

SUFAC  
Meeting Minutes for December 5, 2013

**I. Call to Order**

SUFAC Chair Kim Dawson called the meeting to order at 5:18pm.

**II. Roll Call**

- a. **Members Present:** Kimberly Dawson, Shawn Brown, John Landrum, Reed Heintzkill, Heba Mohammad -SGA Exec., Bea Yang-OFO, Gain Bae, Penghan Yi, Elizabeth Smeaton

**III. Recognition of Guests:**

**Cru:** Hayden Davison, Aaron Geiwitz, Olivia Schmidt, Angel Campbell, Rachel Crites, Courtney Frank, Dillon Kazemi, Alyssa Hunt, Sarah Nolte, Derwer Wedda, Ryan Braatz, Sara Faltersack, Christine Pfiester, Megan Juliot, Paige Buchanan

**Sheepshead Review:** Hannah Hadar, Leigh Baker, Beth Heidtke

**Fourth Estate:** Emily Martin, Megan Hanna

**Phlash TV:** Will Becker

**Habitat for Humanity:** Ken Fedkeno, Kaitlin Skroch

**IV. Approval of Agenda and Minutes:** Kim entertained a motion to approve the agenda. Reed motioned. Shawn seconded. Elizabeth called the question. Voice Vote. Agenda passed.

Kim entertained a motion to approve the minutes. Shawn motioned. Reed seconded. Shawn called the question. Voice vote. Minutes Approved.

**V. Reports**

- a. **OFO:** Contingency is \$22,125.50 and small organization start up is \$947.00.
- b. **Senate:** N/A
- c. **SGA Exec:** On the senate side, we have applications out for a new speaker and the next semester, the senate will vote for that position. I want to congratulate Shawn on his new position as SUFAC chair next semester.
- d. **Vice Chair:** Congratulations to Reed as vice chair next semester.
- e. **Chair:** Thank you for coming. This is that start of the org budgets so the meetings will be a lot longer but we will try to keep it as short as we can. Thank you for remembering your binders. There will be 10 minutes for presentation and 10 minutes for questions. Any additional questions will be e-mailed later. Board, please prioritize your questions and don't assume anything. For the orgs, when you are presenting you don't need to read the numbers line by line. Please summarize your food and travel requests as well as the total cost. The budgets are ordered largest to

smallest. I want to thank Shawn and Reed. They will do well next semester. Thank you board as well. I've been here two and a half years and this is my last meeting. I look forward to having my Thursday nights free.

## **VI. Discussion Items:**

- a. **Fourth Estate:** We are requesting \$450 for general supplies. \$25 for copying, \$550 for phone, \$200 for digicopying, and \$4025 for computers. Our capital items include a \$200 external harddrive with 5-year life span, stylebooks that are \$70 with a 2-year life span. We are requesting the same honorariums as the previous year. Under program 1 in contractual expenses, which is the newspaper production, we are requesting a \$20,000 decrease from previous years. Under food, program 1 includes \$150 for recruitment meetings in the fall and another \$150 for the spring. We are asking for a total cost of \$400 for both fall and spring. For travel expenses, we are planning on one trip that we take every February, which is a conference in Minnesota where we submit our work to competition. It's an opportunity to get recognition for the school as well as student work. Registration is \$100 per student for a 2 day conference. Lodging would be 2 rooms for 2 nights, which would cost \$960. We are requesting up to 15 students to attend with a total registration of \$1500 and \$917 for Transportation. The total cost of the trip is \$3378. For revenue, we are expecting \$15,000 for advertising. The total budget expense would be around \$21,000.

### **Questions:**

Shawn asked do you ever have trouble filling the positions for the honorariums? It depends on the student body that year. Some years there are multiple applicants and we are hoping to fill every position. However, the org is not as publicized as usual because of the restructure of the department so it is more difficult for people to join the class.

Heba asked for more clarification on the classes? The class meets on Thursday and it is for the writers to teach them how a newspaper works. The writers are getting credit for the class. There are also writers in Fourth Estate that are not receiving credit but most people are in the class. There is a mixture of students with different backgrounds (PR, journalism, etc) to give them more writing experience.

Elizabeth asked how they choose which students are chosen for the trips? Most of them are student staff that has more investment in the paper. It most depends on the interest and student availability. Anyone in the newspaper can submit for any category so anyone can attend.

Shawn said that one of guidelines is \$40 per person per day so why is it necessary to exceed that amount, since your cost is \$50? The registration of the event is a big factor so it is not a free event. Since it is something that has numerous professionals giving workshops, there is a registration fee.

Reed said well done in decreasing the budget. This is a lot of honorariums, he pointed out that there are contracts that are required for the honorariums according to the guidelines.

Heba asked can you tell me how much you spent on printing last year and how did you get this number down? Also, what is the product going to look like? Last year, we had new staff that didn't know very much about the budget. We followed what the previous number had been instead of investigating the true costs of printing needs. After SUFAC alerted us about the budget concerns, we got more information from Nancy Matzke about the different printing bids and according to the numbers, the past number did not make sense. We have cut down the numbers of papers receiving by week to 1500. We do not need as many copies because there is not as high of a demand according to the circulation.

Elizabeth asked about the printing costs last year? \$26,000 was our printing costs last year and we budgeted for \$43,000 in the past. This year, we are asking for \$16,000 because of cutting the number of copies.

Shawn asked about the benefits of printing color? We make more money off of the color advertisements because it stands out more and we make more money from it. There was talk of only having some pages color, it limits our placement and also disrupts the design of the paper. This week, for example, we had a full-page color ad and three half pages of color ads. It improves the quality of the newspapers and it gives our photographers more opportunities, especially in newspapers.

Heba asked who typically advertises in the paper? Usually it is generally on campus but this year we got the Bus Line and we are having more off campus advertising. AT&T has also placed ads with us in the past as well as the Obama campaign during election time. The bookstore and student life will also run ads but we are getting increasingly more off-campus advertising.

Reed asked about the subscriptions, it seems that you have changed the service for MCT? It should be the same. We tried to contact them for more information but they never got back to us. Is that where you get your sports pictures as well? Yes. Is \$1300 just for MCT? Yes.

Heba asked where they are planning on getting the external hard drive? We are probably ordering from Amazon unless we find a better deal.

Han asked how large the external hard drive would be? We are not sure of the size on hand. We are looking for something similar to our past equipment that holds information for the past 4 years.

Heba asked why is the phone cost so high? The university provided that number; we have no control over that.

**b. Student Government Association:** I didn't change too much from the years past. My hope before the end of the semester is to write changes for next semester and I'm looking for any recommendations. \$19,000 for S&E. The only thing that changed are computer fees. We had 4 computers and it has gone up to 8 computers that were absorbed by SGA so that Student Life won't have to deal with the costs. For capital items, nothing has changed. We still have org-smorg promotional items and name tags. For contractual expenses, we have money for speakers. SGA has a contract with GB metro and we pay a \$6000 portion and public safety pays the other half. The dean of students takes care of our website, we pay \$4000 to them under contract to do so and we haven't had the chance to renegotiate this number yet. There are also transcribing services that are for our debates that do not get televised. I got rid of our two contractual pieces for a fall event and spring event. We really haven't used it. Each chair now has \$500 for its committee instead. Overall, contractual expenses are \$16,000. The sustainability fund is now its own separate line, which is \$18,000 but we can't really budget for it. We have 2 assistants for honorariums. Honorariums were increased to 4 justices instead of 2 justices. We do not have 4 justices at the moment. Decision day food, pass the gavel, and the executive board retreat are budgeted for food. Travel expenses include representatives' conferences and they take place at different locations every year. They are networking events with other student governments and they have thoroughly improved in benefits to us.

**Questions:**

Elizabeth asked how many people are we paying for in the pass the gavel event? A full board is about 15 people so there would be a total of about 40 people including advisors, etc. as well.

Elizabeth asked what kind of promotional items for org-smorg? It has mostly been candy in the past.

Shawns asked if you would consider all 5 trips necessary? Yes, especially since the students representatives have been more organized.

Reed stated that since there has been less participation in SGA than hoped, he asked about the future of SGA in terms of honorariums? Everyone has bad years but we are always aware of what is going on campus and we are accountable for informing the student body.

- c. **Society for Human Resource Management:** Our S&E includes org-smorg supplies (stickers, bags, etc.) at \$75, postage for thanking speakers at an estimated 22 cards per year. Our membership includes local dues and national membership dues. There are usually 10 members at \$35 per person for a total cost of \$1805. We want to bring in one speaker per semester. We normally have a turnout of 25-30 for the event at the beginning of each semester. \$150 total for food expenses. The Human resources conference is a total of 10 people (2 teams of 5) at \$75 per person for an expected contribution of \$816.80 from SUFAC, which is \$20 per person per day. The Green Bay SHRM conference would be an expected total contribution \$635.07 at \$36 per person per day. The total allocation would be \$3,694.

**Questions:**

Shawn pointed out that they would need to add an extra room because there is a limit of 4 people per room.

Shawn asked what are your national dues? It is more of a resume builder for our members. If you go to an interview, they point out that the national membership highlights the applicant. It has worked well for our students over the years. Last year in May, there was only one who did not have a job after graduation.

- d. **Habitat for Humanity:** We do a lot of work in the Green Bay in volunteering and we are also involved in Habitat International, which has the mission to provide houses for needy families that have the ability to pay the mortgage. There is a working relationship between habitat and houses. S&E costs are a total of \$300. We do not have honorariums for contractual expenses. Food expenses are \$150 per semester for total of \$300 for beginning of semester event. There is a fixed fee for travel, which is \$8,400 for winter trip. The total for the trip is \$19,000 and we are looking for \$15,000 from SUFAC. For our spring trip, it is an estimated 2800 miles trip and we take 12 students, which costs \$4,500. We are looking for \$3000 from SUFAC for the trip. Revenue comes from student contribution to org, which is an estimated \$8000. The total cost we are looking for from SUFAC is \$16,500.

**Questions:**

Shawn asked what kind of work do you do in GB? We do local builds in the area. We have scheduled events where volunteers work with construction crew as well as other fundraising events.

Heba asked if you could explain the difference between the number of students on trip 1 and trip 2? There is more supervision on the winter trip because there are more new students. The spring trip is a smaller size so that it will be easier to control since there's less supervisors.

Elizabeth pointed out that according to the guidelines, travel is limited to Midwest so why should we break the guidelines? Many of the volunteer opportunities are down south.

Reed asked more about the registration since it is a big chunk of total cost? The trip registrations cover housing and food for the volunteers. We are also covered by their insurance for being on location.

Reed reiterated the travel guideline and understands that it is difficult to find opportunities in the local area. He encouraged them to look for more local opportunities since SUFAC is having a harder time this year.

There is generally a 10 person maximum on these sites so we have to look for different locations that will take more people.

- e. **Phlash TV:** We lost our advisor and we were kicked out of the studio last semester. I went to film school in California and I spent 3 years there in school and 4 years working in independent Hollywood productions. In the mission statement, we would like to increase student awareness of campus events. I want to help out with finding members by advertising on our channels for these organizations that do not have the members. It is more of an issue with awareness instead of interest. The capital items include: accessories at \$150 (lens wipes, batteries, lens cloths, cables, etc.). There will be a reoccurring theme of protection equipment. There are also mini DVD tapes at \$3 per 60 minutes and hopefully this will be the last year we use them. We need desks, gear, and props when we use different locations on campus. We have submitted to Wisconsin broadcast in the past. We are doing the Wisconsin festival and the GB festival. \$600 for Digicopy because we will need to do a lot of advertising to increase awareness. Casting calls for some projects is also included. For the film festival, we will be doing some advertising off campus. We have 2 computers for editing, which is where that \$1600 comes in. I have verbal confirmation from Rick Warpinski that we will have a room to store our equipment and gear. I am still waiting on the specific location. Heba believes that they are getting their old SGA closet. This will

guarantee the safety of our equipment. We currently are lacking a check out system but that will be fixed. We have the HG camera, includes the tripod, bag, tripod bag, etc. to protect the equipment. We also have the memory card and GoPro equipment for our capital items. We spent several hours researching finding cameras that were within the cost range and had a good life span. My personal background with working with cameras helped in the decision. The cameras we have now are faulty and busted, which is why I am emphasizing protection equipment. HD has been the industry practice for 3 years, which means we are already 3 years behind when submitting for film festivals unless we update the equipment. If we want to provide real working experience for our members, we need to have the updated equipment. We need multiple cameras if there are multiple groups working on projects at the same time. We also want to have different angles for events as well as background footage with extra cameras. We don't have a studio so we need equipment that can be easily broken down and stored. If we check them out with members, they can take them to off-campus events. For salaries and honorariums, they have been extinguished for this year since we do not have any officers. The money can be recycled back in. I want to keep the budget close to last year. For contractual, we have a contract with Time Warner cable that has 3 years remaining, which accounts for maintenance and updates. The UWGB Film Festival would be behind the capital items. This is our award show that all of the campus can enjoy. It is red carpet and elegant attire. They can watch our shows at the Weidner center, which will also entice some of the community members to come. We will accept submissions from anyone on campus. We will be charging \$5 for students and \$10 for nonmembers. \$1,250 expected revenue. After the show would be food in the lobby to get to know people and promote the organization. I have cut out travel because there has been less interest so I want to focus on building the equipment instead. We currently do not have revenue coming in but I want to do contractual services in the community. In the future, we plan on making more money on advertising. In the past, we have had a lot of internships in business, communications, marketing, etc.

**Questions:**

Gain asked about the capital item 1, the camera. How long have you used the old camera equipment? I have a lack of knowledge because I am a first year student. They are extremely old. I didn't even use

cameras like this 6 years ago in film school. Reed requested an inventory of the equipment, what is usable and what is not.

Gain asked if they are trying to buy just one camera? It would pretty much be our main camera because it has the longest lens, the biggest \$4499 with a memory card, bag, lens filter, card reader, tripod. Being on memory cards, it will save a lot of time compared to the mini DVDs. I will also be purchasing a GoPro.

Shawn asked how many people working with phlash right now? About 14 people at meetings but we haven't pushing recruitment yet because we aren't currently operational. We are going to have the channel back on the air soon. I plan on 30 members every semester.

Elizabeth asked if the GoPro will be the club's camera or a personal camera? It will be for the club. For capital item 2, we are looking for lighting kits as well as microphone kits. I am getting a case for everything we have to protect the gear and I am placing liability on the members.

Reed pointed out that there is about \$19,000 in camera related stuff and SUFAC is not in the best position right now. Would the two cameras in Capital Item 1 be priority? Yes. How many cameras are there? 3 cameras in total. Reed pointed out SUFAC funds up to \$2000 in contractual and both of your programs are over that number. Kim asked for justification in breaking the guidelines? The HD will help in viewership because they are more likely to stay tuned over cable stations. Capital Item 2 was our attempt to tie in with the community and have a good time on campus. If I had to rank them, the capital item 2 will be behind capital item 1, which is basically what is need to restart the org.

Shawn asked about the \$3500 cost? This is the cost for the Weidner center. The step and the repeat is the background wall on the red carpets that people can take their picture in front of. The cost also includes the red carpet rental.

Elizabeth asked if they have to be on HD or is it more of a luxury? I feel that it is almost a necessity when competing for people to watch. Would people be able to watch it even if it wasn't in HD? Yes, the HD concern is more for submitting our work in festivals where HD is more the standard now.

Shawn asked for justification in paying such high costs since the past has been so shaky. My top goals is to make a solid foundation



before I leave so that they can run every year after I leave 6 semesters from now.

Heba asked how many people you expect to attend the Weidner film festival? I had down 200 attendees. Why do you expect that number? Without anything in the past, it is more of estimation. With heavy recruitment, members involved would bring people to attend.

Shawn asked if you are able to put themselves on TV with the equipment they have? At the moment, we cannot with this server. We need to swap it out and get the new room going so that we can hopefully we can be functioning in February.

Reed asked if there is going to be a separate place for storing equipment? They would like to keep that separate from the office in order to prevent theft or damage to equipment. Reed also clarified that you need full inventory and detailed breakdown on what you are planning to buy as well as a business plan.

- f. **Campus Crusade for Christ (CRU):** We do not have any capital items or salaries. Under contractual expenses, we have a magician that comes in and does a performance. We did it in the fall in 2012 and 350 students attended even when we were competing with a basketball game. It is a potentially big event that promotes the org. The expected cost is \$3000 with estimated 600 students attending without the competition of the basketball game. We are requesting \$200 each semester for outside speakers and we also have speakers that come in our weekly meetings. We also have speakers that come in our fall retreat so we like to compensate their time and travel, which is why we are asking \$200 per semester with estimated 200 students in attendance. The last item is a speaker that is a Packer player. There have been a number of players that have been involved with Cru in the past. We estimate 600 people attending and we are requesting a \$1500 contribution from SUFAC for a total of \$4900 under contractual expenses. Our first big promotion for food expenses is our promotional house party to recruit members. Staff also attends. There is a Barn Bash in the fall as a break from studying, which includes snacks. We estimate 130 attendees. Our Christmas party, which is tomorrow, is an estimated 150 people. We would like to do something really big 4 times a year so that people can meet the leaders and staff of Cru to recruit members. Also, we would like to do something at the end of the semester to appreciate the seniors and celebrate the

end of school. Something important to us is to reach out to more males becoming involved in the organization. At the beginning of the year, we have the fall getaway. We partner with St. Norbert and Fox Valley tech and go up to the lake to forget about school and relax. We would contribute 50% of the costs. The second trip request would be during winter break in Minneapolis. There are speakers, seminars and worship. It helps build membership and tends to challenge people to get more involved in the organization. The contribution from SUFAC is appreciated and it is really helping the org to attend the conference. The registration is about \$200 before the registration date and we estimate about 65 students traveling. We had 60 students in the past so we were hoping for more room for growth. Next year, the total cost is \$13,000 and there is no cost for transportation. We would pay for half so we are asking for \$6500 from SUFAC, which is \$20 cost per student per day. For general supplies, we use staples and packets for our 11 Bible studies. Photocopying for weekly worship, advertising for Cru and we also subscribe for the music in order to project the lyrics.

**Questions:**

Heba asked about the general supplies? There are 11 Bible studies with different activities, such as food or candles.

Reed asked about the contractual expenses. The guidelines state that SUFAC spends up to \$2000. Is the magician the top priority? Yes, it brought in a lot of interest and it reaches a variety of people while the Packer player speaker may only generate fan interest while we have students that aren't Packer fans. We have the possibility of cosponsoring with another organization to help fund the event.

Shawn asked for justification for spending \$200 on org-smorg? It makes us unique as an organization because it gains interest in students. It spreads the word out there with the books and other items.

Reed asked what kind of books? We give out the New testament and general book of the gospel. It's a good way to spread what we feel as a group as well as our mindset so that new members will understand their position. It also encourages people to fill out a contact card because people will reuse the water bottle while a piece of candy will not continue to advertise Cru.

Elizabeth asked what is the success rate of the contact card for gaining members? People usually have a lot of questions about Cru so the

contact card is very successful because of getting our name out. It shows that the organization actually cares. About 125 members joined of the 350 kits we handed out.

Shawn pointed out that they appreciate the 50% contribution for the travel expense but can you justify why you need to take so many people on the trip? It helps to challenge people and increase passion. We tend to see that people get more involved in leadership after. The retreats are good breaks but they are also good experiences for people to get more involved just in case they start to get bored at the weekly meetings. Without the different retreats and the regional conference, it would be difficult to generate growth.

Heba asked about the advisors that join events? Each Cru organization gets staff members that connect them to the National organization. The staff also helps supervise and run the Bible studies.

- g. Sheepshead Review:** We are looking for ways to cut down our budget, which we have done so through office supplies. We have been increasing efforts to increasing subscriptions to bring more money in. \$200 for Digicopy to get out information about launch-parties and deadlines. This is our main way of communicating with students on campus. A total expense for supplies is \$1306.08. We are planning for an October journal with 128 pages for 1000 copies with base price without contractual discounts. We cannot count on that discount, which is why we got in trouble this year so we have budgeted without the discount price since it is not guaranteed. For the fall and spring journal, it came out to be \$6888.66. We are hoping to continue to reach out in the community for those advertisements. No salaries or contractual expenses. Our travel expense is a \$225 registration for 5 students in Minneapolis. \$118 per night and there is a personal vehicle. \$918 total cost and org contribution is \$318. This is our only planned trip.

**Questions:**

Heba asked that if the spring journal is bigger, what is the price difference? Nancy has not gotten back to us about the bidding. We are satisfied with the 1000 copies.

Shawn asked if they typically use all of the 1000 copies? Yes, we generally have 10 or less left of the journals. The most recent journal had 1020 copies but we are confident that we will get rid of all of them. Where do the copies go? About 900 are handed out on campus. Our

contributors are promised 2 free copies that are mailed off campus. We have a contract off-campus that sells them for us. We also have public subscriptions with the library. Overall, about 90-95% are handed out on campus.

Where do most of the submissions come from? This semester, we had over 500 submissions and about 50% of the issue was student work. It helps out students' resumes to be published next to known authors.

Heba asked if a majority of contributors are from the class? The majority of Sheepshead contributors are not from the class. This semester, there was one student from the class that was published and the rest are from students on campus, many are art students.

#### **h. Seg-fee Discussion**

Kim entertained a motion to enter committee of the whole for 20 minutes. Elizabeth motioned. Shawn seconded. Reed called the question. Acclimated. Entered at 7:20pm.

John explained the seg-fee situation according to the 2013-14 estimates from Kelly Franz.

Shawn entertained a motion to continue committee of the whole for 20 additional meetings. Reed seconded. Acclimated. Entered at 7:40pm.

Kim entertained a motion to exit committee of the whole. Reed motioned. Shawn seconded. Gain called the question. Elizabeth acclimated. Exit at 7:58 pm.

### **VII. Action Items**

#### **a. Curling Club Contingency Requests**

##### **Curling Club Committed request:**

Shawn motioned to approve the Curling Club request in full. Reed seconded.

##### **Discussion:**

Shawn commented that it is good that they are expanding their interest. Shawn called the question.

Roll call vote. Motion passed 5-0-0.

##### **Curling Club Travel Request (Hartland, WI):**

Reed motioned to approve the Curling Club committed request in full. Gain seconded.

**Discussion:**

It is under \$40 per day so it passes the guidelines. Reed called the question.

Roll call vote. Motion passed 5-0-0.

**Curling Club Travel Request (Calumet, MI):**

Shawn motioned to approve the Curling Club committed request in full. Reed seconded.

**Discussion:**

Shawn emphasized the probability of nationals. Kim commented that there is the option of reallocating the money. Reed pointed out that the only violation is that we would be approving more than 5 trips. Reed called the question.

Roll call vote. Motion passed 5-0-0.

**b. Auxiliary Approval**

Kim entertained a motion to approve the auxiliaries. Elizabeth motioned. No second. Motion tabled.

**VIII. Announcements:**

Shawn announced that they are going to Culver's. Now you know about the org process.

Kim encouraged people to show up because we are just meeting quorum now but we will have to readjust it after I leave because we are losing Shawn as a voting member.

Heba thanked Kim for her service to SUFAC. You have been a great person to work with.

**IX. Adjournment:** Kim entertained a motion to adjourn the meeting. Reed motioned. Shawn seconded. Elizabeth called the question. Kim acclimated. Meeting adjourned at 8:07 pm.

Respectfully submitted by:

Sarah Batten  
SUFAC Administrative Assistant