Student Fee Advisory Committee  
November 14, 2016  
Meeting Minutes

Present: Alice Malmberg, Grace Shefcik, Gina Tu, Jessica Xu, Lucy Rojas, John Steele, Lisa Bishop, Karen Duek, Amanda Kazden, Chandler Moeller

1. Announcements  
   a. Alice acknowledges last week’s election and offers that she is available to connect with any members who have questions, need support, etc.
   b. Lucy shares that last week an invitation went out to all students regarding the Harvest Dinner. This will be on November 24, 2016. There will be two seatings: 12-2pm and 2-4pm. Please let Lucy know if you would like posters, etc.
   c. John reports on the budget forum; it seemed fairly predictable. John explains that federal funding is an area where we have not lost as much funding.
   d. Lucy provides an update on the campus elections process. There were three sessions offered. Lucy recognizes Lisa for her participation as a co-presenter. There are four potential referendum that could be on the ballot.
   e. Internal Sub-Committee get together. Karen thanks everyone for responding to the scheduling call. Options look like Wednesday, November 30th at 1pm for lunch or Friday, December 2nd in the evening (Friday before finals week). Straw poll results: December 2nd for dinner at 6:30 pm. Location TBD.

2. Athletics Program Updates  
   b. Andrea explains that UCSC started without an athletic program. A robust sport club program was incepted and at some point, students obtained approval to go to NCAA Division III program. Three years ago, after it was apparent that current budget levels would not support the program long term, EVC gave $1 million for three years to help the program through. Two years ago, there was an Athletics referendum on the ballot which did not pass (2015); Andrea says that the referendum didn’t have all of its ducks in a rock. The ballot measure failed. In spring 2016, Athletics ran an opinion poll on the ballot. Students responded with support for the program. EVC has decided to bring Paul in as a consultant to create a business model for the Athletics program.
   c. Paul introduces his background. He graduated in 2002. He runs a strategic marketing company. He helps companies develop business models and marketing strategies. He has helped athletic programs develop models, including university and high school level. He understands the difficulties around generating budgets for athletic programs. He was an athlete here and understands aspects of the program; he is also a recent student and understands the issue of carrying debt.
   d. Paul’s process is to come in and take a deep dive into the Athletic program spending, determine what the cost indicators have been for the last several years. His goal is to learn how Santa Cruz spends in comparison to their peer organizations, identify best practices, etc. The outcome will be a business model that shows how he suggests athletics be funded with a minimum impact on student fees.
   e. Paul’s goal in coming to SFAC today is to understand from SFAC prospective the issues that we are concerned with and feedback that SFAC has into the referendum process.
   f. Alice mentions that two years ago, SFAC formed an opinion that was not in favor of the referendum. Lucy shares the 2015 referendum language with the committee members.
   g. Feedback/Comments  
      i. John mentions that having a strong athletic department could help improve town-gown issues; creates an opportunity to build a stronger relationship with community. Concern that athletics can raise a lot of money, but the money would probably be designated for primarily athletics.
ii. Alice explains that in 2015, the fact that the fee had no end date was concerning; students want to see that Athletics takes steps to be more self-sufficient.

iii. Discussion regarding turnout of vote in 2015 and 2016 opinion poll.

iv. Paul asks about the sentiment behind the opinion poll. Feedback from students generally is that there is support to put the question on the ballot, does not necessarily reflect support to vote yes on a measure.

v. Alice explains that in 2015, there seems to be a lack of communication between Athletics (director at the time) and SFAC; this may have led to SFAC not endorsing.

vi. Gina gives feedback regarding charging students in the summer.

vii. Paul asks about the process to include a sunset in the fee? Alice suggests that there could be a reaffirmation process where there is a campaign to go out to students again. Paul asks whether reaffirmation could be linked to certain markers? Such as a major donor gift, etc.? Could tie the referendum into a performance indicator. Lisa asks about fundraising? Paul says that coaches bring in about $200,000 per year in fundraising.

viii. Grace asks about tracking data for retention, graduation, etc.

ix. Paul says that they are thinking about creating a website to publish information about the athletics referendum.

3. Funding Call
   a. Rubric for funding call. Discussion and comments made directly on document. This discussion will continue next week.

4. Gina motion to adjourn the meeting; Amanda seconds the motion. Motion carries.