

**SUFAC Minutes
October 15, 2015**

I. Call to Order

SUFAC Chair Eric Kissinger called the meeting to order at 5:15 pm.

II. Roll Call

- a. **Members Present:** Eric Kissinger, Allison LeMahieu, John Landrum, Lea Truttman (OFO), Milton Byers, Erica Kuehn, Nathan Rousseau, Penghan Yi, Noelle Poppe, Gretchen Klefstad, Nikolas Austin, Thomas Gentilini, Reed Heintzkill, Marc Minani, Hannah Stepp, Samuel Welhouse
- b. **Absent:**

III. Recognition of Guests:

SGA: Hannah Stepp, Avery Faehling

Budget Director: Dick Anderson

Social Work Club: Anne Zeiglmeier, Nicole Kahler

Computing and Information Technology: Josh Goldman

IV. Approval of Agenda and Minutes: Eric entertained a motion to approve the agenda as amended with the correct date. Reed Motioned. Tom Seconded. Voice Vote. Agenda passed.

Eric entertained a motion to approve the minutes from the October 8, 2015 meeting. Erica motioned. Samuel seconded. Voice Vote. Agenda passed.

V. Reports

- a. **OFO:** Committed funds amounts to \$31,764.53 and org start up are \$1460.85.
- b. **Liaison:** Remember to ask questions during presentations.
- c. **Senate:** N/A
- d. **SGA Exec:**
- e. **Vice Chair:** We had a reallocation for Habitat for Humanity and Bowling Club. Org budget training is next week Tuesday and Wednesday from 5:00-6:00pm in the 1965 room.
- f. **Chair:** N/A

VI. New Business

a. Social Work Committed Request

We are filing for a contingency for T-shirts and sweatshirts. We had a fiasco last year with a student charging to their card so we wanted to avoid that.

Eric commented that apparel funded through seg-fees would be required to be paid back. We will be getting back to you within the next couple of days.

b. SGA App Contractual Contingency Presentation

The app will be the most innovative project that an organization can do these days. It will transform the campus and students will be getting their UWGB news no matter where they are. The 3 main points for getting an app are engagement, recruiting, and retention.

Students will be able to keep up to date no matter where they are, on campus or at home. We want retention and we want people caring about UWGB while feeling involved on campus. For the calendar, we want to put together all of the calendars on campus. There are currently about 8-9 events calendars that we will combine into different sections that can be filtered. According to our research, 841 people responded to our survey and 95% said yes to wanting the app. We want to tailor to the students' needs, including events calendar, campus map, dining, and community events on and off campus.

The app will be hooked to the GAC lab and the laundry system. Schedules of classes, public safety, and D2L/SIS links will also be included. Right now we are investigating how to make shuttles more efficient but we would be able to link the app to the shuttles.

It is a one-year contract so we can choose to not renew it after the year. We will be extracting \$2300 from the SGA fund to cover half of the \$4600 annual fee. There is no cost for contract renewal. The only way that the annual fee would increase is if we added more features to our app that we have not already discussed.

Questions/Comments:

- Janae asked for more information about retention statistics? They will be provided to the board.
- Nathan commented that we barely keep people on campus during the weekend so how would the app help?

That is the point of the app because a lot of people are not aware of what is going on here on campus. This will provide accessibility to encourage student participation. A lot of commuter students do not feel a sense of belonging so we want to change that.

- Samuel asked who would be responsible for problems with the app technology?

Part of the ongoing cost with the company and the contract is fixing the issues. It is very inexpensive compared to other products. They will be taking care of the maintenance but we own the content.

- Marc asked what their strategy is to keep the price low for the students?

The price will stay consistent once we sign the contract for the year. App Brewery is a non-profit organization so they will not be trying to squeeze money out of the students. A significant change in the annual fee is not foreseen.

- Samuel asked if there is another company in mind in the event of canceling the contract with the App Brewery that could continue to maintain the app?

We are satisfied with the App Brewery's design so we do not foresee a change. We did our research and this is the best price. This is very cheap compared to other app makers. It would be hard to find a cheaper price with this type of quality. This is also a personal company that is working with us every step of the way unlike other companies that are profit-driven. Josh commented that we own the app content.

- Milton asked what is actually going to be on the app?

We are going to model the app to be very similar to UW-Milwaukee. There will be updates over time based on student demand.

- Nik asked if SUFAC doesn't fund this app, do they have another way to fund the app?

SUFAC is our first choice but we will find a way. We can't hold students back from what they want, especially at such a reasonable cost.

- Allison asked who would be updating the calendars?

It will be a combined calendar pulling from all of the calendars on campus with the ability to be filtered.

- Reed commented that he was under the impression that there wasn't a way to combine all of the calendars.

It will pull the various feeds so that they intermesh into one calendar.

- Reed commented that it was said that the cost was significantly less than other options but the question as a student body is whether or not this app is a reasonable use of funds.

All of these organizations in the industry are moving towards mobile apps because it encourages participation and engagement. People want things fast and do not want to take the time to go to UWGB website

and search the calendars. This will make it easier for people and encourage participation.

- Reed commented that with an expense this big, we would need to justify breaking guidelines.
- Eric commented that we would be breaking guidelines on contractual maximum of \$3500 per year so the approval will require a 2/3 vote.
- Reed addressed the function of D2L functionality. It seems to be one of the major items on the survey. It doesn't seem to be clear but people want to be able to check their grades on the app.

Other campuses link to D2L so if we were to create our own app functionality, it would be an upwards of \$50,000 according to Josh. He continued that we might not have D2L a few years from now so it would not be cost effective to adapt a tool that would not be present on campus anymore. This will at least give us the link but the solution to D2L is a much bigger issue.

- Nik wants to know about the agency balance of SGA and what it will be used for.

So far, we have not decided to spend the agency money on anything. Allison commented that this is money brought into the organization through fundraising (poster sale) so it is not budgeted specifically for activities because it would not be wise for the future to spend most of the account for one thing.

- Janae asked about the funding plans for the future?

We are hoping to partner with Res life, RHAA, and Fourth Estate to help in aiding us. We will also put forth money ourselves.

Eric commented that the aid of organizations still ultimately comes from seg-fees, which means that the students will be paying for it.

- Hannah commented that it is important to encourage student engagement on campus. This helps to solve this process because it puts everything in one place. We are taking these other inconvenient and failed methods and making something that will work. We also have student support for this app.

Eric asked the board if they need more information on this since they are requesting immediate action (straw poll was taken).

- Hannah asked what more information would be needed?

Nik feels that we have enough information but we need time to discuss. Eric commented that we would decide if we need immediate action after discussion.

Josh commented that every week that this isn't voted on is less time for us to establish a deal with our developers. This will continue to prolong our launch.

Allison commented that we are not meeting next week, which will postpone the vote as well.

Reed stated that guidelines suggest that we wait a week. It would not be fair to other orgs to make an exception for this org.

Eric entertained a motion to amend the agenda to include discussion on the SGA app in the Discussion items.

VII. Discussion Items

a. Review of Auxiliary Budgets—Dick Anderson

b. SGA app Discussion

Milton commented that his fear that the excitement of having a new app will die down after the initial hype so this would be a large investment. Reed agreed and is not entirely sold that this is the solution to the problem, which he is not sure that there is a problem. I am more convinced after the presentation today but I am not persuaded that this is a good use of student fees. Nik also said that he is more convinced after the presentation and he likes that it is a yearly contract so if it turns out to be a failure, we do not have to renew the contract. Reed commented that this would be an expensive experiment.

Eric commented that there might be a need to review whether it is a good use of student fees every few years. We would receive information from Google analytics about the app, which would include download hits, link usages, as well as the overall usage of the app once downloaded.

Marc is concerned about the funding system for the app. It will be providing different benefits to the campus so he wants to know if the university can contribute to the sustainability of the app, not just the students. Hannah replied that they would be willing to after talks with the Chancellor and the head of marketing if we need the help. We hope that it will be maintained for years down the road but if it doesn't work, then we can try something else. Janae asked if it would be free to download. Hannah said yes.

Milton asked about the issue with Public Safety about the maps and whether it is solved? Yes.

Milton commented that he is not comfortable with the ideas of these future partnerships and the students need more stability on these plans in order to fund this project. Hannah replied that these partners have not seen the product yet so we can establish a partnership at the time and we have prepared as much as we can right now.

Reed commented that he downloaded the UW-Milwaukee app and after using it, he cannot see needing that app. It is a news trickle and it doesn't seem necessary. Besides the hype of a new app, it doesn't seem to be the solution for campus engagement.

Hannah replied that we are not working towards the coolness factor but centralizing all the calendars to make it easier for commuters and new students.

Reed asked what calendars we are talking about specifically? It would be a combination of sections from the current students page on the UWGB website.

Nik asked as a point of personal privilege that we have a closed vote of only voting members when we vote on the SGA app request? Eric replied that that we are not allowed to have closed votes according to Robert's Rules.

Eric entertained a motion to enter committee of the whole. Reed motioned. Nathan seconded.

There was a debate over the use of SGA's agency fund. Ultimately, it is their decision how to use their agency funds and it would be irresponsible to recommend them using a majority of their funds. If SUFAC did not fund this request, they would have to seek alternative sources.

There was discussion over whether the app will be able to cultivate the student engagement that SGA is hoping for. The convenience factor was discussed, involving combining all of the calendars.

Eric entertained a motion to table this motion until October 29th. Milton motioned. Tom seconded.

VIII. Action Items

a. Social Work Committed Request

Eric entertained a motion to approve the Social Work's committed request in full. Marc motioned. Samuel seconded.

Milton asked if they are aware that this is a fundraiser that will be paid back? Eric replied yes. John commented that this is a \$600 loan and he encouraged them to ask questions since they also have an agency account that had the potential to be used.

Reed called the question. Roll-call-vote. Motion passed 11-1-0.

IX. Announcements

Allison announced that last week Friday, there was the multicultural ad hoc meeting and we discussed the idea of making the multicultural orgs into one auxiliary-like budget. There is confusion about whether we are actually going to be making more work for ourselves. The system would be a hybrid between an auxiliary and a student org.

Allison also asked for ideas about dining because the Aviand's contract will be ending so we will need new ideas. Reed asked about becoming a self-operated university but Allison said that this is not an option for the campus due to our small size.

Milton announced that BSU is going to go on fundraiser frenzy and mark your calendar on December 5th for our Kwanzaa event in the Phoenix rooms.

John asked for 6 minutes at the end of the meeting.

Allison announced about org budget training sessions next week.

X. Adjournment: Eric entertained a motion to adjourn the meeting. Marc motioned. Samuel seconded. Meeting adjourned at 7:16pm.

Respectfully submitted by:
Sarah Batten
SUFAC Administrative Assistant