Student Fee Advisory Committee
May 20, 2015
Meeting Minutes

Present: Erik Green, John Steele, David Machucha, Carolyn Chuong, Grace Shefcik, Jonica Buck, Lucy Rojas, Faye Crosby, Curtis Fullerton

1. Approval of agenda and minutes – tabled due to lack of quorum at beginning of meeting

2. Announcements
   a. John reports that there is an opportunity to work with PICA this weekend, working in the garden, lunch is provided. Saturday from 10am – 2pm
   b. Jonica reports that tonight Stevenson and Oakes are having a screening and discussion of Fruitdvalle Station. Free event, from 8 – 10:30
   c. Sub-Committee
      i. Internal: we will discuss and vote on budget. The internal committee will be reviewing post-it project from earlier in the year to assess whether we met all of our goals for the year.
      ii. External: Lucy reports that external committee will meet one more time on June 1st to review projects and determine if there is anything to transition to next year’s group.

3. Funding Call Presentation – Carolyn Golz
   a. Carolyn is the College Administrative Officer for Cowell and Stevenson
   b. Carolyn explains that she is here to talk about the Guidebook App and how it will help students.
   c. Carolyn explains that her team learned about Guidebook at conferences; the technology is used to track schedules for conferences and other large events.
   d. The App would be branded and is available for iOS and Android platforms and will be available in iTunes App store, Google and Amazon App. Students could download all 10 college apps, or only the one for their college. The App would be organized into “tracks” for Frosh and Transfer students.
   e. The former guide was printed in hard copy, one or each student. A lot of work and resources was put into design and production.
   f. The guide would be available online, so a student without a phone could download and print at home, and some hard copies will be available. National data is that 85% of college students have a smart phone.
   g. The App would be branded to UCSC with our school colors. All of the icons, logos and colors would be UCSC. The icons would be portals to information on parking and arrival, meet the staff, calendars, connections to social media. There can be as many icons as we want.
   h. We will be able to upload maps that match the Orientation guide paths.
   i. Other information available will include: policies, principles of community, social media/photos platform to share photographs.
   k. Questions
      i. John asks for clarification – can you print from app to cut down on development? Carolyn response is no, the company’s model is really based on sustainability, but there may be an option to synch to Google calendar in the future.
      ii. Erik asks for clarification on the cost $21,300 – this is the annual fee for the subscription. This request is for one year of funding. Carolyn says this is a one year pilot. If students enjoy the App and find it helpful, we will consider going campus wide and initiating a university wide contract. Colleges are taking the lead in initiating the pilot.
iii. Faye asks about the savings of time, paper, etc. could a portion of the funding help? Carolyn responds yes.

iv. Erik says that the concept is amazing, we all agree. Why wouldn’t we design our own app and make a one-time investment of a programmers time and then we would have ownership of the technology. Carolyn responds that the UCSC app would not meet our needs over time.

v. Carolyn explains that the goal is to go live this fall.

l. Debrief of presentation
   i. John says that he likes the technology. It is important to have the template, and the programmers in place for a project like this.
   ii. Faye agrees with John that there may be a lot of hidden costs proceeding with old system. Faye mentions that it’s important to update our “look” and our PR so that we can attract prospective donors. It’s important to have a professional looking organization; the benefits will be long term.
   iii. Erik shares that for him this is not money well spent because the funding is not sustainable, funding will need to be identified for long-term. He would like to see a permanent solution.
   iv. David believes this is money well spent, and he likes that the project would be a pilot program and the start of something else.
   v. John shares that he has a lot of friends who are software programmers and it’s not possible to have a program like this in-house and pay someone the appropriate salary.
   vi. Lucy suggests that the colleges probably have a permanent line item for the printing of the guides; could that permanent budget be diverted permanently to this new project and SFAC could back fill the remainder for 1-2 in one time funding? Lucy asks if students find this tool useful?
      1. Grace responds that as a student during her first year, she didn’t really use the guidebook after the first couple of days of welcome week. As an OL last year, she can see value in a product like this.
      2. David responds that he would use it somewhat, he would download the app, but may not use it consistently throughout the welcome week. The most important feature is the push notifications. David probably wouldn’t scroll through all of the pages, etc.
      3. Erik agrees with Faye regarding who is the audience? Parents? Erik is not sure what the cost-benefit analysis is, in terms of contribution to student retention.
      4. Faye mentions that when she speaks to parents, there is a certain desire for UCSC to be with the trend, that we are legitimate and know what we are doing. This instills a sense of pride. Faye adds that she deals with donors, and sometimes there is a lack of confidence that we know how to spend their money.
   vii. Thumb vote: partial funding. Let’s come back next week with a motion of how much to fund.

4. Discussion about quorum
   a. We have seven voting members present and need eight for quorum, should we proceed with discussion given that we have two members who sent their comments via email? Round robin discussion is mixed.
   b. Lucy suggests that we debrief Carolyn’s presentation (see notes above).

5. May Revised Budget
   a. David shares that the best way to get this information out to students is through our college governments.
b. Erik adds that he is hopeful that there will be new permanent SSF – should we send a recommendation to EVC Galloway? Let’s consider and discuss next week.

6. Adjournment