

CAMPUS FEE ADVISORY COMMITTEE
January 21, 2011

MINUTES

ATTENDEES

Members:	David Ely Amanda Pascoe Candice Luistro Kimberlee Reilly Kevin Gruidl Eric Rivera Ethan Singer	Grant Mack Laura Schofield Sean Kashanchi Debra Bertram Krista Parker Cathie Atkins
Student Alternates:	Chanelle McNutt	Tom Rivera
Non voting member:	Ray Rainer	
Guests:	James Tarbox Stanley Maloy	Scott Burns Suzanne Finch

The meeting was called to order at 2:04 P.M. by Dr. David Ely, CFAC Chair.

Approval of January 14, 2011 CFAC Meeting Minutes (Attachment 1)

The minutes were reviewed. Mr. Tom Rivera made a motion to approve the minutes, which was seconded by Mr. Mack. Ms. Reilly clarified that the Pell Grant net amount disbursed to students will be reduced by this fee. The minutes were approved unanimously with this amendment.

Informational Item

a. Spring 2011 Student Fee Advisory Referendum Marketing Plan Presentation

Ms. Suzanne Finch, Chief Communications Officer for the College of Business Administration, presented the marketing plan for this college; this material is open for input, questions and modifications.

The CFAC Committee made the following suggestions:

- Use other means of advertising besides Daily Aztec, i.e. Facebook, WebPortal (Mr. Kashanchi)
- Use current student pictures, more relatable ones (Ms. Parker)
- Use less graphics and more information (Mr. Kashanchi)
- Include the link for Pro/Con statement submission (Ms. Parker)

Regarding the College of Business Student Success Fee FAQs, the following suggestions were made:

- ❖ Numbers 2 and 5 should be switched (Mr. Kashanchi).
- ❖ Number 3, change Associated Student College Council to Associated Business Student Council, to ensure is not generalized with AS college councils.
- ❖ Number 5: Remove parenthesis and change to “which may lead to less crashing/faster graduation times” (Ms. Schofield); Replace “expanded class offerings” with “expanded electives” or “more electives” (Dr. Singer).
- ❖ Number 6 implies 100% allocation to student services, but more electives and sessions are also an option for the colleges implementing this fee; the intent is that 100% of this fee will be used for the students (Dr. Ely).
- ❖ Add more detail to #10 to include services beyond what’s already offered by this campus (Mr. Kashanchi).

Ms. Schofield asked about funding for opposition campaign. Mr. Burns researched this and found that funding is not specifically required. He commented that the website with the required referendum documents students should be direct to is CFAC’s and that narratives should be limited to those included by CFAC.

There was discussion about how long if at all the services should be offered to alumni who paid this fee as students. Mr. Burns noted that Executive Order 1034 is silent on extending benefits to non students. Most CFAC student members agreed that a 3 year extension to alumni is too long, but a year extension would be helpful. It is not too late to add the benefit extension to the voter pamphlet outlining the benefits. Dr. Singer drafted a statement to be added to the voter pamphlet.

Dr. Ely reminded the colleges that the elections code requires that those who present materials promoting a fee must identify themselves on the materials. The elections code also requires a report on promotion activities and expenses

within 3 days of the last voting day. Ms. Finch is keeping track of all expenses in her area and will notify Dr. Naughton of the requirement to disclose expenses in detail.

Dr. Tarbox presented statistics from Fall 2010 and noted that Career Services is very well known by students. The data includes in-person office visits per month. Data from the current survey is very consistent with prior surveys. Over 60% of students are registered in the Career Services website. He also presented a Student Profile by Major report for the College of Engineering.

The photos used in the distributed materials are stock photos or photos with signed releases from each SDSU student (Ms. Finch). Ms. Schofield stated that former students might be offended with their images used to promote a fee; she suggested reaching out to college councils to set up a photo shoot with current students.

Dr. Ely mentioned that it would be very helpful if the assistant deans or council presidents could have the discussion regarding the fee and encourage students to write con statements. CFAC student members who are part of one of these colleges may submit a pro/con statement; these statements will be subject to standard selection by the subcommittee.

A mass email to the student body in these three colleges would be a more effective way of communication; Dr. Singer will help facilitate this.

Mr. Rainer presented a list of locations where the voter pamphlet is to be distributed. Meeting Services and West Commons Cyber Lounge were deleted and the Dean's Office from the three colleges was added; the EOP office was also added to the list.

Ms. Luistro made the motion to adjourn the meeting, which was seconded by Mr. Gruidl. The meeting adjourned at 3:10 PM.

Reminder: Next Meeting is scheduled for Monday, January 31 at 2:00 PM in SSW-2640.