

# BOARD OF DIRECTORS

**MINUTES** for **AUGUST 26, 2015**

**5:00–7:00PM • 3102**

## ATTENDEES

### PRESENT:

Crystal King	Carolina Union Director
Jaelyn Coates*	Board Chair
Merrick Osborne*	CUAB President, Board Vice-Chair
Sarah Crownshaw*	BoD Chair Appointment
Tristan Routh*	BoD Chair Appointment
Rachel Gogal*	Proxy for Student Body President
McKenzie Folan*	Executive Branch Appointment
David Joyner*	Student Congress Speaker
Marissa Rose*	Student Congress Appointee
Melissa Serrano-Burns*	Carolina Union Employee Forum
Shane Hale*	Carolina Veterans Organization
Taylor Bates*	President of the Residence Hall Association
Tazeen Farooque*	Muslim Students Association
Connor Nevel*	Campus Y
Justin McNabb*	GPSF
Lindsey Wallace*	GPSF
Scott Myers*	Faculty Member Appointment
Wendell Gilland*	Faculty Member Appointment
Rachel Tate*	Faculty Member Appointment
Scott Hudson	Carolina Union Senior Assoc. Director, Operations
Robert Kunstman	Sr. Assoc. Director for Student Life and Leadership
Megan Johnson	Assoc. Director, Comm. and Creative Sciences
Joe Singer	Sr. Assoc. Director of Events Management

### ABSENT:

Adam Engel*	Proxy for GPSF President
Tommy Koonce*	Faculty Member Appointment
Jeremy McKellar*	Black Student Movement

\* Voting Member of the Board

## MEETING SUMMARY

The Board addressed the following points on August 26, 2015:

1. The Board approved the application for the At-Large seat on the Board. The position will be filled by September 23, 2015.
2. The Board discussed the creation of the Carolina Leadership Council consisting of a panel of student leaders within student organizations.
3. The Board generated a list of organizations that can be reached out to in order to share with them the resources offered in the Union.
4. The Board voted and approved all committee assignments for the 2015-2016 term.
5. The Board discussed ways to improve Carolina Conversations and to grow the program to become even more inclusive and inviting to all groups across campus.
6. CUAB has recently met for the second time and are currently working to increase involvement from students.

## CALL TO ORDER

Chairwoman Jaelyn called the August 26, 2015 Union Board of Directors Meeting to order at 5:07 pm.

## OLD BUSINESS

### Approval of the April Minutes

Chairwoman Jaelyn directed the Board toward reading and correcting the April 15, 2015 meeting minutes. Upon the Board's review, Chairwoman Jaelyn will move to approve the April 15, 2015 meeting minutes at the following Board meeting (September 9, 2015).

## NEW BUSINESS

### Formal Introduction of 2015-2016 Board of Directors

Chairwoman Jaelyn gave a huge welcome to the 2015-2016 Board of Directors and asked each member to introduce themselves and the organizations they represent (See Attendees).

### At-Large Application

Chairwoman Jaelyn brought the attention of the Board to the At-Large application for the Board. This student will be chosen by the Board and will hold a voting seat on the Board. The application is open to all students at UNC (Undergraduate and Graduate students). The Board will review all applications and the position will be filled by the third Board meeting (September 23, 2015).

### Carolina Leadership Council

Chairwoman Jaelyn introduced Rachel Gogal to speak about the creation of the Carolina Leadership Council. The Carolina Leadership Council will be an organization made up of a panel of students who hold leadership positions within their student organizations. The basic principle of the Carolina Leadership Council revolves around giving the opportunity for student leaders on campus to be ambassadors for their organizations.

Pending further discussion, Rachel proposed that the Carolina Leadership Council would meet in the Great Hall monthly or bi-semester, and hold facilitated discussions on the biggest issues across campus that impact student organizations. The panel will be invite-only; currently, Rachel has narrowed down a list of 35 organizations that represent a diverse set of organizations across the University.

The Board opened a discussion about creating an application to be on the panel in order to become more inclusive to all organizations as opposed to being invite-only. There was consideration taken that some of the bigger organizations may not apply, however, their opinions would be desired on the panel. There was a suggestion for inviting the larger groups and then opening an application to certain At-Large positions. The Board concluded that the application and mission of the Carolina Leadership Council should inspire participation and a sense of ownership.

The Board discussed the proposed size of the organization and how the Council's conversations would be facilitated. Since there are over 700 student organizations across campus, there was a proposal for the division of the representatives into smaller groups to encourage candid discussions.

One concern raised involved who would facilitate the meetings and who can represent the organizations. Leaders within an organization attend many meetings throughout the school year; therefore, an added responsibility may not be well received. A proposal that representation on the panel could be an additional position created within the student organizations, the representative would not be required to be the president or the vice president.

The Board agreed that the Council needs some kind of incentive or benefit to the organization to promote participation. Suggestions included having a high administrative officer with the University facilitating the meetings, activating a program that an organization could not produce by itself, creating a secure online resources that representing organizations can offer to students, and generating agendas with goals and focuses for representatives to walk away with.

### **Determining Presentations from Departments and Student Organizations**

Chairwoman Jaelyn expressed to the Board the importance of having departments and student organizations come into the Union and presenting about who they represent, what they do, and what they need from the Union. The Union has many resources that organizations can utilize; however, they often do not realize what is available to them.

One avenue that could help facilitate the flow of information to the organizations is through Student Life. The Student Life Portal can also send emails and newsletters to all presidents of organizations to provide them with information. Other methods of reaching out to groups include reaching out at Treat Yourself Thursday and via social media and what is currently trending.

The Board indicated their interest in hearing from:

1. Student first year opinions and then follow up with the student their Senior year
2. Organizations who currently hold offices in the Union
3. Organizations who frequently make reservations in the Union
4. Organizations who currently do not have space, but needs space in the Union
5. Smaller and less present organizations (to help them grow)
6. Admissions Office (Specifically the C-Step Program)
7. Ombuds Office

8. Facilities Management and Services
9. New Student Parent Program
10. Office of Diversity and Multi-Cultural Affairs
11. Department of Housing and Residential Education
12. Student Television Services
13. Office of Student Conduct
14. Carolina Dining Services

The Board indicated their interested in visiting and learning about:

1. Facilities Plant
2. Wilson Library (Specifically the Student Organizations Archive)

### **Committee Assignments**

Chairwoman Jaelyn directed the Board's attention to filling the sub-committees within the Board of Directors.

The Long Range Planning Committee will primarily contribute thoughts to the Master Plan and work toward aligning with the development and growth of the University. The following positions were unanimously approved on August 26, 2015 for the Long Range Planning Committee:

1. Chair: Marissa Rose
2. At-Large Members: Lindsey Wallace and Merrick Osborne
3. Faculty Appointments: Tristan Routh and Scott Myers

The Board moved and approved to remove the Finance Committee in the Bylaws due to the consensus that the entire Board should be aware and understand the financial position of the Union.

The Space Allocation Committee will coordinate the annual allocation of student organization workspace and storage space. The following positions were unanimously approved no August 26, 2105 for the Space Allocation Committee:

1. Chair: McKenzie Folan
2. Union Director Designee: Tammy Lambert
3. Student Board Member: David Joyner, Tazeen Farooque, Justin McNabb, Rachel Gogal, and Melissa Serrano-Burns
4. Faculty Appointment: Rachel Tate

For a full list of committee appointments, please see attached document (15-16 Union BoD Committee Memberships)

### **Carolina Conversations Update**

Chairwoman Jaelyn indicated that she Merrick have been attending meetings with the Vice Chancellor, Student Affairs, and departments across campus to discuss the future of Carolina Conversations. The mission is to create a strong initiative that encompasses all students to have conversations that aren't naturally available to them. Chairwoman Jaelyn then opened the floor for discussion on what the students need the Carolina Conversations brand to be in order to reboot the program even better.

The Board opened up a discussion on the topics of each session and the population of students that each topic appeals to. The feedback indicated that some students did not feel welcome at Carolina Conversations

even though the program promotes being a safe place to share candidly. In addition, Carolina Conversations may not be touching the majority of the student and, therefore, the program needs to include students who are not already student leaders across campus.

Chairwoman Jaelyn proposed creating a council of 20 people to meet once a week. The purpose of the council would be to respond to current events and creating programs that offer immediate opportunities for students to react to such events. The council can also survey the student population to come up with topics of conversation. There was a proposal to format Carolina Conversations Council similar to an open forum which promotes being welcome to all opinions and all students leading to the creation of a safer place to share opinions.

The Board moved to create a sub-committee that will meet to talk about the direction of Carolina Conversations to present to the Board at the next meeting. The committee will need to create a mission statement and generate a plan for the program.

The Chancellor is very passionate to see faculty and staff to come together to have conversation about current events and hot topics. These conversations should then naturally create the best way for the campus to respond to such events.

Suggestions to increase awareness and generate interest from the student body included being more present on social media to promote the program and giving more opportunities for students to quickly and efficiently offer their thoughts and opinions. Moving forward, the Board should continue to think about how to make this program even more successful.

### **CUAB Update**

Chairwoman Jaelyn introduced Merrick to speak about CUAB's current and past programs. Merrick informed the Board the completion of Pelicans in the Pit and the continuation of Cheerwine and Design, granola giveaway, and more events that give out free things to students.

Merrick updated the Board that the new chairs of CUAB have been highly successful and proactive in increasing social media presence and involvement. CUAB will also be extremely conscientious of their expenses in order to be able to offer consistently good programs to students. One event CUAB is hoping to initiate is Fondue Fridays in the Union.

The feedback from students involved the programming for Homecoming and whether there will be events at all. Merrick indicated that CUAB is working really to make the week leading up to Homecoming exciting and awesome. Merrick expressed that CUAB programs events to make students happy.

### **ADJOURNMENT**

Having no other business, Chairwoman Jaelyn adjourned the meeting at 7:04 pm.