



STUDENT GOVERNMENT
ASSOCIATION

11/7/2016

Minutes

I. Call to order

President Will Weber called to order the regular meeting of the NKU Student Government Association at 3:30 p.m. on November 7th, 2016 in the Governance Room (SU 104).

II. Roll call

Secretary of Administration Taylor Gagne conducted a roll call.

Executive Team Present: Chase Britt, Sami Dada, Miriam Davis, Taylor Gagne, Ethan Losier, Cindy Mentrup, Amanda Rogers, Emma Vincent, Will Weber, and Ellen Wilshire

Executive Members Absent:

Senators Present: Bradie Anderson, Tyler Andre, Iain Applebee, Michael Bailey, Ethan Bechtol, Evan Berkemeyer, Isaac Dailey, Hannah Edelen, Patrick Edwards, Ryan Gray, Becca Hepner, Mikaela Mustaine, Onyi Okorie, Dejah Rawlings, Hope Sherman, Maggie Smith, Austin Stevenson, Spencer Sutton, Madison Vaughn, and Jordan White

Senators Absent: Ben Anderson, Dasia Bartlett, Molly Rector, Kaitlyn Schaefer, Jachelle Sologuren, and Caroline Winstel

Justices Present: Gabe Kirk and Walker Mettens

Justices Absent: Jacob Englert and Haley Madden

Guests Present:

III. Pledge of Allegiance

IV. Reading of Minutes

- A. President Will Weber entertained a motion for the minutes to be approved. University Improvements Chair Chase Britt sub-moves the motion and Academic Affairs Chair Cindy Mentrup seconds. Vote taken, passes unanimously.

V. Open Session

- A. Kelly Martin, Assistant VP for Marketing & Communications
- Main focus is to increase awareness of NKU in the region and become a top brand
 - Website redesign to optimize digital spend and increase the ease of use

Minutes compiled by: Secretary of Administration Taylor Gagne

- New custom map that shows what is happening around the Northern Kentucky area for students and families who are coming from far away.
 - Keeping the map updated is difficult, but the new interactive map helps makes this easier.
 - We are working on getting the interactive map added to the NKU phone app
 - Apparel is growing in the stores around the area
 - All-Card redesign is coming
 - Working on Norse-ifying Highland Heights
 - We need help promoting #NKUGoldDay
 - The new All-Card needs to be finished by January
 - 50th anniversary planning is still occurring
 - We are working on an increased social media access
- B. Brandon Hayes, Assistant AD for Marketing, Promotions & Ticketing and Bryan McEldowney, Assistant AD for Communications and Media Services
- Athletic Director Ken Bothof shared that NKU Women's Soccer won their first Horizon League title and have made the NCAA tournament
 - AD Bothof states that athletics wants to learn how to better communicate with students and get better feedback
 - The marketing team in athletics is working on getting through all the comments to form a third option to vote
 - Hesitant to add Hey U and a new Victor because of the cost
 - It takes about three months to build a new mascot
 - Children, families and people who saw him in person typically liked the newer Victor.
 - The new Victor and newest Victor probably won't both be kept due to staffing concerns
 - Life expectancy of a suit is 3-5 years and the cost is between \$5,000-\$15,000 for a new suit
 - Possibility of a committee of students to give feedback continuously to athletics moving forward so they don't have a repeat of the new mascot

VI. Executive Board Reports

- A. Secretary of Public Relations, Sami Dada
- New table cloth is in
 - Retractable banner is in
 - Need people to help put up flyers for the book grants. We have 182 applications so far
 - APB is hosting an election watch party from 6-10 pm in SU 102 in the Multipurpose Room
- B. Secretary of Student Involvement, Miriam Davis
- Legacy Fund and PAG is working on being PR'd better. Those who can't be on these committees next year need to let me know.

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- C. Secretary of Administration, Taylor Gagne
 - We gave funding to everyone who told us they got accepted into NLS Fall Retreat
- D. Vice President, Ellen Wilshire
 - Dasia Rawlings was selected as Senator of the Month
 - Applications for the Book Grant are due Nov 11th.
- E. President, Will Weber
 - BSBP sent a statement to Governor Matt Bevin to show the importance of lottery funding to higher education and not be used for other things

VII. Committee Reports

- A. Student Rights Committee, Emma Vincent
 - Few resolutions are being worked on
- B. University Improvements Committee, Chase Britt
 - Presentation of safety walk will be next Monday
 - 1 on 1's this week
- C. Academic Affairs Committee, Cindy Mentrup
 - Book drive is working

VIII. Ex-Officio Reports

- A. Chief of Staff, Amanda Rogers
 - Proud of everyone for working on resolutions
- B. Chief Justice, Ethan Losier
 - Happy Monday
 - Go vote

IX. Advisors Reports

- A. Head Advisor, Sarah Aikman
 - Not present
- B. Advisor, Ann James
 - Not present
- C. Advisor, Dannie Moore
 - Not present

X. Liaison Reports

- A. ACR Liaison, Dana Jetter
 - Not Present
- B. Athletics Liaison, Turner Davidson
 - Two games this week
 - Women's Soccer is at West Virginia
- C. VSR Liaison, Holly Smith
 - Not present
- D. Northerner Liaison, Mackenzie Manley
 - Not present

XI. Old Business

A. NONE

XII. New Business

A. NONE

XIII. Announcements

1. BWO has an informational for Gentleman of the Year on Thursday
2. ATO Pledge Class is having an event called Operation Tau. Sponsorships are available for \$50.

XIV. Adjournment

Senator Becca Hepner motions to adjourn and has a second from Senator Isaac Dailey. Vote taken, passes unanimously. Meeting is adjourned at 5:05pm.