



**Assembly Meeting Agenda**  
Monday, January 23, 2017  
7:00PM - 8:30PM  
Saffell Boardroom

7:00PM

**Meeting Called to Order**

7:00PM - 7:05PM

**Attendance**

7:05PM - 7:45PM

**Guest Speaker: Dr. David Steele, Woodbury University President**

1. University Marketing: the dissolution of student positions such as Social Media Ambassadors and Student Bloggers, Marketing not willing to market student organization and student life events, incorrect information on social media, etc.
  - a. Reduction in enrollment therefore reduction in budget for marketing reduction of 250,000 dollars in 2015. In 2016 further reduction of 500,000. 1.8 million dollars in marketing was spent excluding personal cost. Currently spending 900,000 dollars in marketing on with one part time personal. Most of that budget is going to social media cost. Social media ambassadors were cut but would have asked to bring social media ambassadors back as the president felt too much was cut.
  - b. Awareness program is out because a lot of people don't know what Woodbury is.
  - c. Nine 30 second radio advertisements will be going out leading up the open house. February 10th in the spring.
2. University master calendar amongst the many different departments to be shared with students so students know what days events should land on to avoid conflicts
  - a. This has not been an endeavor of the university thus far it has been attempted in the past but is not in the works currently.
  - b. It's hard to find someone to manage all the events.
  - c. Currently the school is required to have a calendar up to two years by federal mandate with things such as finals and times of breaks.
  - d. They are working on having a work study student to work under Sarah in FREA to help her and possibly in the future help with this possible master calendar.
3. Current enrollment numbers and future recruitment efforts.
  - a. Final numbers looking at about (not finalized) 1,175-1,180 target was 1,288. We did not get the students we expected to receive from community colleges.
  - b. Trends for students attending private universities is declining which is affecting us as well as a private university.
  - c. Continuing effort that we started last year going out to community colleges from admissions as well as some chairs and deans making trips as well.
  - d. 60% of our students are coming from community colleges, focusing on community colleges within a 30 mile radius of the Burbank and San Diego locations.
  - e. Looking into making 3 new positions for recruiting from other countries.
    - i. Saudi students are declining must replace these students in the future.
  - f. Still looking to students to visit their high schools to help recruit.
  - g. Student Question: Have we looked to Canada for film students?
    - i. A good amount of our students that are looking/inquiring about Woodbury are from China and India. About 2/3rds of them.

- ii. We don't get a lot of students from Canada, actually were losing students to Canada because Canada is cheaper than the states.
  - h. Student Question: More workshops for students that are looking more into trade school options. Start looking more into students wanting GEDs and trade school learning.
  - i. A lot of 18 year olds are choosing to go to trade schools rather than 4 year universities.
  - j. Looking into changing the name of Media Technology to something more like applied computer technologies.
  - k. Student Comment: Wanting more students from high schools rather than community colleges. Student ambassadors should not have been cut as students connect with students to help recruit.
  - l. Student Comment: Having the SPAs help recruit during the school year so that they can help during the school year and not just during the summer.
  - m. Student Comment: School spirit is down which can impact recruitment.
  - n. Student Comment: They heard from a person, they believe a person is more important to marketing.
  - o. The president will send statistics of how many visits in the fall for schools and college fairs were attended.
4. Retention rate and tuition costs: scholarship and grant development for financial aid package
- a. Tuition 1.5% increase.
  - b. Now scholarships between 2.7-2.99 GPA so now will be receiving \$8,000 to incoming students.
  - c. 3.0 GPA international student scholarship of \$6,000
  - d. \$1,000 for attending counselor connection February 10th
  - e. Suggestion for financial aid that students attend due to being affordability and student debt so hope to increase scholarships from \$1,000 to \$2,000.
  - f. Number decrease fall to spring prediction 50-55
  - g. 14% of our students do not decide to come back due to financial in summer
  - h. 4% from fall to spring due to financial aid
  - i. Excused over 100,000 dollars of payments that were still due. They've been paying attention to the students that can not afford their tuition. 600,000 in student budget to help with students that can not pay.
  - j. Student Question: Switching over to quarter system may help financial costs.
    - i. The quarter system will not help.
  - k. The possibility of fast tracking
    - i. At least 10-12 students would have to want to fast track to make it happen.
  - l. Student Question: Having students in marketing help the school as a projects with marketing.
    - i. The president has communicated with Joan Marques that he is open to any ideas.
  - m. Student Comment: At other schools they have increased enrollment by sending text messages.
  - n. Student Comment: Having students come to architecture reviews to get a fee waiver.

7:45PM

#### Upcoming Events

- Wednesday, January 25th 7:00PM-8:00PM
  - Alecks and Esteban Office Hours; open to answering questions about running your student organization. Make up date for anyone who missed Sunday's OAC Workshop. *Location: Woody's Dining Hall*
- Wednesday, February 1st 7:00-8:00
  - OAC Workshop II; We will be helping fill out and reviewing applications. *Location: Woody's Dining Hall*
- OAC Applications Due Friday, February 3rd by 8:00PM
- OAC Presentations Due Friday, February 3rd by 11:59PM
- Sunday, February 5th 10:00AM-2:00PM
  - OAC Allocations Presentations and Voting. Mandatory for all orgs requesting OAC funds, President AND Treasurer (or substitute) must be present. *Location: Saffell Boardroom*

7:45PM - 8:00PM

### Senator Reports

School of Architecture

1. Mohamed Hasan [mohamedhasan1256@gmail.com](mailto:mohamedhasan1256@gmail.com)
  - a. Holograms : Talked about inviting companies to host an informative lecture describing and explaining the use of holograms/virtual reality to Architecture.
  - b. Possible tutorial videos: which can be posted on Woodbury website which provide help on classes like structures etc.
  - c. Maxwell educational licenses for students: Instructors having access to free licenses for their students in studio to make rendering less of a hassle.
2. VACANT Please email any recommendations to [aswu@woodbury.edu](mailto:aswu@woodbury.edu)

School of Business

1. VACANT Please email any recommendations to [aswu@woodbury.edu](mailto:aswu@woodbury.edu)
2. VACANT Please email any recommendations to [aswu@woodbury.edu](mailto:aswu@woodbury.edu)

School of Media, Culture, and Design

1. Niomie Glory [niomie.glory@gmail.com](mailto:niomie.glory@gmail.com)
2. Andrew Hill [drewboy585@gmail.com](mailto:drewboy585@gmail.com)

College of Liberal Arts

1. Tricia Lopez [tricia\\_lopez1131@yahoo.com](mailto:tricia_lopez1131@yahoo.com)
2. VACANT Please email any recommendations to [aswu@woodbury.edu](mailto:aswu@woodbury.edu)

8:00PM - 8:15PM

### Executive Board Reports

1. Jia Er Lin, President [jiaer.lin@woodburyuniversity.edu](mailto:jiaer.lin@woodburyuniversity.edu)
  - a. welcome back
  - b. aswu retreat - planning took place, looking forward to guest speakers (I will be asking org presidents each week for focus points/concerns for each speaker)
  - c. fitness center opened today... hours should have been emailed to everyone; hours subject to change
  - d. Elections
    - i. Applications Due: Monday, February 6, 2017 - by 11:59PM to [jiaer.lin@woodburyuniversity.edu](mailto:jiaer.lin@woodburyuniversity.edu)
    - ii. Campaign Starts: Wednesday, February 8, 2017
    - iii. AS-You Day/Elections Day: Wednesday, February 22, 2017
    - iv. You will be providing a one-minute speech
    - v. working on elections week/digital
    - vi. You must attend one informational session - applications will be handed out there. If you cannot make any of the time, please contact me.
    - vii. Email me for the application/more information.
  - e. discount cards coming soon
2. Alex Holguin, Executive VP [alexholguin18@hotmail.com](mailto:alexholguin18@hotmail.com)
  - a. I hope you all had a wonderful winter break. I wanted to update you all about projects that ASWU completed over the break including: the installation of the hammocks in the grove, outdoor speakers for the pool house, signage in the community garden, the installation of the barn door now opening the pool house, bird feeders in the south hall courtyard(coming soon), string lights in the south hall courtyard and north hall patio(coming soon), and lastly an anonymous comment box on the exterior of the pool house(coming soon). We thank you for your patience for these project completions if you have any projects that you would like to see on campus please let us know during open forum or place your ideas in the comment box. Also a reminder that ASWU can now place maintenance request so if you see anything on campus please be sure to email it to [aswu@woodbury.edu](mailto:aswu@woodbury.edu) to have a maintenance request be place. Lastly, the following organizations please stay after so I can get your organization's contact information: Animation Club,

CLEA, Gaming Club, Sigma Gamma Rho, The Silver Screen Society, Unity. If you came in late please also stay after so I can mark you accordingly.

- b. Swagon, Condom Dispensers, and Bulletin Boards.
3. Alecks Rodriguez, VP of Finance [alex.rodriquez@woodburyuniversity.edu](mailto:alex.rodriquez@woodburyuniversity.edu)
  - a. Thank you for the org. reps that came out to the OAC Workshop on Sunday.
    - i. Make up day is this Wednesday, January 25th 7 PM in Woody's.
    - ii. Turn in signed OAC contracts by Friday at SORC box or in person.
  - b. reiterate: stay to verify president and treasurer emails /send email with information.
  - c. \$200 transfer for perfect attendance for organizations with perfect attendance last semester.
4. Esteban Cerna, VP of Student Orgs [esteban.m.cerna@hotmail.com](mailto:esteban.m.cerna@hotmail.com)
  - a. Groupme for collaboration please use it to collaborate with other organizations.
  - b. Michelle Sydney
    - i. If you need a new signature card please email her at [michelle.sidney@woodbury.edu](mailto:michelle.sidney@woodbury.edu)
    - ii. If you are requesting a check request for a vendor please turn in the proper paperwork to Michelle first it will then go to the business office.
    - iii. Make sure you're FREA is approved and turned in before you send your fliers to Michelle.
5. Stephanie Sandoval, VP of Marketing [sasandoval.1015@gmail.com](mailto:sasandoval.1015@gmail.com)
  - a. Remember to tag #ASWU and follow ASWU to be featured on our social media for Woodbury Wednesdays
  - b. This semester our swag items are pennants, lanyards, desk in a box, padfolios, cellphone wallets, hats, long sleeve shirts, and throughout the semester we will be having select games to receive an exclusive ASWU windbreaker.
  - c. CAB and ASWU are going to be building a swag wagon that will be passing out the swag so look forward that. And also make your way out to Cab and Get it's on Wednesdays for an opportunity to get swag too.
  - d. Keep an eye out for little ASWU stickers in our signature green color. They will be placed on all of the things ASWU has sponsored around campus.
  - e. OAC is coming up and I wanted to remind you all of the marketing guide lines:
    1. Publicity for ASWU-sponsored events must include the "Co-Sponsored by ASWU" stamp found on the ASWU website.

5"x7" page with a 2"x1" stamp  
8.5"x11" page with a 3"x1.5" stamp  
11"x17" page with a 4"x2" stamp
    2. All events must be publicized to the entire Woodbury University community, including but not limited to all academic majors and organizations.
    3. All publicity for ASWU-sponsored events must be posted two weeks prior to the event date. If the event is not promoted two weeks before the event date, it will result in a \$25 fine.
    4. All publicity must abide by the posting policies of Woodbury University. Ex. Don't post on glass, painted walls, the pillars in the Hensel breezeway, on the library face. Must be posted with the blue masking tape, All flyers must have the Office of Student Affairs approval stamp, etc.
6. Amanda Sachartoff, VP of Student Life [amandasachartoff@gmail.com](mailto:amandasachartoff@gmail.com)
  - a. New Advisor: Kelli Ross
  - b. New CAB team: Autumn Davis, Crystal Sims, Destiny Garcia, Viviana Sanchez, Denise Caro, Marcela Alfaro, Justine Huh, Mariam Aleem
  - c. New Interns: Cruz Godinez, Mia Datuin
  - d. CAB Spring Event Schedule:
    - i. CAB & Get It schedule: every other wednesday in front of Woody's, 12-1

- ii. Next CAB & Get It: CAB Cares! February 1st
- iii. Woodstock will be April 1st, 4-10pm
  - 1. Org Collaboration

8:15PM

**Advisor Report**

- 1. Mauro Diaz [mauro.diaz@woodbury.edu](mailto:mauro.diaz@woodbury.edu)
  - a. Mauro would like to have communication with students if they would like to help with enrollment.
  - b. February 10th- Counselor Connection, Feb 11th- Discover Woodbury (enrollment events)

8:15PM - 8:30PM

**Open Forum**

- 1. Risa Williams, Healthy Living Coordinator - Woodbury's Healthy Living Program
  - a. Was an adjunct professor for three years and is now the healthy living coordinator.
  - b. She worked to start 7500 Magazine arts magazine for the students of Woodbury.
    - i. Wants WU alumni and students featured.
    - ii. Doing something
  - c. Wants to liven up the Friday nights funded by Sober College to have more events on Fridays.
  - d. Improv class this Friday at the film building
  - e. Color and collage art class worse arts get hung up in the library.
  - f. Ideas for classes
    - i. Salsa classes
    - ii. Food and dance
    - iii. Self Defense class
    - iv. Ceramics class
    - v. Kick Boxing
- 2. If you have anything that was not addressed, please submit an anonymous comment into the Comment Box right outside in the hallway or email [aswu@woodbury.edu](mailto:aswu@woodbury.edu).
  - a. Enrollment video possibilities.

8:30PM

**Next Meeting**

- 1. Monday, January 30, 2017, 7:00PM-8:30PM, Saffell Boardroom