



# ASWU

ASSOCIATED STUDENTS

of

WOODBURY UNIVERSITY

## Assembly Meeting Agenda

Thursday, March 8, 2018

6:00PM - 7:30PM

Fletcher Jones Auditorium

6:00PM - 6:05PM

Attendance

6:05PM - 6:35PM

Guest Speaker: Greg Houle, Director of Marketing

1. University Marketing
  - a. Most marketing people split it into three areas:
    1. Own Marketing
    2. Advertisement
    3. Earned Marketing.

1. Own marketing or content: social media, websites.

2. Our website gets 200,000 visits over the past two years. It is the most important marketing tool that we have. I've been trying to focus on the content marketing, which is over promotional. We talk about what woodbury staff and students are doing. We've been active on twitter, instagram.
3. A lot of what we do in marketing is trying to get prospective student, trying to tell people who woodbury is. Part of the challenge is to tell people about woodbury since not all of the people around here know about woodbury. We have faculty writing and talking about what they do.
4. Most of the time we do digital advertisement
  - a. Virtual tour
  - b. Gives younger people an experience that is fun

2. Questions/ Comments

1. Can we get new clothing?
  - a. We will be using the Word mark looking logo to make more marketing material
2. How much would it cost to be on newspapers?
  - a. We could also get media attention, work with stars and stripes to put stories of woodbury to go out to the veteran population
3. Is the color changing?
  - a. There is no final decision yet, we need to decide where were going with that.
4. Greg's focus is telling Woodbury's story
  - a. Who can ASWU talk to about this?
    - i. ASWU has spoken a lot on this topic
    - ii. We will share the results from the elections in regards to the school colors changing. The student position is clear.
  - b. Greg doesnt know how the color purple was brought up
  - c. Doesn't care for green or purple, just wants a color
5. Are they starting most programs in the valley?
  - a. Greg: we're trying to get more programs into the area.
6. Going to our high schools, what should we tell students and staff?
  - a. Putting the virtual tour on the website to give other people a better sense of what we are. It is woodbury students talking about their experiences.
  - b. Know what major the prospectives students are interested in, so we can give them packages with information about the majors and Woodbury.

- c. We do marketing around this area because we want to get the people around here. It might change in the next semester. My philosophy for this marketing is that we need better quantity and quality..
7. Would you be interested to work with students in the studios doing workshops?
- 1. Greg- we're trying to do more videos, so we are willing to work with whoever wants to work with us
8. What do you mean by raising awareness in marketing?
- 1. Greg: basically is raising awareness for the people that is inside and outside woodbury. The ideas that are floating here at woodbury it's what we want to communicate.
    - a. Students are able to either talk or email Greg Houle.

6:35PM - 6:40PM

Upcoming Events

- 1. Beta Broomball tomorrow at Pickwick, 11-12:30
  - a. Free food, drinks, and snapchat filters
- 2. Zone V photo meet up at Union Station
  - a. End of semester show, submissions due the 25th
- 3. Psych department escape room
  - a. Tomorrow, 2-3
- 4. BSA, Skate Night on Wednesday
  - a. Cost \$5

6:40PM - 6:55PM

Senator Reports

School of Architecture

- 1. Mohamed Hassan mohamed.hasan@woodbury.edu
  - a. Hello everyone! I hope your week is going well. I wanted to let you all know what I was up to.
  - b. I finally got to reach out to Ingalill! I will hear back on a meeting hopefully going down on the 19th. I'm meeting Marc next Wednesday. I didn't meet with him because I wasn't ready with feedback yet. Now I am ready..
  - c. I'm going to speak to my high school hopefully this Friday about the architecture program. I'm gonna need a flag and the method for how to paint that wall. Thanks
  - d. Comments:
    - i. CEO from work, will help design furniture
    - ii. Looking for other people to help
- 2. Jasmine Mangona jasmine.mangona@woodbury.edu
  - a. Hi everyone! I was unable to meet Christoph this week so we rescheduled our meeting to after spring break. I want to focus on marketing Interior Architecture more by showing more student work on the IIDA instagram specifically. Please let me know if you have any questions, comments, or concerns. Thanks!

School of Business

- 1. Melissa Toribio mellissa.toribio@woodbury.edu
  - a. I would like to remind everyone that the next Executive In Residence will be Mr. Michael Cusumano who is the Managing Director of the Cusumano Real Estate Group, a Burbank, California based real estate development and investment firm. He will be here on Thursday, March 22nd, which is the week after spring break, from 9-12 p.m. If anyone is interested in meeting with him you can contact Joy to schedule an appointment. This past week I've also met with Dr. Holt and she thinks everyone is doing a great job and wants everyone to keep up the good work!
- 2. Marie Vanian Marie.vanian@woodbury.edu
  - a. Hello assembly,
  - b. I have a meeting set with Dr Marques on March 21st at 2.45pm.
  - c. It is my goal and plan to discuss with her the ideas I have for adding more scholarships and internships for the business school. I believe that one of the most important things is to separate things that may be interesting to first year students as opposed to 4th year students.

- d. I will discuss my ideas with Dr Marques and get back to you on a plan for the rest of the semester, it may be difficult to implement any ideas until the fall semester but I will begin to develop a plan accordingly.

#### School of Media, Culture, and Design

1. Niomie Glory niomie.glory@woodbury.edu
  - a. The week we come back to school I plan on meeting with Michael Faber, psychology chair, if anyone has any comments or questions you would like me to bring up please email me. Other than that, I hope everyone enjoys their spring break.
2. Anna Harrington anna.harringtonBilu@woodbury.edu
  - a. Hello everyone!
  - b. This week I met with Jennifer Peterson, the chair for Anthropology. She shared with me her idea of creating a Woodbury University Radio Station: "WURADIO." She envisions students having the opportunity to broadcast their work, their achievements, run the station, and share their creativity in any way (she is very open to student comments and ideas). She is also interested in hosting a logo design competition, open to students, for the radio station.
  - c. With that said, she will be hosting a mixer soon to discuss more details and gauge student interest. If you are interested please keep an eye and ear out for more information. I will do my best to provide updates as well.
  - d. As per usual, if you have any questions, comments, or concerns about anything feel free to reach out to me. I am more than happy to help!
  - e. Thank you

#### College of Liberal Arts

1. Akeima Young akeima.young@woodbury.edu
  - a. Hello assembly, this week I met with Cola's Dean Professor Cremer, and we discussed possible dates for our discussion on politics forum. Next week we will begin advertising for the event. If you have any questions or concerns please feel free to email me. Thank you
2. VACANT Please email any recommendations to aswu@woodbury.edu

6:55PM - 7:10PM

#### Executive Board Reports

1. Alexandra Holguin, President alex.holguin@woodbury.edu
  - a. Your next executive board is:
    - i. President: Bennet Cariaga
    - ii. Executive VP: William Garcia
    - iii. VP of Finance: Veronia Alkomos
    - iv. VP of Student Organization: Destiny Garcia
    - v. VP of Marketing: Adam Ramirez
    - vi. VP of Student Life: Crystal Sims
  - b. We received the following comments on the elections ballots. Please note some of the comments are out of our scope but have been shared with the president:
    - i. I wish Woodbury University handled interpersonal problems better. They don't even do the bare minimum in that regards.
    - ii. Residents of the Cabrini Villas are getting angry at the increasing amount of cars parked in their complex. More and more people I know aren't putting the money forward for parking passes
    - iii. Free parking would be awesome. Yeah I like this free stuff train of thought. Free tuition? Better yet, they pay us to go to college. You know because I already have so many student loans to pay off. If they paid us we could break even on the loans. Yeah. Free. Stuff.
    - iv. Keep up the good work
    - v. I enjoy the events, but as a commuter feel as if the events only cater to students who live on campus.
    - vi. Miller building needs a water machine
    - vii. More maintenance on quad bathrooms, there are many times that we run out of toilet paper and the paper that you sit on.

- viii. What ever happened to a hang out spot for commuters?
- ix. If we start to use ID cards to enter the building they should not be used to limit our access but to identify who comes in and out. In the architecture building I would not mind restricting access from non architecture students but allow architecture students to move between studios
  - x. Please keep the labs open later on the weekends
  - xi. stop raising the parking prices, and give us the option to pay for the whole year.
  - xii. An official budget sheet with all the information to where the money of the students goes to. Down to the last cent.
- xiii. Lower parking passes, I hate walking in rain then getting the flu because I'm too broke.
- xiv. It would be great if you could get security to stop locking the studios in Cabrini
- xv. Thanks for the free In-N-Out
- xvi. I have a few comments I'd like to share as follows: first, I feel that the microwave in Woody's should somehow be accessible even after hours after Woody's closes. It becomes a little inconvenient for those who have night classes to buy food from the vending machines that need to be heated up but cannot do so since Woodys is closed. Also, I feel that more software in the computer labs should be accessible in more computers in the Library, programs such as Final Draft. A few of the Macs have them, but the other PCs do not; in fact, it's not available on Citrix either- which would otherwise be helpful to have.
- xvii. For those of us who are on campus for night classes, it's really inconvenient for Woody's to close at 8pm, not only because of Woody's closing but also because the area with the microwave, utensils, napkins, and lids for drinks closes too. The vending machines outside are either only snacks or they have foods that need to be microwaved. Could we move the microwave somewhere that it is accessible at all hours? Also, the vending machine that dispenses coffee doesn't have any lids or napkins, and when Woody's is closed we're left with scalding hot coffee filled to the brim of the cup with no way to close it. Could we attach at least lids to that vending machine?
- xviii. I like you're marketing!
- xix. please lower parking prices :( even \$25-\$50 off will make a big difference in my wallet/bank account
- xx. If the parking prices could decrease even buy \$25-\$50 it would make a big difference in my wallet/bank account... haha
- xxi. If there is anything that can be done to lower the price of parking passes, it would be much appreciated. I do continue to buy a pass each semester, however I feel that the price is simply too high.
- xxii. better food and more options less poke
- xxiii. Make a meal plan for commuters
- xxiv. Thank you for the cool lounge furniture in Woodys they're awesome! Can we get some tables to correspond with them?
- xxv. I really want late computer lab hours definitely work. At least late hour during weekends.
- xxvi. PARKING PASS IS WAY TOO EXPENSIVE.
- c. Our overall voter turnout was about 30%. Last spring semester our voter turnout was about 11%. Thus we had about a 19% improvement in our voter turnout. Thank you to everyone for making this possible.
  - 1. Comments:
    - a. Commuters can get a meal plan. They can contact Shannon.
- 2. William Garcia, Executive VP william.garcia@woodbury.edu
  - a. Hello all, I hope you are all doing well and taking care of yourselves
  - b. Maintenance will hopefully have the mailbox up during spring break, but I make no promises because I know that they are very busy
  - c. Our interns are working on exciting projects, right now we are in the research phase, I will keep you all updated when we move further along

- d. I hope you all have a great spring break, get the rest that you deserve, have fun, and be safe
3. Bennet Cariaga, VP of Finance bennet.cariaga@woodbury.edu
- a. Hi all! Thank you for voting. For those that did not vote, or if you know someone who did not vote, I encourage that you do vote at the next opportunity.
  - b. Adam and I will be working on creating a flyer that will include ASWU's Fall 2017 budget. We are looking to have this completed a week after spring break.
  - c. There are no OAC Reconciliations due in the next week. However, I have already emailed orgs that didn't finish their OAC reconciliations on time. Please do so as soon as possible.
4. Marta Huo, VP of Student Orgs marta.huo@woodbury.edu
- a. Hello everyone, spring break is basically here. Hope everyone will get a break to catch up on sleep.
  - b. Spirit week is coming very soon, it is the week leading up to atmosphere so the dates are April 2-6th. Autumn and I have a complete list of different activities along with how much OAC you will need to request for it.
  - c. Monday:
 

i.	Coloring pages	\$25
ii.	Sidewalk chalk	\$60
iii.	Paint balloons	\$100
iv.	Paint water guns	\$150
v.	Big poster papers	\$30
vi.	Color powder	\$50
vii.	Face paint	\$50/Vender
viii.	Henna	\$70/Vender
ix.	Nails on wood string art	\$80
  - d. Tuesday:
 

i.	Dodgeball	\$10
ii.	T ball	\$25
iii.	Cricket	\$30
iv.	Volleyball	\$10
v.	Frisbee	\$10
vi.	Flag football	\$30
vii.	Human hamster ball	Vender
viii.	Jump rope	\$20
ix.	Inflatable course	Vender
x.	Cheerleading	\$30
xi.	Tennis/badminton	\$50
xii.	Face paint/stickers	\$50/Vender
  - e. Wednesday: ORG ROW
  - f. Thursday: SWAG DAY
  - g. Friday:
 

i.	Color hair	\$100
ii.	Glitter kits	\$100
iii.	Glow sticks	\$80
iv.	Flash tattoo/airbrush tattoo	Vender
v.	Flower crowns	\$200
vi.	Diy t-shirts	\$100
vii.	makeup/hair tutorial	Vender/\$80
viii.	Bracelet diy	\$60
ix.	Button diy	\$200
  - h. You do not have to pick from this list, it is just ideas that we have came up with in case anyone can't think of anything. We will be emailing you all the list if you need to refer back to it.
  - i. Just a reminder to take down flyers that are in the library and the res halls.
  - j. Also please tape down all four corners of a flyer. It will help the students to read it easily instead of seeing a curled up flyer and not knowing what it is.

- k. Thank you
- 5. Adam Ramirez, VP of Marketing adam.ramirez@woodbury.edu
  - a. Hey everyone. Sorry I am not able to make it today. Just a reminder, I always want to encourage you all and those in your orgs to market towards commuters. Market by creating flyers smaller than 5x7 (they don't need approval), talk to others you don't normally talk to, and encourage others to follow your social media for event updates. If you can, relay these tips to the rest of your org.
  - b. As social media goes, I have done my best to market all of your OAC events through our social media and website. Is there any other way you would like for me to possibly help promote your events a bit more? Or can I at least have feedback on how I am doing promoting your OAC events?
  - c. Also, to make advisor approval of your events run smoother without any delay in time, please submit your FREA and flyer together to FREA@woodbury.edu in the same email, and when doing this, CC your advisor, that way your advisor and Sarah receive it at the same time.
  - d. Reminder, please CC me when submitting your OAC events too
  - e. FREA/Marketing are due for the following:
    - i. AIAS - Fix @ Six - Tuesday, March 13th
    - ii. SON/UNITY - Queenin it with Killa Queen - Wednesday, March 15th
- 6. Autumn Davis, VP of Student Life autumn.davis@woodbury.edu
  - a. Woodstock updates
    - i. Teaser flyers are around! Yay!
    - ii. We will be having margaritas provided by barts carts, and tons of beer-in red solo cups, of course, provided by Tavern Service Co.
    - iii. Artist Lineup
      - 1. Pastor 'Lik, Johnny Goth, DJ Bella Foxx, Throwback Time Machine....  
And one special guest!
  - b. As Marta mentioned before, the spirit week-ideas and minimum budgets are here for you! Please make sure to Email BOTH OF US with your ideas, and also if you need help with vendors and vendor paperwork. I have all the resources for you, and it is not as hard as you think. You will be able to request funding as soon as we return from spring break, and the deadline to request is March 23rd.

7:10PM - 7:15PM

Advisor Report

- 1. Mauro Diaz mauro.diaz@woodbury.edu
  - a. Thank you for your participation in voting.
  - b. WASC visit- we had a total of 5. They had one on ones with the WASC members
  - c. Take NSSE survey
    - i. Helps notify what is being done well, and what is not
    - ii. By taking the survey you're participating to win a prize
  - d. Next week offices will be closed
    - i. March 15th the university will be closed.
    - ii. March 16th last day to W
    - iii. Drink water, get rest.
    - iv. Enjoy your spring break and be safe.

7:15PM - 7:30PM

Open Forum

- 1. Students are ignoring the smoking signs.
  - a. Mauro and Alex try to do something about, but the only thing you can do is ask them to stop and let Mauro know about it
- 2. Unity scholarship- deadline the 25th
- 3. Comm- happy with In-N-Out truck
- 4. You can table two or more days. The recommended is to get two days. For Wednesday there is no requirements.
- 5. Organization emails has been fixed, so please confirm to Marta is those are working well or there are still some problems

6. CLEA- first meeting the tuesday after spring break
7. Mauro has been talking to John Lewis in regards to campus safety procedures
8. After spring break, the very first monday, Moria is having a meeting if someone wants to participate
9. No meetings during spring break.

7:30PM

Next Meeting

1. Thursday, March 22nd, 2018,6:00PM-7:30PM, Saffel Boardroom