Public Meeting Minutes  
30 April 2018

Start Time: 1:30 pm

Welcome
TSG Goals:
1. Uphold and establish tradition.
2. Ensure the student voice is heard.
3. Have fun. Period

Agenda
• Reports
• Campus tribute update
• Student coalition update
• Campus move update
• Open floor

Semester in Review
President (Justin Hutchings)
• Regular meetings with administration (Provost Lindquist, Dr. Morrison, Dean Khagram, etc.)
• Facilitated email updates from administration to students to ensure transparency about issues surrounding the move
• Co-organized Welcome to Downtown event
• Organized Global Regional Night
• Organized Contracted Vendor Staff Appreciation BBQ

Vice President (Emitt Bryant)
• Regular meetings with senior administration to advocate student needs related to the move
• Organized weekly TSG meetings
• Worked with faculty on curriculum development
• Chaired TSG Elections Committee
• Chaired Student Coalition
• Organized for Deans to come and speak
- Organized ThunderOlympics

**Treasurer (Matthew Meza)**
- Managed TSG budget, including allocations to clubs, TSG-sponsored events, gifts for student body, etc.
- Current budget remaining: $4,375.82 (some expenses still being finalized)

**Academic Affairs – MAGAM (Erin Lunsford // Nathan Christensen)**
- MA Program Survey
- Meetings with Dr. Fong to address student perspectives and concerns
- Meetings with students and James Scott to discuss possible courses for next year – more to come from this!
- Participated in curriculum redesign

**Academic Affairs – MGM (Pooja Argawal // Hisham Abdoh)**
- Hosted MGM academic roundtable and survey
- Resolved academic issues for Spring 2018 cohort
- Participated in curriculum redesign
  - Participated in 2 curriculum retreats / 2 sub-committee meetings

**Alumni Relations (Griffin Gosnell // Binoy Vasavada // Larissa Simoncello // Katey Alberty)**
- Maria Houle LinkedIn Session
- Met with Stef Lindquist re: downtown move and alumni engagement
- Meetings with CMC for focus groups (feedback, problems, etc.)
- Worked with Robyn & Paetra on a continual basis for Tribute Weekend, Speed Networking, student luncheons to understand alumni relations
- Exec Ed Mixer at Pub
- Tribute Regional Night: invited alumni, had participation in performances
- Worked with CMC to market alumni speakers: e.g. Shannon Houle, Offset Panel with Julie Goodman

**Community Outreach (Emily Wilcoxson // Ashlee Gonzalez)**
- Partnerships with organization in downtown Phoenix
- Executed ThunderCares event with 40+ T-bird volunteers

**GPSA Liaison (Tyson Williams)**
- Organized three GPSA funding sessions for students
- Brought the GPSA VP of External Communications to campus for a funding session
- Created supplemental application materials
- Working with TEM Lab and GCL to streamline student funding requests
- Working to establish GPSA Liaison position as one year per GPSA requirements

**Marketing and Communications (Jose “Pepe” Santos // Natasha Astari)**
- TSG/Club Promotion
Increasing communication campus-wide including: staff, faculty, and students
- TSG website is finally up and running!
- PepTalks
  - Showcasing student’s background
    - 3,252 views!
- Over 40,000 people reached with the Honor Council Round Tables
- We wanted to make sure that ALL student events were being communicated to the campus

Student Activities (Ally Alexandrou // Kylee San Miguel)
- Registered and managed 28 student clubs with ongoing events throughout the semester
- Organized club preview day
- Organized performances at Global Regional Night, coordinating performances from 6 regions

Student Engagement (Danielle Ledezma // Brian Le)
- Semester theme: “Our Legacy, Our Future”
- Engagement survey: Preparation for next semester transition
- ThunderOlympics: Fun

Tech and Facilities (Michael Dugan)
- Sound for Regional Nights
- Sound for Staff Appreciation BBQ
- More sound for club events
  - Rugby Weekend
  - Net Impact Karaoke
  - Pool Party

TSG Awards (by Justin Hutchings)
- Behind the Scenes: Ally Alexandrou
- Humble Hard-worker: Ashlee Gonzales
- Resident Foodie: Binoy Vasavada
- ‘Til the Job is Done: Brian Le
- Resident Insomniac: Danielle Ledezma
- Rapunzel: Emily Wilcoxson
- Gamekeeper: Emmitt Bryant
- Future Shaper: Erin Lunsford
- Alumni Queen: Griffin Gosnell
- Nothing too Small: Hisham Abdoh
- Canva Wizard: Pepe Santos
- Peace Keeper: Katey Alberty
- No Matter the Price: Kylee San Miguel
- Tough Questions: Larissa Simoncello
- Money Master: Matthew Meza
- Hold the Line: Michael Dugan
Lone Wolf: Natasha Astari
Book Worm: Nathan Christiansen
No Bull: Pooja Agarwal
The Diplomat: Tyson Williams

Club Reports
- Rugby (Nicholas Stevenson): Rugby Club is super thankful for the opportunity to go Duke to play well-known business schools; this was possible because of the funding that was given from TSG. Rugby Alumni Weekend was great!
- General (Emitt Bryant re: Student Involvement): People are involved whether we see them or not; everyone is pretty much doing something. We have a vibrant community and we should be grateful especially for a grad school.

Community Update: (Jay Thorne // Chelsea Olson)
- “When something goes a different way than we expect it to, I assume that it is something that I needed because I may not have known what I needed. I’m super appreciative of the opportunity to get to know many of you in the work we had to do this semester.” (Jay Thorne)
- Academic Curriculum: “Sat as an observer for a sub-committee and this had a great impact on me. Extraordinary contributions were witnessed.”
- “Your involvement in asking questions about the “transition” has been invaluable. It’s about to get real, hey we’re gonna do this for real, there are boxes all over the place.”
- “Professionally we expect students to leave here to face challenges and not only get through it but thrive and lead others.”
- I don’t imagine that just because the semester is ending that the questions will stop or your involvement will seize, and so keep it coming because it helps us.

Parking/Housing/Dining
- University financial support will total $450,000-$500,000 just for subsidies for the move
- This doesn’t include leasing, construction, furniture
- This is just funding arrangements for students
- Breaks down to housing, parking, etc.

Housing
- Market Rate: 1 bed/1 bath $1,470/month (689 sq ft)
- T-bird Rate: 1 bed/1 bath $900/month
- “The amount of time and dollars that have been put into thinking about your transition is great. I’m looking at it the perspective as change management; “entrepreneurs to the rescue” ... Tbirds parachuting into a situation- represented that Tbirds are willing to jump in no matter the situation and figure it out.”
- “You are going through a change that you didn’t ask for, a change that is happening to you.”
- No subsidies were given to the law school or the Cronkite school. The reason why you are given subsidies is because you communicated the legacy of thunderbird. I know that you will have to make sacrifices for this change, but I challenge you to take the Tbird brand and show them that you will get through no matter what
Notes on Communication (Jay)

- “Understand who your audience is. They think that they have done a lot and they haven’t done that for anybody else. So be careful how you address your audience. If you want to move the needle closer to what you want; you must present it in the way that will better communicate your needs to your audience. Be smart about how you are communicating this; don’t go in upset or with the sense that you are being mistreated.”

Additional Notes (Chelsea)

- “Sending us the screenshot of the email you received. When we ask you to defend your position, we do this for a reason because you may be receiving information that we haven’t seen yet.”
- **What are the subsidies for the continuing students as opposed to the new students?**
- New students will be given a subsidy as well because they were already “on the conveyor belt”
- We are happy to continue to take the questions and get answers for you; as we acquire more information, we will send out that information. Please watch your thunderbird emails for further communication
- Architect has been selected- they are asking that we provide them insight to the building design; watch your email because I will be asking for students to participate (within the next 6 weeks)
- Hisham Abdoh: Thank you to Jay and Chelsea for their transparency in this move

The Thunderbird Brand

- You’re going to be representing not only the students that you’re going to class with but the alumni that came before you, the students that come after you. There is a responsibility that comes with wearing the Thunderbird brand.
- At ASU, there are several schools that think they are super special, and you should feel and express that as well when we move

Open Floor

- Pooja Agarwal – International students have some concerns about their housing; can you provide some clarity exactly on how students should manage the transition, especially for those going on TEM labs, internships, etc.
- Emitt Bryant – Which properties are available for the subsidies?
  - MUSE is one of the locations
  - We will provide the names in an email
- Jenny Li – will they be furnished
  - Not sure, housing is still figuring it out
- Mike Dugan – Is there a subsidy for a 2 bedroom? The subsidy should be on a per student basis, not per property
- Shay – Are utilities included?
  - Some are included, some aren’t; an email was sent to get that clarified
- Kiko Pavanelo –
ASU Financial Aid Office will ask for information regarding whether or not students will need financial assistance to make up the difference of cost for the downtown housing option.
- They will work with you to figure out on an individual basis how to make it affordable
- They won’t publish a subsidy that gets it down to the rate you’re paying at the Glendale campus

- Hisham Abdoh – is there any prioritization for current students over incoming students, international students/domestic students.
  - Current students will have a one-month head start on applications for apartments over incoming students
  - Email will come from ASU housing, not from Thunderbird communications
  - Application will be an online portal

- Brandon – Move-in dates?
  - Trying to get a small number of units available on July 1
  - Next phase is August 1
  - Final phase September 1

- Mike Dugan – What are the plan for students that are on the Fall TEM labs? What about the rates for students that are living together but one shows up later?
  - The latest the lease will start on September 1
  - Most likely, you will pay the room rate
  - Chelsea - spend time with Laurie Friedman

Campus Move (Chelsea Olson, Jay Thorne)
- Thunderbird Water bottles available for all current students as a gift from TSG.
- Big thank you for Torrey, Angie, and Andrea for their mentorship and dedication throughout the semester!

Meeting ended at 2:45pm.
Agenda

- Spring 2018 in Review
  - TSG Reports
  - TSG Recognition Awards
  - Club Reports
- Community Updates – Administration
- Open Floor
- Elected Officer Introduction
TSG Goals

1. Uphold and establish tradition
   a. Regional Night #1
   b. Global Regional Night
   c. Global Gala (coming up!)

2. Ensure the student voice is heard
   a. Student coalition
   b. Regular correspondence with senior administration

3. Have fun. Period.
   a. Clubs
   b. ThunderOlympics
President

- Regular meetings with senior administration to advocate student needs related to the move
- Organized Community Update Meetings
- Facilitated timely email updates from admin
- Organized student meeting with Dean Khagram
- Co-organized Welcome to Downtown event
- Coordinated Global Regional Night
- Organized Contracted Vendor Staff appreciation BBQ
Vice President

- Regular meetings with senior administration to advocate student needs related to the move
- Organized weekly TSG meetings
- Worked with faculty on curriculum development
- Chaired TSG Elections Committee
- Chaired Student Coalition
- Organized for Deans to come and speak
- Organized ThunderOlympics
# Treasurer

## Spring 2018 Budget Summary

### TSG PROJECTED BUDGET - Spring 2018

<table>
<thead>
<tr>
<th>Proposed Allocation</th>
<th>Allocation in $</th>
<th>Allocation in %</th>
<th>Amount</th>
<th>Additional Fund Sources</th>
<th>Balance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regional Night (1)</td>
<td>$3,250</td>
<td>14%</td>
<td>$5,631.91</td>
<td>$2,500.00</td>
<td>$118.09</td>
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<tr>
<td>Regional Night (2)</td>
<td>$3,250</td>
<td>14%</td>
<td>$23,951.14</td>
<td>$20,920.00</td>
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<td>Student Club Allocations</td>
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<td>46%</td>
<td>$3,987.89</td>
<td>$460.00</td>
<td>$6,512.11</td>
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<tr>
<td>Thundercare</td>
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<td>2%</td>
<td>$450.00</td>
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<tr>
<td>TSG Allocation</td>
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<td>4%</td>
<td>$5,624.13</td>
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<td>$4,624.13</td>
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<td>Gala</td>
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<td>13%</td>
<td>$2,399.11</td>
<td>$0.00</td>
<td>$600.89</td>
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<tr>
<td>Reserve Fund</td>
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<td>$1,500.00</td>
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<td><strong>TOTAL FUND</strong></td>
<td><strong>$23,000</strong></td>
<td><strong>100%</strong></td>
<td><strong>$42,044.18</strong></td>
<td></td>
<td><strong>$4,375.82</strong></td>
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</table>

### Additional/Extra Fund sources available

<table>
<thead>
<tr>
<th>Source</th>
<th>RN (1)</th>
<th>RN (2)</th>
<th>Gala</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. TELC Funds: Regional Nights (1), (2) &amp; Global Gala</td>
<td>$2,500</td>
<td>$2,500</td>
<td></td>
<td>$5,000</td>
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<tr>
<td>B. Underbirds Funds (BGM)</td>
<td>$425</td>
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<td>$425</td>
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<tr>
<td>C. Admissions</td>
<td>$720</td>
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<td></td>
<td>$720</td>
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<td>D. Campus Tribute Weekend</td>
<td>$0</td>
<td>$18,420</td>
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<td>$18,420</td>
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<tr>
<td><strong>Total</strong></td>
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<td><strong>$20,920</strong></td>
<td><strong>$0</strong></td>
<td><strong>$24,565</strong></td>
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</tbody>
</table>

This sheet is populated so that everything can be manually updated on the following 6 sheets. The Master Sheet will auto-populate per changes on the other sheets.

**To Do's**
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• Engagement survey
  ▫ Preparation for next semester transition

• ThunderOlympics
  ▫ Fun
Tech and Facilities

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TSG

Events
- Weekly Reports
- Club Day
- Alumni Relations
- Student Forums
- Regional Night
- Thunder Cares
- Gala

CLUBS
- Net Impact
- Hiking Club
- Golf Club
- Rugby

Website & Communication

Achievements
- Finalized TSG Website for the first time
  - History
  - Mission & Objectives
  - Traditions

Increased Communication
- Faculty
- Staff
- Honor Council
- Campus Ambassadors

Pep Talks

From Students, For Students
1. Main purpose of showcasing our students diversity
2. Share cultural, social, political, and economic backgrounds of individuals.

Reach
- Current and Prospective Students
- Faculty & Staff
- Alumni
Marketing & Communications

Total Likes, Monthly Average Engagement and Highest Daily Reach

Pep Talks
Total Views → 3,252

Honor Council Round Tables
Dr. Peterson → 10k
Dr. Moffett → 13k
Dr. Teagarden → 17k
Total Reach → 40k

# of People who view post at least 1 time
● 152,508

2-4 times
● 97,934
TSG Awards

• Behind the Scenes: Ally Alexandrou
• Humble Hard-worker: Ashlee Gonzales
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Community Updates

Presented by:

Jay Thorne
Executive Director, Marketing & Communications
ASU subsidies for T-bird students

- Discounted living arrangements available to students
- Discounted parking rates
- Providing moving services and storage of goods over the summer for students moving from the Glendale campus at no cost
- A commitment to provide some level of support for lease breakage costs, to be determined on a case-by-case basis and individual review
- A commitment to re-evaluate student financial aid awards to consider the higher cost of living and identify funding for hardship cases where appropriate

University financial support will total

$450,000 to $500,000
The MUSE | musephoenix.com
Market Rate:
1Bed/1Bath $1,470 (689 sq. ft.)

T-bird Rate:
1Bed/1Bath unit @ $900/mo.
($570 savings)

Additional Options:
eoss.asu.edu/offcampushousing
Who is your audience? (What do you know about it?)
What outcome do you desire? (What’s a win?)
What communications strategy will serve your objective?
Open Floor

Guidelines

- One question/statement per student
- Questions directed to moderator
- If we don’t know, we’ll say so
Elected Officers Introduction

Kiko Pavanelo, President
Ashlee Gonzales, Vice President
Thank You!
Treasurer & Chairs

- Communication TBA
  - August 1st, 2018
ON THURSDAYS, WE WEAR BLUE.