

Union Council
2013-2014 Minutes

Meeting Date: October 3, 2013

| MEMBERS | | | |
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| | | Nick Checker, ASM Rep | |
| Neil Damron, President | X | Maria Giannopolus, ASM Rep | |
| Gary Filipp, VP-Program Admin | X | Sean McNally, ASM Rep | X |
| Andrew Bulovsky, VP-Public Relations | | William Lipske, Staff Rep | X |
| Annie Paul, VP-Leadership Development | X | Peter Lipton, Faculty Rep | X |
| Mark Guthier, Secretary | X | Jeff Haupt, Alumni Rep | X |
| Hank Walter, Treasurer | X | Juli Aulik, Alumni Rep | X |
| Bill Mulligan, WUD Rep | X | Lori Berquam, Dean of Students | X |
| David Gardner, ASM Chair | | Susan Dibbell, Asst Director-Social Ed | X |

Guests: Nathalie McFadden, Director's Office Assistant

| TOPIC | DISCUSSION | ACTION |
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| Call to Order | Mr. Damron Called the meeting to order at 6:03 | |
| Approval of Minutes | Mr. Mulligan made a motion to approve the minutes. Mr. Lipske seconded . All in Favor. | Motion Passes |
| Recognition Plan Update | <p>Ms. Paul presented the newly structured recognition plan for the 2013-14 academic school year. She noted that recognition is disproportionate across committees. There are instances of un-use of funds and funds not being used in an effective manner. She went on to say that there will now be a monthly recognition plan, which all of directorate has approved. She went on to discuss the monthly recognition opportunities:</p> <p><i>October:</i> everyone got ice cream coupons for members of their committee.</p> <p><i>November and January:</i> Officers and committees are given cards in order to be able to treat certain people.</p> <p><i>December:</i> Ordering WUD water bottles. This is both tangible and practical.</p> <p><i>February:</i> There will be a pizza party.</p> <p><i>March:</i> WUD baseball hats will be given out.</p> <p>The goal is to ensure that these are being used, and the committees will maintain retention throughout the year.</p> | |
| Budget Considerations | <p>Mr. Damron stated that these budget considerations are the large scale considerations that the committee should be making. This is a heads up to think about things that the committee absolutely must be considering. This is serving as a heads up before the next meeting.</p> <p>Mr. Filipp asked everyone to please think about priorities relating to the budget. He then went over the timeline: they will be collecting information from the committees to see what they need this and next year. This will allow them to present a total estimate for the budget next year. The actual items will be approved later in April. The following will be included in the budget considerations:</p> <ol style="list-style-type: none"> 1. WUD's total estimate cost 2. Any changes to positions and descriptions 3. Evaluating the structure for next year 4. Looking at other priorities. <p>Mr. Lipton asked what information will be given to Union Council</p> | |

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| <p>Decision Items:</p> <p>Goals Presentation</p> | <p>before the next meeting; he noted the need for a well spelled out discussion of each item in order to properly evaluate it. Mr. Filipp stated that background information will be included. Mr. Haupt asked if voting will take place at the next meeting. Mr. Filipp noted that only officer position descriptions will need to be voted on at the next meeting. Mr. Walter stated that this is an overall budget preparation. The union will receive instructions from the campus regarding assumptions and guidelines that should be used. He went on to say that the budget process is done bottom up. Mr. Walter discussed the budget process that is performed by himself and Mr. Walter over winter break. The goal of the budget consideration is to give them direction prior to this process. Mr. Filipp stated that background information will be shared before the meeting.</p> <p>The following goals were developed during the summer WUD Retreat</p> <ol style="list-style-type: none"> 1. Accessibility: providing programs that appeal to a diverse population of students and union members. <ol style="list-style-type: none"> a. We have tried to evaluate how much is spent on accessibility. They found that 100% of our audience would recommend programs to a friend and return in the future. Once people get their foot in the door they enjoy their experience. Currently, 60% of events are guided at improving accessibility b. Limitations: schedules, not enough time. Also interests don't match with programming. c. There will be a continued effort to make all students feel welcome. They are currently collecting demographic information through student ID numbers. These numbers include information regarding ethnicity, college, major and their hometown. They are trying to discover if there is a group that is currently underserved. 2. Collaboration: collaborating and making connections with other student organizations, faculty and administrators on campus. <ol style="list-style-type: none"> a. Make better use of the resources on campus and put on better events. Also, making WUD something that people look to for collaboration. They have already started moving towards this internally and externally. So far this semester, 40% of events have been collaborations. There is also potential for community outreach. WUD brain trust was highlighted, which brings student leaders together for a day of collaboration and networking to discuss major issues on campus and the resources to solve them. Mr. Lipton asked if this would mean more or better events. Mr. Damron stated the goal is to reach more students with what they do; this does not necessarily mean more events. 3. Visibility and presence on campus <ol style="list-style-type: none"> a. Many students who attend events don't even know we exist. WUD is trying to remedy this by developing a collective WUD brand. An awareness motto was created, which will be an announcement before every | |
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| | <p>WUD events, so every attendee knows who put it on and how they can get involved. This allows the community to create their own brand while still including WUD as an entity. This will be an ongoing and ever-improving process.</p> <p>4. Expansion and improvement: ways to provide new and unique ways to campus</p> <p>a. Developing new ways to serve campus, this will focus more on quality than quantity. WUD will be looking at programs relevant to student’s needs and will look at the purpose of the events, in order to attract more students on campus. Relevant to students needs.</p> <p>Discussion: Mr. Haupt stated this theme tends to carry on year to year. He went on to suggest permanent branding on programming spaces. Ms. Paul stated that this would be possible. Mr. Filipp stated that directorate is working on creating a space to highlight the work of WUD in both unions. Mr. Lipton noted the need to define the differences between WUD and the Union. Mr. Damron stated that WUD is a challenge to define. Ms. Paul noted the need to stress student involvement. Mr. Haupt asked if the goals should be more specifically attainable. Mr. Damron stated that each committee and all of the officers made specific tangible goals in relation to these goals. Mr. Haupt stated that another goal should be to ensure that everyone feels good about what they did. Mr. Mulligan stated the goals will be reviewed in the middle of the year to ensure these goals are being met. Mr. Filipp stated more specific goals will be brought to next meeting. He went on to say that there are a large variety of metrics from a variety of sources to create tangible goals. Mr. McNally asked if there are tangible metrics to see if the goals are met. Mr. Mulligan made a motion to approve the goals presentation. Mr. McNally seconded. All approved.</p> | |
| <p>MUR Enumeration</p> <p>Union Council Selection Policy Seeking approval</p> | <p>This is being presented in order to prepare council members for a possible decision item at the next meeting. Mr. Walter stated that every capital project must be enumerated and approved by the state building commission. Union’ Council must approve the enumeration before it is provided to the state. He noted that the enumeration at the start may not be the same as the enumeration at the end. The enumeration for phase two was done several years ago, and was based on what we thought would be left over from segregated fees, fundraising, and the operating budget. During this past month, the 35% designs have been approved, however they may not fit in to the original \$33 million enumeration. More budget information will be available after the last design workshop, however the increase is not known now. Mr. Guthier stated that they are talking to campus leadership and the foundation who will give their go ahead. He went on to say that whatever the number ends up being, it will be a number that campus leadership and the foundation feel comfortable supporting. The percentage of the increase and the returns on that increase will be considered. Mr. Haupt stated that the east side of the building is the revenue generating side, this is about maximizing opportunity.</p> | <p>Motion Passes</p> |

**of changes to
Policy SE3-9 and
procedures SE3-
9a & SE3-9b**

Ms. Paul presented the Union Council's Programming and Leadership Development Subcommittee's recommendations for the nomination process. She noted that the policy and procedures have been approved by the committee.

Bigger Changes:

- Implementing an information session for the officer positions to make individuals more aware of what exactly they are applying for.
- Adding the requirement of a reference letter.
- Focus on nominating committee's abilities-trust them to make these well informed decisions to see who the best fit for these positions is.
- The VP-Leadership Development will be involved with this process rather than the VP PR
- The dinner with the candidates will not be held which will remove awkwardness; however, the informal reception will be happening.
- Removing the case study because it is not important for making the actual decision. This time will be dedicated to working on prepared statements.
- Study abroad and Skype interviews will also happen this time to make an equal playing field.
- There will be a break for council refreshments and for the nominating committee to review and revise what their recommendations are before moving into deliberation towards 9 pm.
- Ms. Paul noted SE3-9b is brand new.

Ms. Paul went on to say that the committee does not feel that the process is broken, however it can be improved. Ms. Dibbell stated that there is only a slight change in policy 3-9 there is only a slight change, we feel like this is relevant so did not make significant changes. She also noted that se3-9a just reworded. The focus is that the nominating committee does the work of Union Council.

Mr. McNally asked about the letters of recommendations, in his experience interviews with references have played a larger role. Ms. Paul stated that a letter of recommendation gives more information immediately. Ms. Dibbell stated that typically reference letters are structured and ask to address certain skills. Mr. Haupt noted that it is troubling when a student speaks really positively or negatively about a certain candidate. This is somewhat covered by se3-9a, but this will take some time to smooth out. Ms. Dibbell noted that the list of candidates will be sent out ahead of time, as part of training. Additionally, members will be required to share their personal history with the candidates so no one is blind sighted. This will be a large focus during training.

Ms. Aulik made a **motion** to approve the recommendations. Mr. Haupt **seconded**. All in favor.

Reports:

Mr. Damron asked if there were any questions regarding the officer's reports. Mr. Haupt asked if more information will be sent out to the chancellor's event. Mr. Damron stated that information will be shared.

Motion Passes

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| <p>Secretary</p> | <p>Mr. Guthier stated that he has recently travelled to both LA and New York. He then discussed the PBS Visionaries series that features the work of non-profits. Last year, ACUI chose to highlight four schools including UW Madison. The editing was wrapped last month, and will be available sometime in January. The Union will host their won premier at the Marquee, to which Union Council will be invited. Mr. Guthier finished by saying that MUBA was impressed by all the work done by the Union.</p> | |
| <p>Treasurer</p> | <p>Mr. Walter stated that the lead architect gave a presentation on Phase 2 to MUBA last week. Mr. Walter presented the 3D walk through to the council. He went on to say that a lot of work has been done on this renovation. There are currently 29 existing hair handling systems, some of which are 73 years old. The plumbing and electrical systems are antiquated. Additionally, there are four fire alarm systems, but no automatic fire sprinklers. Elevators are also not code compliant. The historic aspect makes this project very complex. Currently, LEED Silver is attainable, and LEED Gold is within reach, which was not expected. He went on to say that the staff has been working a lot on the building project. There have been continued conversations with the School of Nursing regarding developing a coffee shop in their new space. In the facilities area, a new hotel manager has been hired, who was the owner and president of the Edgewater. The facilities team has also been working hard on Badger Bash. The staff has been very focused on how we will operate when the east and central part of the Union are closed. More information will be available as the plans continue to develop. They are looking at putting in a coffee operation in the west wing that does not look and feel contemporary. There are, of course, budget concerns with this. However, some money has been put aside. Currently, this is all based on assumptions, so it is an interesting puzzle to put together. Mr. Walter stated that he believes the Union is in good shape, but there is still a lot to figure out. Realistically, with all of the interim plans, there should not be expense increases in ongoing operations. He noted that the Stiftskeller is under renovations until, tentatively, February third.</p> | |
| <p>Adjournment</p> | <p>Mr. Lipske made a motion to adjourn. Mr. McNally seconded. All approved. The Meeting was adjourned at 7:57.</p> | <p>Motion Passes</p> |