

ASWU Minutes 4/27/2016

- I. Call to order: Justin 5:01 pm
- II. Mission Statement: Chase
- III. Minutes: Approved, none opposed
- IV. WU Rebranding

a. Nancy: hello. One of the things I want to talk about is we don't call this a new brand and to those who are marketing majors, a brand is the way anyone interacts with us. It's the experience they have if that's on the phone or on campus. One of the things that caused us to undertake this work is we wanted to get to a better and deeper understanding of Whitworth. The first stage is Discovery; we did that in the fall. We did a brand audit. We looked at some of our competitors as well. We did a big survey, with great participation. We had a great student focus group on campus and we did a focus group with prospective students. We are in the brand strategy stage now. We are looking at the manifesto and it is bringing us to a brand platform. We look for the essence of Whitworth. As I mentioned, we started with the survey as well as interviews and groups. We found that strengths is the size, faculty, programs, athletics, student life and financial aid. Some challenges are how to reflect emotion. We want to communicate a connection. We often rely on a lot of verbiage rather than the images and people are very image driven so we know that we don't do that as well. Our current logo, doesn't adapt to the digital world. It gets small, you can't see the words. We are looking at a new logo. The idea of mind and heart is not unique. Some key takeaways include to know us is to love us. People say if they have a good sense they really love us. We also asked what people are willing to pay for. Parents are willing to pay more for our qualities. We started looking at things, like employment. So, the essence we are talking about is "unexpected." It doesn't change the mission. I am going to read this to you and it is supposed to connect with you emotionally. "Not your typical Christian university, we don't require chapel, we don't tell you what to believe. We don't have a lot of rules but we do have good faculty. Intentionally a diverse community and top tier graduates and the best D3 sports in the northwest as well as squirrels and pinecones. So this is our brand platform. The mission is still at the core. Also the positioning statement guides us. The next part is the manifesto that I read you. We also identified our top audiences. Prospective students, parents, alumni, donors, media, current students. Then we got into attributes or personality types. We want to focus on faculty, inquiry, leadership, faith, serve in the world, and a beautiful campus. Then as we get into the personality traits and these gave us guardrails. Faithful, inclusive, fierce, fun, curious and unpretentious. So that serves as our platform. The next steps are we are looking at a new logo. We will be refining those and working over the summer. We will have a big brand rollout in the fall. Any questions?

b. Who makes the final decision?

c. Nancy: we have groups across campus. One thing about the logo is sometimes people want the logo to be all things to all people but I liken it to us as people. When we use it, we also use other things like photo and language to communicate the brand as a whole. People talk about the secret sauce of Whitworth and I thought we would uncover something specific and really we discovered it's not one thing, but a combination of many things. So that is what led us to an idea of unexpected. We are this and we are this. It's a juxtaposition that you can't peg us in one way and it provides a great platform.

d. Bailey K: all of that text, where is that going?

e. Nancy: none will be used; those are guiding principles as we move forward. We will work with different departments to see what it looks like.

f. Mak: will the athletic logo change?

g. Nancy: No.

- h. Dayna: tell me what costs this will create?
- i. Nancy: nothing. Work this year was carved out of our current budget. What we are working right now is a fairly liberal plan so we are looking at realistic ways to roll in the new logo. We are very conscious of that.
- j. Brittany: why is it changing?
- k. Nancy: we need to be more competitive. But also it has been hard for us to capture and reflect our essence. We know that we needed to strengthen the brand umbrella including continuing studies so there is a more defined platform.
- l. Bailey K: will our diplomas have the new logo?
- m. Nancy: no the current one.

V. Club Updates

- a. Students are Life
- b. Kimberley: I'm the president. Our club mission is to promote the dignity of all human life. We focus on ending abortion and make it unthinkable on campus and in the community. We have hit some rough patches. We have trouble with recruitment. We have a meeting tonight with our regional coordinator because of the national program. We have been recruiting and probably finishing out the year with a prayer vigil to pray for our mission, probably on May 11th.
- c. Jordan: what kind of events have you put on?
- d. Kimberley: this semester we haven't done anything since the transition so we are looking forward to next year. Previously we have done discussions and shown movies. We also participated in the Walk for Life in January. As for as other things, the issue of abortion is a lot, the biggest item that is talked about. That is our primary focus but we want to extend that to showing compassion towards all people and part of our focus is loving all women and children and also the dignity of life, we are also against the death penalty.
- e. Norma: as for as leadership are people are interested?
- f. Kimberley: since we are small, we do have a president next year though.
- g. Social Finance Club:
- h. Joel: basically the goal is to increase human agency. We got chartered in January and we have given 17 loans around the world so far. The last thing this semester is the flea market during the Business Club BBQ on May 5th and Spring Fest.

VI. U-Rec Update

- a. Todd: I'm the director of the U-rec. We are extending a big thank you for the additional funds to have Shelby attend a recreational meeting in Florida for about 3 days. It is really important to me to try and have students engaged a vocational program for recreation. Again thank you for your willingness to contribute. Besides us, we had Eric join us as well for intramurals.
- b. Shelby: NRSA is cool because there are schools there from all over the country so we are able to get a lot of new ideas. We learned we need to work with other clubs more. We are also going to look into gender in the U-Rec. We want to value student needs and one of the things we are looking into talking to Pirate Pride and gender in intramurals. The next thing is hiring and we are hiring a lot of people. We are splitting up some of the positions this year. Finally, student development has also come up. If someone is coming to an interview, we give them an email to prepare them. We are excited to set up the new leadership.
- c. Rachel: for hiring, will there be posters?
- d. Shelby: we are almost done with hiring. The Climbing Wall Assistant events and marketing Coordinator is still available. Open till May 2nd.

VII. Orange Heart Fund

- a. Kyle: I am an intern for the Orange Heart Fund. It is a nonprofit from Post Falls that is helping Vietnam veterans with kids with birth defects. We try to be medically solid. I was approached by KIPOS and ASWU to partner for Spring Fest. We are providing a car to smash. I am here to provide that update and ask for feedback regarding liability forms because we can't offer that. Also what we hope that is we hope the leadership for this would come through student leaders. Two questions: liability and safety. And then the regards of the fundraising. Should we have \$1 a hit? Or an auctioneer is auctions off certain parts of the car.
- b. Skyler: we have liability forms.
- c. Dayna: you'll need safety goggles.
- d. Kyle: I have a list of items we are providing as well as things we need.
- e. Whitney: Kipos has one pair of goggles.
- f. Rachel: the liability forms are online or I can print some for you.
- g. Dayna: you will have to have yellow safety tape from security.
- h. Jordan: I like the idea of auditioning off the more pleasurable parts of the car.
- i. Bre: what if we started the smashing at 2 and then auction from then on?
- j. Kyle: if you think that will be the best time, we want that feedback.
- k. Bailey K: I think auctioning is cool, but how much money will students actually have?
- l. Justin: the hope would be that community members would be the main donors.
- m. Nate: maybe auctioning to a certain point but after a half an hour then just a \$1 a hit.
- n. Kyle: we hope that whoever who wants to hit the car, we want people to participate.

We want to provide a great event.

- o. Mak: what weapon do you have for this?
- p. Kyle: currently we will leave that up to a decision from Kipos and sustainability.
- q. Rachel: I like the \$1 for 10 seconds.
- r. Whitney: is Kipos providing the weapon?
- s. Kyle: what would help me is one ASWU person to work with me through this process.
- t. Bre: I will do that, I'm head of logistics.
- u. Mak: Don't get something heavier than 5 pounds because that will punch through a door.
- v. Kasey: probably not a bat, it hurts you.

VIII. Reports

- a. Jeff: Birthday Bash is on Friday. We are in Cowles Courtyard with cake and ice cream and a DJ. On Thursday, we are going to have a prime time with some alum. We will have Italian sodas there.
- b. Rediet: 19 class days left.
- c. Brittany: Arend is having our all pumped up on Friday. Also I'm trying to spend the rest of our funds.
- d. Mak: we are doing our community service project so it is being rescheduled to next Monday. It's \$4 from 4-6 pm and you can eat as much spaghetti as you can. We will give you posters tomorrow.
- e. Katie: also senators I have a blurb. Duvall Drive In is happening, we are still picking the movie.
- f. Adam: BMac in Concert happened, it went well. SERC was cool last weekend. I was in the alternate transportation race, I got last place.
- g. Hannah: pass
- h. Aric: we are planting trees in the Back 40 this Friday.
- i. Ryan: we are having a car wash over by Warren on Friday and donation money goes to the New Hope Resource Foundation.

- j. Brena: shoutout to Rachel and Casey for making a cool sign. If anyone is interested in making posters, I am slowly working on stuff. If you have an event, let me know so I can post it on Facebook. Spring Fest posters for dorms are in your mailboxes. Lastly, raise your hand if you have an Instagram and if you follow ASWU on Instagram, and if you like the pictures.
- k. Savannah: the last event is next Friday. There is going to be an outside BBQ.
- l. Kaysee-li: on Friday in the RRT are the Act 6 Senior Capstone Presentations. Middle East club is doing an event with Women's Club on May 6th. There are flyers and please sign up for volunteering for the Spring Tea from 9-12 AM. Also, Spoken Word Artist G Yamazawa who the coordinators saw at NACA will be here the Tuesday after Springfest, May 10th - MPR, at 7 PM.
- m. Norma: I've been summoned for jury duty. Secondly, one of my residents expressed frustration because she had an event and she has scheduled it for a while and now she says she has to compete. She just wanted to be contacted about it.
- n. Bre: we will have at least 3 weeks in advance on the event calendar and that would help a lot.
- o. Whitney: thank you to everyone who helped with earth week.
- p. Brendan: we are planning BJ Bash. I got 4 more days with this mustache.
- q. Nicole: we had our service project of gardening.
- r. Rachel: people are excited for summer. One thing was on Saturday at lunch, there were no vegetarian options and they went and talked to Sodexo and there were no veggie burgers.
- s. Kasey: trying to garden with Kipos on the weekends but it is difficult with scheduling.
- t. Kelsey: remind people about the yearbooks at spring fest.
- u. Rachel: also our front door got fixed.
- v. Kiersten: earth week has been amazing and thank you. We have the 11th hour documentary in the MPR tomorrow. Also Plant a Pine from 12:30-5:30.
- w. Niehls: we had our rafting trip and that went really well. We will try to do more. We have our Leavenworth climbing trip this weekend filled up. If anyone you know is looking for a May term class, we have a couple classes.
- x. Bailey V: this next week we have Spring Fest as well as Tracy Ashley next Thursday. We are seeing if we can have a student open. That Friday is Star Wars in the Loop and then Saturday night is the Philharmonics. Also if you aren't doing anything tonight, my housemate is doing a Capernaum talent show in RRT.
- y. Connor: one more issue left. Other than that, we are doing interviews and we still have a couple of spots available. More worried about the Sports editor. We don't really have a due date anymore.
- z. Chase: Matthew Spencer.
- aa. Connor: he writes for us but he can't.
- bb. Nate: our service project is going well.
- cc. John: pass
- dd. Jordan: we are looking for a web developer but if you know someone send them my way.
- ee. Kevin: earth week was great.
- ff. Jordan: intramurals are trucking along, this Sunday we have playoffs and then it is all over.
- gg. Bre: Pirate Idol is this Friday at 7pm. We have a past American Idol contestant. We have 5 groups of students. We will be raffling off big items if you go. In the past they have done auctions so we are raffling. Any other items?
- hh. Bailey V: a Trader Joe's thing.
- ii. Brittany: Or a fitbit.

jj. Chase: I'm seeing rain tomorrow.

kk. Bre: it keeps changing. If it is pouring we will move into Sodexo. I do need 2 people to set up and 2 to take down.

ll. Bailey K: Whiffle ball sign ups go till Friday. Blackboard has not been working. Also Spring Fest we had the bouncy castle guy come.

mm. Bre: Senators if you still have Pirate Idol posters, please put them up.

nn. Skyler: no requisitions. This Friday is the last day to do so. Receipts are due May 12th for coordinators. For Clubs it is May 10th. We have \$153 in unallocated. We have \$15,000 in capital.

oo. Bre: I'm sponsoring "The Con" Danny Butler is putting it on in the MPR on Saturday. The first 100 people get to participate and the price is \$200. I got an email from Skyler that people are wanting a de-stress event, maybe massage? It is really expensive.

pp. Brittany: I had a resident with puppies.

qq. Bre: we have puppies coming. We could try and get coffee as well.

rr. Bailey V: what if during finals you gave \$100 to the coffee shop so people could get free coffee.

ss. Bre: but people are trying to get rid of flex.

tt. Chase: what about getting bubble wrap and tape them to academic buildings.

uu. Chase: ok the 13th of May: coordinators please have your offices cleared. Timecards are due Friday by noon. We get paid on 12th and 27th. Ok MVPS, Nicole for her service project success. Also, Bailey V. for Te-dashii.

vv. Justin: today I set in on a meeting for the accreditation committee. Also I met with Kathy Storm about Dine with the Mind program and the only information is online. And since it is getting revised, we need to get that information out more. Tomorrow in Chambers, we are folding paper cranes for spring fest.

ww. Chase: There will be stuff we can do now and then stuff that can change in the laws and constitution. What we can do now though, is we are going to have an official statement that SCC members will sign when they join. This will not allow them to run or to be biased. We also added something that booth members will sign that said they will not be bias or run as a candidate. We will have SCC information written down so they know their responsibilities. We will further clarify about campaigning on social media. If anyone tags you in a post during the process, that is considered campaigning.

xx. Dayna: I appreciate the work you are putting into this. It feels as if as time goes on, we are getting more Leviticus-like with rules. It almost seems like it is hindering student involvement. I would propose making it as open as possible.

yy. Brittany: I don't think we are adding, but rather clarifying and helpful.

zz. Chase: Something that was mentioned is that if someone may run, then just don't do the booth. I agree, Dayna.

aaa. Dayna: social media constantly is changing.

bbb. Savannah: especially some social media is anonymous.

ccc. Norma: I don't like the idea of candidates deactivating their accounts because people can just say something anonymously.

ddd. Chase: I have some ideas and I want to hear yours as well. I want to have one-on-one conversations with you.

eee. Kaysee-li: is there anyone who can help with the tea?

fff. Brenna: I can!

IX. Adjournment: 6:26 pm