that”
          10. Dijak: what is Truman at the Capital?
          11. Buckler: a lobbying day, sometimes we push for legislation. Trying to wow legislators and have them keep Truman in mind
          12. Cline: will find out if there is legislation that pertains to us
7. **Discussion Items**
   1. Branding Campaign (Dijak)
      1. just wanted some input about this from the body. there is now money in the budget for a branding campaign. a lot of students don’t know what student senate is, will use this to get student senate name out there as well as elicit responses for students. would allow students to give input about spending, what we are doing. part of that is also working to produce youtube videos that will probably be funny with the student senate name in this, any ideas, comments
      2. Salmon: the same issue came up during his campaign, sees this as a good way of using technology
      3. Beard: likes this idea, gets out what we do
      4. Barbosa: we need to have a clear concept of what student senate is, try to make definitions and easy to market ideas for the public
      5. Massey: agrees with Kathleen, we need to define who we are. needs to be cohesive. something we can all contribute to, we can do a lot with social media
8. Announcements
   1. Schutter: Prism Dance is coming up, November 13th 10pm-3am NEMO Fairgrounds. If you want to do drag, let her know!
   2. Salmon: could we get some recycling bins in the senate office?
   3. Blankers: next week there are going to be tables at the SUB for Pie a President event
   4. Olmstead: Vote!
   5. Robertson: thinks everyone should have worn Halloween costumes!
   6. Ponjevic: AKL Haunted House is tonight, come support this philanthropic event!

**Proposed Budget Amendment for Student Affairs Committee Budget**

Authored by Michael J. Dijak, Student Affairs Committee Chair

Existing budget:

|  |  |
| --- | --- |
| **Purpose** | **Amount** |
| Copies | $200.00 |
| Misc | $100.00 |
| TOTAL | $300.00 |

Proposed budget:

|  |  |
| --- | --- |
| **Purpose** | **Amount** |
| Facebook Sidebar Advertising | $100.00 |
| Branding Advertising | $250.00 |
| Recruitment Advertising | $250.00 |
| Miscellaneous | $100.00 |
| Copies | $100.00 |
| TOTAL | $800.00 |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Campaign Name** | **Bid Click Price** | **Impressions** | **Social Impressions** | **Social %** | **Clicks** | **Social Clicks** |
| Ads for Dijak TSU Senate Race (48 hrs on Sept 20 & 21) | 0.88 | 55,675 | 38,893 | 69.86% | 67 | 52 |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  | **CTR** | **Social CTR** | **CPC** | **Spent (USD)** |  |  |
|  | 0.12% | 0.13% | 0.3 | 20 |  |  |
|  |  |  |  |  |  |  |
|  | CTR = Click Through Rate | | |  |  |  |
|  | CPC = Cost Per Clic (Actual) | | |  |  |  |
|  |  |  |  |  |  |  |