Student Fee Advisory Committee
Meeting Minutes
Winter Week 6, 2/12/21
Fridays, 2:00-4:00 P.M.

1. Call to Order
   a. 2:04 pm by Courtney Emily Chan!

2. Roll Call
   b. Excused: Serena Chang, Arbi Leka, John Hughes, Ariana Lopez
   c. Unexcused: Nick Butler
   d. *= voting members (where the chair may vote in a tie), voting members present = 12

3. Approval of Minutes
   a. Winter Week 5
      i. Motion by Chase Hickey, Seconded by Liz Henry
         1. Approve: 12
         2. Reject: 0
         3. Abstain: 0

4. New Business
   a. VCSA Score commitments update
      i. Community relations
         1. Old score- B: 7 D: 8 V: 8
         2. New score- B: 3 D: 6 V:6
         3. Breadth was drastically altered given the fact that it is inconclusive exactly how many students are directly serviced from these various programs
         4. The depth score was modestly altered in proportion to the change in breadth. With less students served or primarily impacted, the depth naturally depreciates; however it cannot be ignored that for the students who are served, these programs hold great cultural significance
         5. The new value scores remains fairly high since the cost for the programs is less than 30k but has great sig for students of the subset
      ii. Department support
         1. Old score- B: 7 D: 8 V: 7
2. New score- B:6 D: 8 V: 5
3. The B score slightly lowered bc the programs fund a variety of different, albeit small/specialized segments of the student body
4. The depth score remained the same because many of the funded programs primarily impact minorities, first generation, and underserved students
5. The value score was lowered despite the relatively high breadth and depth because the total cost was considerably high ($650k)

iii. Division support
1. Old score- B:5 D:5 V:7
2. New score- B:2 D:3 V:4
3. The B was lowered modestly because it does serve graduate students, its inconclusive how many students are served
4. D was lowered because while some grad students are presumably impacted, a large bulk of funds goes too legal expenses
5. V is lowered to reflect decrease in B and D. expenses are operational (190k)

iv. Employee support
1. Old score- B: 4 D: 4 V:6
2. New score- B:2 D:2 V:3
3. B was lowered because not a lot of students are impacted by funding of VCSA employees, and if so, indirectly
4. The D was lowered the same reasons, it is uncertain the significance of these employees on students as there may be little to no interaction
5. The value score was lowered to accordingly reflect the change in breadth and depth, but not drastically so because the total cost was fairly low ($42k)

v. Facilities
1. Old score- B:4 D:4 V:5
2. New score- B:2 D:2 V:3
3. The B was lowered because only a small subsection of student body utilize the funded spaces (ex: meeting rooms)
4. The D was lowered because these funds are patently administrative/operational
5. V is lowered because upkeep is expensive (250k) and do not directly impact students
   a. Will take more about FM next week

vi. Memberships and Software
1. Old score- B:9 D:8 V:8
2. New score- B:9 D:6 V:7
3. B is high since every student needs to go through We Are Tritons before enrolling in class
4. The D was lowered because even though Triton Support Line is essential it provides a circumstantial service
5. V was lowered to reflect the decrease in the depth score but it is still fairly high because of the low total cost $212k

vii. Overall:
1. Old score: 6.33
2. New score: 4.5

b. Unit Presentations
i. OASIS by Jungle Bears
1. Not ready…

ii. CASP by Jungle Bears
1. SRS - Chancellor's Associate Scholars Program
2. History: founded in 2013 because students were accepted into UCSD but were choosing other schools because of better fin aid. Started as a partnership with San Diego schools (6 highschools, 3 community colleges). Scholarship offered to Native Americans and students with financial need
3. Staff: 4 FTE, 40-60 undergrad student staff, 5 part time grad students
   a. Budget: 615,843 (558,343 SSF)
4. Students served: 291 incoming students, ~1000 students total (as per 2019-2020)
5. Mission statement: through scholarship funding, services and programs, the CASP recognizes and supports talented local students with financial need and great potential and motivation to academically succeed at UCSD
6. Goal/Events: Programs focused on incoming freshman and transfer students, Support distribution of scholarship funding, Mentor program, study rooms, CASP courses
7. Score- B: 4 D: 7.5 V: 4
   a. Doesn’t serve a large population, only incoming students. Native Americans registered with their tribe automatically qualify for CASP
   b. For their depth, their data showed good academic standing within participants.
   c. Get ~500k from SSF which is a medium-high number and serves a small portion of students
8. Questions?

iii. UEO by Fantastic Five

1. Background:
   a. Triton Fest was created to combat concerns related to drug/alcohol use amongst students. Giving students an alternate option. Provides late night weekend event programming
   b. Lots of different events have been created due to COVID. Free and accessible to all grads/undergrads. A way for students to connect and engage with one another. Seeks to build community for students before academic quarter pressure sets in
   c. 4 FTE (AS covers 2.7 FTEs)

2. Financial Breakdown
   a. SFAC Funding ($165,000) covers 1.3 FTEs
   b. UEO FTE’s (4) responsible for:
      i. Triton Fest, Programs within Triton Fest, Marketing, Administrative cost

<table>
<thead>
<tr>
<th>2020 / 2021 Triton Fest</th>
<th>Estimated Amounts</th>
<th>Cost of Goods (COG)</th>
<th>FTE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Available</td>
<td>$185,000.00</td>
<td>$0.08</td>
<td>4.00</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>FALL SERIES</th>
<th>NOTES</th>
<th>COA</th>
</tr>
</thead>
<tbody>
<tr>
<td>UEO in Fall</td>
<td>$55,000.00</td>
<td></td>
</tr>
<tr>
<td>Programs within Triton Fest</td>
<td>$12,000.00</td>
<td></td>
</tr>
<tr>
<td>Marketing</td>
<td>$3,000.00</td>
<td></td>
</tr>
<tr>
<td>Administrative</td>
<td>$2,000.00</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>$72,000.00</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SPRING SERIES</th>
<th>NOTES</th>
<th>COA</th>
</tr>
</thead>
<tbody>
<tr>
<td>UEO in Spring</td>
<td>$43,000.00</td>
<td></td>
</tr>
<tr>
<td>Programs within Triton Fest</td>
<td>$15,000.00</td>
<td></td>
</tr>
<tr>
<td>Marketing</td>
<td>$3,000.00</td>
<td></td>
</tr>
<tr>
<td>Administrative</td>
<td>$2,000.00</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>$62,000.00</td>
<td></td>
</tr>
</tbody>
</table>

   | TOTAL           | $134,000.00 |

   c. Per student breakdown
   i. In total, 2,115 non-unique students went to a UEO event
      1. UEO in fall quarter received $55,000 in SFAC funding
      2. Assuming that each of these students is a unique student, that is $26 per student, on average, for fall UEO events

   3. Meeting summary
a. Because of COVID-19, forced to go virtual for all events. Used VCSA’s Strategic Plan while creating events for students. Completed 3 goals
   i. New programs, campus pride, engage colleges/orgs
   ii. Embraced virtual platform while giving other student resources attention
   iii. Took a different approach to events
   iv. Needed to book recognizable names
   v. Target different interest groups other than music
      1. More partnerships
   vi. Allowed opportunity for things that could not be done in a live setting
   vii. Dante Basco- Asian American Actor, Babbish-Chef, Esports event-partnered with Triton Gaming and ACSE

b. Student engagement has significantly dropped. It has been more difficult to reach out and have students engage. For many it feels like another zoom lecture
   i. Are trying different methods to combat zoom fatigue
      1. Used Twitch
      2. Q&A by students
   ii. Giveaways
   iii. Overlaid different platforms via specialized software within zoom
   iv. Noticeable that these are all still in a virtual setting.
      1. THESE ARE NOT (NECESSARILY) UNIQUE STUDENTS

<table>
<thead>
<tr>
<th>SCHOOL YEAR</th>
<th>NUMBER OF FALL EVENTS</th>
<th>TF FALL ATTENDANCE</th>
<th>WINTER EVENTS</th>
<th>TF WINTER ATTENDANCE</th>
<th>TOTAL ATTENDANCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020-2021</td>
<td>5</td>
<td>2,113</td>
<td>4</td>
<td>180</td>
<td>752</td>
</tr>
<tr>
<td>2019-2020</td>
<td>6</td>
<td>11,305</td>
<td>4</td>
<td>244</td>
<td>10,649</td>
</tr>
<tr>
<td>2018-2019</td>
<td>8</td>
<td>13,576</td>
<td>4</td>
<td>3,140</td>
<td>16,716</td>
</tr>
<tr>
<td>2017-2018</td>
<td>7</td>
<td>13,698</td>
<td>3</td>
<td>1,989</td>
<td>15,687</td>
</tr>
<tr>
<td>2016-2017</td>
<td>7</td>
<td>12,805</td>
<td>2</td>
<td>560</td>
<td>13,365</td>
</tr>
<tr>
<td>2015-2016</td>
<td>11</td>
<td>13,168</td>
<td>0</td>
<td>N/A</td>
<td>13,168</td>
</tr>
<tr>
<td>2014 - 2015</td>
<td>6</td>
<td>7,303</td>
<td>0</td>
<td>N/A</td>
<td>7,303</td>
</tr>
</tbody>
</table>

v.

c. Fall+Winter attendance across all events held was 3,703 students. There are repeats of students
d. Created a survey that auto-populates. Affirms and gives sense of program validation. Are taking students’ opinions into consideration. For the upcoming year they want to continue partnerships. Strengthen discoverability
e. Advocate for student resources. Are executing 13 events this year. Efforts are being made through different
outreach. However, the way they go about it isn’t successful as seen through participation attendance

4. Score
   a. B: 3.75 D: 4.125 V: 4
   b. Average Overall Unit Score: 3.96
   c. Low reach and uninterested students, but massive amount of money going to talent instead of students. Execution is lacking

5. Questions?
   a. Liz: Due to COVID they are not reaching as many students, but as an event based program that is understandable. Are there any considerations or thoughts to score them more on the impact they make on a more normal year?
      i. Lakshmi: good point. We are looking at an in person fall, but we don’t know what that will look like. The events will still have to be experimental, small, reach different audiences. They can have a greater breadth of groups for events, but not audiences. We do not think the breadth will increase in the next year. Maybe in a couple years.
      ii. Lakshmi: they made a strong point even in situations they are reaching people on Zoom, they felt they had to put money to highly recognizable talent. We were just not sure if the pay off was for the student or the talent.
   b. Courtney: what do you think they could do better for outreach?
      i. Ariana: most of the outreach is through social media. I haven't seen any emails or anything. Pre-registration form, but not many go to the event
   c. Liz: Maybe that's one of those special notes/recommendations we can add to the final report...If UEO and Tritonfest continues to receive funding, SFAC would like to see more of those funds go directly back to students and their experience rather than talent...just a thought
      i. Lakshmi: Yes, Liz - more incentivizing for students than the benefit of the event alone
   d. Liz: pre-registration might be to gather info on running the event
5. Announcements
   a. Reminder
      i. Fill out your scoring report form for the programs of the unit that you and
         your subcommittee are on
      ii. Make sure you sign up for presentations and link the presentation!
      iii. Work will start to pile up so make sure to be ready to present

6. Adjournment
   a. 4:00pm