

**Student Fee Advisory Committee
Meeting Minutes
Winter Quarter Week 7, 2/21/2020
PC West Warren College Room
2:00-4:00PM**

- I. Call to order
 - 2:04 PM
- II. Roll call
 - PRESENT: Roosevelt Representative, Revelle Representative, AS Representative, Muir Representative, Muir Shadow, Chair, Secretary, Provosts, Vice Chair, GSA Representative Taha, GSA Representative Andrew, Warren Representative, Grad Division, AS Shadow, Campus Budget Office, Marshall Representative
 - ABSENT: VCSA Budget Analyst, VCSA Representative
- III. Motion to approve last week's minutes
 - motion: Revelle Representative; second: Warren Representative
- IV. 2:05 pm – Jordan Peimer – Art Power
 - Mission: to present performing and media arts to diverse cultural life of UCSD and greater SD. Vision: Develop engagement from students and community members through participating in artistic programs.
 - Requesting funds for: Production Manager, increased costs of off-campus presentations, part-time Box Office Marketing Coordinator, Equipment costs (new university-wide ticketing system), student employment costs
 - Production Manager: provides artists and audience with a safe and secure space, taking into account technical questions, ensuring the event runs successfully. Risk: continually having to channel operating support into supporting this position. Can be doing a lot more programming if money does not need to be shifted. Donors willing to support programs but not willing to support staffing.
 - Renovations happening at Mandeville Auditorium, so professional dance performances cannot be performed there. Funding helps with off-site locations and shuttles there. 35% of dance audiences were UCSD students. Risk: ArtPower can no longer present dance which is the most popular presentation, dance artists that always work with UCSD students can no longer do so
 - Box Office Marketing Coordinator: seeking to make the position full-time, but the position is currently vacant. Position will support marketing efforts, customer service duties, ticket sales, etc. Will help increase sales/profits
 - Equipment: campus is transitioning to a single ticketing system called Paciolan which requires new scanners; transition occurring mid-June in preparation for next school year
 - Student Employment: internship becoming paid part-time employment, has 40-50 student employees given opportunities

ArtPower: Question & Answer

1. Revelle College: How much ArtPower revenue going towards the PM instead of productions?
 - It's a little less than 10%, around \$100,000. It can easily bring us about 20 more concerts.
2. GSA Representative: Are the PM or the Box Office Manager positions workable at half-time?
 - We're looking for 100% because it goes out of the production/artist budget.
3. Warren Representative: You managed the BO is currently operating at a deficit, at what time would it become positive with the manager?
 - We're hoping for a year. They'd do the marketing that hasn't been done yet. The more that marketing can happen, the faster we can start to reduce the deficit. The job would also help with identifying new clients.
4. GSA Representative: You have to travel off-campus right now, so will Mandeville ever be available?
 - So far, I do not know of any plans to make it available again. It raised the floor by 3.5 feet which may make it usable in some cases but not in others.
5. Vice Chair: You mentioned working on Paciola, if you can't get funding can Athletics help with that?
 - It's a shared expense between Athletics and us 50-50. They're focused strictly on athletic events so they'll find funding. We don't have funding set out for that right now.
6. Provosts: What are the sources of your revenue right now? Percentages?
 - Student fees, private donors, family foundations, and ticket sales. 50, 35, 15.
7. Revelle Representative: I know there's a plan for an open-air amphitheater in Warren. Are there other places that will be able to replace Mandeville? So will this expense need to be recurring?
 - I wonder if it'll ever be done. The amphitheater will definitely provide opportunities as a concert venue (opening around '23). Currently making sure that it'll be technically advanced. They tend to have a life of June, July, and August. With San Diego, the weather being what it is, it can be cold or damp. Those months aren't the ones that students are on campus. I don't think it'll be the complete solution. The Chancellor's Complex will go away and become an auditorium (5-10 year range). It's currently a discussion right now.
8. Vice Chair: I'm currently wondering student attendance for ArtPower events. Are they unique students?
 - 3,500 ticket sales, around 2,200 unique students last year.
9. Chair: If you had to prioritize these requests, what would it be?
 - We presented our needs in the order of priority. Student tickets are priced between \$5-\$9. They're severely discounted.
10. GSA Representative: Would this be enough to make ticketing free?
 - Students receive between 73,000 to 78,000 dollars of discounts throughout the year. It was a conscious decision made five years ago. Drop of ticket price increased student attendance by more than 20%. 15% represents most of the non-students sales.
11. Chair: In your events, what percentage are students and what comes from the

community?

- It varies. Chamber music has about 35% students, sometimes as much as 40%. Other events are in the average 25% range. Dance was listed as 33% last year. Jazz and Global music are a little less.

12. If you see a majority of your audience are from community members, how much of your resources are geared towards community members marketing?

- We do a lot of fundraising from community members. Beyond the actual ticket revenue, they also support a lot of the events. It's almost a 50-50 effort between student marketing and community marketing. Much more energy is placed on engaging students. We're quite successful in securing endowments. We do activities where both community members and students can participate (guitar workshop, veterans community engagement via dance company, etc.)

V. 2:45 pm – Jim Antony & Giulia Hoffmann – Graduate Division

- 8,500 graduate students at UCSD; goal is to help graduate students get careers; over 50% are international

- Goal: expand career center capacity to meet graduate student career development needs via Graduate Career Peer Educator program

- grAdvantage created through SFAC to communicate research, question career, career nights, etc. Investment gets initiative started and then made into sustained business operations

- Most graduate students are mostly aware of the career center but most have not used the career center. Humanities, Social Sciences, and Oceanography are the divisions used the center the least.

- Proposal: 4 peer educators assigned to engineering, life sciences, physical sciences, and social sciences. Responsibilities: 10-month appointment, research and data analysis, individual advising, workshops & programs, industry engagement, etc. Using GSR model which can hire international students

- Expanded resources, benefiting graduate students through career exploration and professional development; expect a 3-fold increase in visit numbers

Grad Division Question & Answer

1. Revelle Representative: The largest chunk is JSOE, how will it be equitable if the enrollment numbers are different?

- We'll be happy to go where the demand is.

2. The cost of the program is higher because of the GSR. Why can't we have 2 FTEs? Are the satisfaction rates stratified to see which type of person they interacted with?

- Peer educators work very well according to many studies. We're trying to make this a larger initiative to help graduate students think about their career opportunities. With a lot of PhD students, they would like to see another PhD. We can't compare the peer educator or staff because we had just started. This is essentially a staff satisfaction rate.

3. GSA Representative: Have you looked at employment rates with each division?

- We will train 4 people to be generalists. Will figure out the demand and

distribute resources.

4. GSA Representative: Are there any jobs in administration that could be replaced by GSRs?

- There are restrictions. This isn't for cheap labor, it's for a peer educator program that can help graduate students be trained. There's more of a research component here than a traditional TA position.

5. Chair: Is there data to show how many graduate students are not being served?

- I don't have hard numbers but for individual advising, we see about 1,000 students per year versus the 8,500 graduate students we have. There is much more demand than we can meet. The questions are very general: how to prepare CVs? Elevator pitches? Etc. Peer educators can be uniquely poised to assist with that versus professors.

6. GSA Representative: If there's 3 full timers, and 1,000 people per year, is it scheduling that's an issue?

- We create programming (panels, inviting employers, etc.), individual advising, helping with career fairs, etc. It's a large encroachment on time. We're not trying to create positions to replace full-time positions. It goes beyond the traditional model. We'll still continue pursuing full-time positions in every area.

7. Chair: How have you worked in collaboration with different departments?

- The Graduate Division is only effective because it collaborates. We can utilize resources to connect with a department to help graduate students in that area.

8. Revelle Representative: How many departments have their own internal methods of getting students in and out of academia. How does this differ from their own division advising?

- It can never replace what's happening. It varies depending on the departments.

9. GSA Representative: Can a department give you a student to train that's paid for by them and not you?

- I guess they could. The vast majority of the funding is coming from me to the departments.

10. Why do Humanities/Social Sciences have lesser usage rates?

- In some cases, the departments are doing a lot of tenure-oriented advising. With Social Sciences, there is more of an interest in faculty roles. Career Center has been STEM-focused in a lot of ways. We haven't had capacity to speak to other divisions. The Peer Educators would do more of that.

11. Warren Representative: As you do add more roles, would you target greater population more or less usage?

- The data analysis would work specifically on those areas.

12. Revelle Representative: How much are you sacrificing by having generalists versus specialists?

- They will all be schooled in writing resumes. Many engineering fields won't look at more than a page. In biological sciences, research roles will look for two pages. There are different nuances and a basic level of what cover letters look like.

13. Chair: Is it possible to hire an FTE to become a specialist and expand the Peer

Advising group? If you look at Researcher Step Levels online, there aren't many disciplines that are GSR? Would you be worried about turnover?

- It has to do with targeting towards degree. The core of the model is to not have people linger for years. You want to have fresh faces.

14. Provosts: This is a partnership and I'm wondering what other funding sources Career Services or Grad Division has?

- We're trying to pilot something. If it's clear that this works, we'll collaborate on permanent resources. I think it makes sense that Graduate students pay for something for Graduate students. It's a temporary ask.

15. Warren Representative: Are the Peer Mentors working directly under your supervision?

- Yes.

VI. 3:25 pm -- Discussion

GRAD DIVISION

1. Vice Chair: We need to get data that Peer Educators are good.

2. Chair: Why can't have more Peer Educators?

- GSA Rep: It doesn't cover tuition.

- Vice Chair: The type of student they're appealing to is the type of student going towards administration. It's a little weird.

- GSA Rep: If you train Graduate Students in academic advising they'll replace FTEs.

3. Provosts: It's a recurring ask?

- Chair: Yes. On the budget request, it says it's recurring. We should follow-up on this.

4. AS Representative: He reiterated that it's not to create cheap labor but I feel like that's basically what it is. It's the equivalent of full-time TA-ing.

- GSA Rep: This is not worse than TA-ing. It's equivalent.

5. Provosts: I think it could be really great to have peer advisors. He wanted to use them as other resources to funnel them to other departments. I didn't have a good sense of whether or not they were pressed for resources. I can see merit.

6. Vice Chair: We don't have the non-use data. We don't know if there's a need for personnel. Why is this being proposed this year? Why are we piloting it this year? We aren't having enrollment growth? There's no emerging need.

7. Revelle Representative: How can we also leverage a bigger career center to work with the departments? Not a lot of clarity on that.

- Chair: I think he spoke more on not replacing the departments. When you create another resource, it's great-- but if his purpose is not to replace it then it'll create decentralized resources. There will be a general approach and a specific approach. Where would I go?

8. GSA Representative: All the strain on graduate related stuff is coming from JSOE. It seems that if something is increasing the demand, I think they should be involved to pay for it.

9. AS Representative: It's (JSOE) the only category of people using the resources to its

full potential. Realistically, this would be needed most in JSOE.

10. Chair: They mentioned they don't have data and they want us to pay for data.

11. Revelle Representative: I'm under the impression that, in the Math department, TAs get paid \$2,300. For the CS TA's, their stipend is \$3,300. Why wouldn't an engineering student take this over a TA position?

- GSA Rep: We (GSR) don't have the ability to take something like this. Depends on your career goals for what's better. It should be a horizontal move.

- Chair: If you look at the GSR steps online, CS is at 7-8. GSR is paid at a different level.

- Revelle Rep: Physical Sciences always complain about having to pull undergraduate students to fill TA positions.

- GSA Rep: I don't think there's that much difference between TA positions because that data (@Chair) includes grants.

ARTPOWER

1. Revelle Representative: Their PM is their first priority and they can potentially have 20 more concerts. Regardless of the other stuff, funding can go into other things that they're requesting. Funding their PM goes towards other items on the budget.

2. GSA Representative: I don't understand why tickets can just be free for students already. It's being funded 50% by SFAC and only 25% of the audience is students.

3. Grad: ArtPower has come a lot of times. The problem with free/further reduced tickets, that increases the amount of no-shows. So a show can be sold out. They did analysis to find the sweet spot and the \$9 ticket seemed just enough.

4. Revelle Representative: Once they get the new ticketing system, they mentioned they'd sell to more on campus organizations. What are some bodies/units they're trying to get?

5. AS Representative: I do think it's important to note that community members are paying full-price. In total, it almost balances out no-shows. If it's being funded on student dollars and community sales, it should be free for students.

6. Revelle Representative: One of the issues I have with it is that if it's an online ticket that's free, there's going to be a huge surge of students taking it for free and limiting community members' seats. Every ticket that is a student will be a deficit because it could've gained from a community member.

7. GSA Representative: Given the numbers, the PM is 6-8% of the total budget and ticketing is 15%, the ticketing could be free for everybody. You would save 7k from this. It's going to be 60-70% SFAC after this funding.

8. Vice Chair: What are the logistics of their financial side? If we're moving finances around in this way, why can't we make it free?

9. GSA Representative: If most of their cost is collecting tickets, and it's a small portion of their revenue, it doesn't make sense. This should not be recurring. If he's going to dump it in four years, he should make it lasting for four years.

10. Provosts: In terms of the recurring expenditure, they botched up Mandeville royally. There's no plans for another indoor venue to accommodate in that nature. I don't see a

dance performance happening in an outdoor amphitheater. I also think that they do some pretty amazing things. I think universities, in a bigger sense, should be doing amazing art. It should be available to students even if they don't take advantage of the events. Attendance should be important but we should also think about what a university means.

11. Vice Chair: With the institutional knowledge, ArtPower gets stuck in the middle and never gets funded. We should make an outside effort to support it. It's never considered a priority. If you really like this, consider that.

12. Grad Division: They've been asking for the PM for many years. They're successful. They put on lots of cool performances. They could put on 20 more events if this was funded. They haven't demonstrated a real need for it in the past.

13. Chair: If you have any more questions or concerns, add it to the Slack channel!

VII. Announcements

VIII. Adjournment

- 4:00 PM