



GRADUATE *and* PROFESSIONAL
STUDENT ASSOCIATION

GPSA Council Meeting Agenda

Saturday 30th of January, 9:00am

Student Union Building, Lobo A&B

I. Roll Call

- a. Via sign in sheet

Call to Order by Hilary Wainwright, GPSA Council Chair 9:14am

- b. Around the room introductions

II. Opening Business:

- a. Approval of the Agenda

Approved as is

- b. Approval of the Minutes

Approved as is

- c. Media & Gallery

No Comments

III. Guest Speaker:

- a. Cinnamon Blair (UCAM) Branding Roll Out

- Discussion of last week's branding rollout.
- Limited UCAM staff required the use of an outside company to explore current perceptions, identify the common threads that tie us together and develop a new UNM brand.
- Good attendance at the concept rollout.
- What differentiates us? We are the cumulative nature of our experiences.
- Why do we need a brand? To tell a cohesive story about UNM.
- Identified challenges through surveys and in person interviews collecting over 800 responses.
- There are lot of misconceptions that can be overcome with truth and consistency.
- A brand is the vehicle for telling the stories.
- The process: Discovery – Brand strategy – Brand concept- Rollout – New brand.

- Discussion of discovery 7 categories: Soul and spirit, diversity, place, land of manana, innovation, athletics and misperceptions.
- Declining enrollment is a problem, one of the objectives of branding is to increase enrollment.
- Discussion of target audiences: What is the underlying message for any message we create?
- A hub for progression rooted in history propelling us forward – this is the underlying message.
- Discussion of tonal words.

Question: Can you give an example of different audiences?

Answer: Research, alumni, prospective students – depending on the audience dial up the different tonal words.

Question: What is being done in terms of out of state branding?

Answer: Nothing specifically, they are just letting people know UNM is here. Looking to start regionally.

- Discussion about what they want the brand to do:
- Back to the strategic key message
- Brand concept – 400 people showed up for the rollout
- Strategy, concept, rationale – the big idea. It needs to work without a logo
- Rationale – about a culture of contrast, not a contrast of culture
- How can this be represented through images? Discussion of images, unexpected contrasts, bold type, look at all perspectives in different
- Individuals Together – what makes us different, makes us strong
- View book spread displays:
 - The marriage of art and science on campus.
 - Acknowledging generational differences.
 - How UNM supports academic and social success at UNM.
 - Bring together strangers to address issues in rural communities.
 - Unlike minded examples– truisms that speak to unique nature of New Mexico.

Question: What is the total budget for rebranding and where did it come from?

Answer: 500k per year by board of regents – used to create view book or videos.

105k UCAM budget to promote entire university.

12500 for an ad in journal per month – looking to do things in efficient way.

Question: Are you using an external agency to execute?

Answer: Yes, but there are also internal people. There is a 4 year contract with the current firm with brand workshops planned for internal staff working on the project.

Question: It is understood that this is just a concept, but COE was not mentioned once. How does the process work to finalize content?

Answer: They will be meeting with all schools and colleges to make sure they are all represented.

Question: UNM has a deep history that started with COE. It is important to discuss UNM's history, while still moving forward, paving the way while doing things for advances in education.

Answer: The department is to come up with ways to let people know about all aspects of the university.

Question: There were messages throughout presentation talking about how there is a unique story to tell, but what are the stories? Just an Instagram level right now...where is the quality?

Answer: That will come in the future. The stories still need to come to life. The first step is a view book. How will we tell the story with images?

- Contact Cinnamon if there are questions or if you would like more information or details about the process or rollout presentation. Submit input and suggestions via: Brand.unm.edu

Action: Hilary will send out Cinnamon's contact information to council

IV. Action Items:

a. Appointments

- Chief Justice

Serving the Judicial branch

Recommendations come from the executive branch

The position was opened up to applications.

Out of 6 applicants Taylor Smith stood out, especially due to his experience last year as GPSA lobby chair.

- Introduction - Taylor Smith

Open up floor to answer questions, especially related to bias issues.

Question: What is your bias?

Answer: There are many different schools and the point of being chief justice is to be fair and balanced. There is no personal interest except in making sure things are done fairly.

Question: What is an example of an issue where you have had to see both sides?

Answer: I needed to work on a bill, while holding a position in Santa Fe, that I opposed. The challenge was having to remain objective, write opinion and be fair.

Question: How do you know your opinion was correct?

Answer: Maybe there is no correct opinion.

Motion to appoint Taylor Smith as Chief Justice

Motion Seconded

Vote: Taylor Smith approved as Chief Justice

General Discussion:

- Reminder to use voting sheet in order to keep track of votes.
- General overview of Robert's Rules. Reminder that Robert's Rules books are available to borrow through the GPSA.
- Overview of parliamentary procedures
- Standing rules available on the website. They include guidelines on time limits to help the meeting move forward and how some votes require a 2/3 majority, etc..

- Chief of Staff

- This position is by executive appointment –Sally Barker recommended

- She has been serving in this position since a week before Spring semester started.

Motion to Appoint Sally Barker as Chief of Staff

Motion seconded

Vote: Sally Barker approved as Chief of Staff

- Finance Committee Chair

This position is by executive appointment – Isaac recommended

- Introduction – Isaac

- A graduate student in the Anderson school studying accounting
- Worked in industry before coming back to school
- Currently working in college of pharmacy

Motion to appoint Isaac as Finance Committee Chair

Motion seconded

Vote: Isaac approved as Finance Committee Chair

- Student Support & Advocacy Chair

This position is by executive appointment – Glenda Lewis recommended

- Introduction – Glenda Lewis

- A graduate student in the COE. She is active in the community and knows many people on campus.
- A PhD candidate and an advocate for students on campus over the last 2 years.
- Hopes to encourage collaboration and bring many people to the table to advocate for graduate students.

Question: As the chair, who do you advocate to?

Answer: This is a Standing position in the GPSA. Glenda will work with the council president advocating on behalf of graduate students. She is an additional voice on any specific personal issue, graduate bill of rights, biases, issues in departments..etc...making sure everyone is getting what they need on campus

Motion to appoint Glenda Lewis as Student Support & Advocacy Chair

Motion seconded

Vote: Glenda Lewis approved as Student Support & Advocacy Chair

- Legislative Steering Chair

This position is by legislative appointment – Cameron Goble recommended

- Introduction – Cameron Goble

- Graduate student in the COE educational leadership program.
- He is a good fit because his job is not to set policy, but funnel resources to facilitate achievement of goals.
- Deliberations can be clear and concise – facilitate meetings so people who are there can get things done.

Question: Would you conduct workshops to help committees learn how to get things done.

Answer: Yes. He would like to see workshops, a podcast, etc...He will send out an email about them.

- He pledges to take this appointment seriously...

Motion to appoint Cameron Goble as Legislative Steering Chair.

Motion Seconded

Vote: Cameron Goble approved as Legislative Steering Chair.

- Legislative Steering Committee Member

- Call for one or more members. Please volunteer or nominate someone.
- Each committee is required to have 3 departments represented.
- 1 meeting per month
- Brian nominated.

Question: What time are the meetings? They are waiting for the chair to be available.

Motion to appoint Brian MacKie-Mason as Legislative Steering Committee Member.

Motion seconded

Vote: Brian Mason approved as Legislative Steering Committee Member.

Discussion:

- The legislative steering committee is composed of 6 members.
- The council encourages an underrepresented college to take a position.
- Urge someone from the law school to volunteer for the committee.
- Lily nominated and accepts the nomination.

Motion to appoint Liliana Benitez De Luna as Legislative Steering Committee Member.

Motion seconded

Vote: Lily approved as Legislative Steering Committee Member.

b. Legislative action

- This action had been presented to council in December.

Discussion of changes:

- Legal counsel suggested a language change to payment from compensation. Recommendation accepted.
- Think about changing compensation to payment in the bylaws as well to be consistent.
- See supporting documents for further information about changes.
- Trying to cut out things that should be in bylaws, not the constitution
- All items removed will be covered in the bylaws.
- These changes were an attempt to remove redundancy and improve grammar.
- Constitution and bylaws committee to meet on Sunday, 01/31.

Motion to accept language change to payment from compensation.

- General use of the word payment has less implication than compensation.
- Possible to review changes tomorrow, get them to LSC and return here by the next meeting for a vote.

Motion Seconded

Vote: Changes approved

Send to legal counsel for review

- FA_2015-006

1. Vote on previously presented constitutional changes – see all notes above.

- FA_2015-002 & FA_2015-005

1. Vote on recommended changes from UNM Legal Counsel.

Bill 2 Discussion: Language change from compensation to payments.

Motion to pass as amended

Motion seconded

Vote: Approved as amended

Bill 5 Discussion:

- See supporting documents.

Motion to approve recommended changes

Motion seconded

Vote: Approved as amended

- Bylaws can now be updated with the changes. The new bylaws will be posted on the website.

Recess: 10:26 am

Call to Order: 10:37 am

V. Officer Reports

a. President's Report – Texanna Martin

- Please review documents that were passed around.
- Online fee discussion.
- Legislation briefing.
- Explanation of deficit.
- J.R. Oppenheim will be coming up for an appointment as media and outreach co-chair Next month there is a fee up for bond. There will be no fee increases on anything that went through SFRB.
- Educational forum will be put together to talk about Johnson Center, Smith Plaza and Anderson projects.
- Johnson center is more than a gym, it is a community, used by HESS and rec services in addition to 2 athletic teams: volleyball and swimming. Graduate students are currently in the basement doing research. The 35 million dollar request is to expand Johnson and make more room for these groups.
- Smith plaza will include a ramp renovation upon approval this month.
- Anderson project will be funded by an older donation that needs to be used before it is lost.
- Until we can increase enrollment, money will be challenging.
- Recruitment and retention is low.

- We need to increase enrollment to continue growing UNM.
- Austin will discuss lobby day. On 02/05 there will be an aerospace day. Currently 4 graduate students, 2 undergrads and 2 faculty members will be participating.
- 02/09 is graduate education day. There will be a discussion on advanced degrees with the innovation academy doing a graduate piece.
- What can you bring to UNM?

b. Council Chair's Report – Hilary Wainwright

- Brief discussion of deadlines and timelines.
- GPSA official office hours will continue to be Monday afternoons.
- Please email anytime if you are not receiving council emails, if you have any questions or if you need to meet in the office outside of the Monday hours: gpsacouncil@unm.edu
- Budget and elections, PB funds request
- You have until 3/11 to request PB funds. Workshops need to be attended for newly chartered organizations in order to receive/spend the requested funds.
- Budget workshops will be held on 2/8, 2/12 in addition to other dates.

Action: Hilary will send out a timeline for these workshops which will include the deadline for budget applications.

- A workshop must be attended in order to request budgets.
- Please ask if there are any additional questions about the Elections changes.
- The Constitutional Bylaws Committee to meet on 01/31 to continue working on changes. They must be made before Feb. meeting in order to get on the ballot for a vote in march.

VI. Executive Committee Reports

a. Lobby Chair- Austin Megli

- Discussion of graduate research space competition. They received 11 proposals from the college of art and sciences.
- The Human Osteology Lab was the winner!
- They asked for 100k from the legislature to fund the improvements.
- The lab is part of the Maxwell museum of anthropology.
- Researchers from all over the world visit the roughly 6000 skeleton collection.
- Due to current access conditions some choose to go elsewhere despite the superior collection.
- The main lab space will get a new floor, new lighting and a new staircase to replace the rickety wooden one that currently limits access to the collection to only 2 people at a time. This improvement will also enable UNM to accommodate the ceremonial requests of local tribes more easily.

Question: Is the space accessible to people with disabilities?

Answer: No and these improvements would not cover an elevator. Currently remains are brought to people who cannot physically access the space. Since it is not a public space, ADA regulations do not apply.

Question: Are they collecting testimonials from visiting researchers?

Answer: They did include a list of visiting researchers with the proposal, but not testimonials.

- In closing...this competition was very successful.
- There was a great turnout at UNM day! Thank you.

Question: Will the competition continue and will it apply to other colleges?

Answer: It will be up to the lobby chair next year. There are currently no requirements in bylaws for this. Can be added as a discussion item to include it in the bylaws.

Thanks to Austin!

VII. Ad Hoc Committee Reports

a. PB Funds - Katrina Edelmann & Debbie Morris

Debbie Morris - Director of Student Activities Center

- PB funds are prorated benefits.
- There is \$9.50 per student in a department that goes to your RDSA.
- Last spring significant changes were made to how those funds were distributed.
- Groups chartered in the fall do not need to go to a spring workshop, newly chartered groups do.
- Groups can request funds any time during the year, but they must be requested by the 8th week of the semester or funds will revert to GPSA general fund.
- Unspent funds at the end of the fiscal year now go revert back to the GPSA general fund.
- The biggest change is that fewer groups requested funds.

Question: Why didn't RDSAs request their money?

Answer: Anderson was not chartered last semester and others might not have had an organized group.

- August 1 is a call to re-charter, but groups can charter every day, new groups can charter all the way through May.

Question: How long are they chartered for?

Answer: 1 academic year – workshops begin in august.

Katrina COE president and Chair of PB Funds Ad Hoc Committee

- 3 main issues:
- 1. The appropriateness of 8th week deadline to request funds. Deemed appropriate and nothing changed.
- 2. Would funds allocated to smaller organizations by RDSAs experience a reversion as well? Funds allocated will not have their funds reverted.
- 3. What would a reversion look like? It will ensure money goes to the students. At the end of last year, it was decided there would up to a \$2000 roll over of funds. This method was not necessarily equitable, so it

was decided to go by percentage base instead in order to encourage sustainable growth.

- RDSA can carry forward up to 50% of the amount requested and all excess expenses will be then reverted. The RDSA remaining balance can never be reduced below \$500 to carry over to next year.

Question: What is the difference between the requested and received language vs. amounts allocated?

Answer: That language was used to remove ambiguity.

This is a discussion item today, it will still need to go to LSC before it comes back for a vote.

Question: Does this touch appropriations? If a group comes to them over the summer could they have more than their 50%?

Answer: This is specifically for PB funds. Appropriations are separate and always revert.

Money requested for summer events can be appropriated in advance

Question: What is Travis' opinion on the 50% rule?

Answer: It makes sense to have that in place in order for people to get an equitable amount.

b. Constitution & Bylaws- Sally Barker

- Meeting tomorrow if anyone would like to come to try and hammer out as many changes as they can and then move onto bylaws.
- Would anyone be interested in participating in the bylaws committee?

VIII. Discussion Items

Discussion items can be suggested for next month...

a. Bylaws language regarding Legal Counsel recommendations

- There is currently no language to say what council should do with the recommendations once they came back from LSC.
- Do we want parameters saying what is purely grammatical and which changes effect meaning?
- Should the LSC look at areas of bylaws where clarification could be added?
- Could a council representative be included in the LSC review process so the conversation about meaning or grammar could take place earlier?
- Would UNM legal want a person from council? The question could be asked.

Question: Is it legal's job to oversee what we do in student government?

Answer: They just make sure we are not breaking nay UNM laws

Question: Maybe we don't need a physical presence, but just a way to know what was going on before it came to a vote.

- We are just a small part of everything counsel has to do. We can try to meet with her before it comes to a vote.
- Reach out to Nasha to see what might be possible- what kind of turn around?
- Support getting legal recommendations before coming to council. Facilitate more back and forth between LSC and legal. Consider moving

proposed legislation to a discussion item, so LSC and legal counsel could synthesize.

- A discussion item may not have been put into a format for legal to review.

Action: Hilary will reach out to counsel and bring back more information.

IX. Council Comments

- Moses: We are coming up on an anniversary. The first full week of April are elections. Get involved in some way. Think about it –see Moses if you are interested in running.
- Lily: Law school event on 02/06 for HS students interested in going into to law. It starts at 10am at the Law School and there is a signup sheet.

Action: Hilary will send out Lily's email

- Brian: At EC there is a student paper competition encouraging students to publish more papers. See him for more information
- Katrina: Firsty Thursday open to all grad students at Brickyard - 7pm this upcoming Thursday.

X. Upcoming Meetings

February 27th – Lobo A&B

XI. Adjourn

11:28 am

Attendees

Amber Dukes

Brian Mason

Edria Mitchem

Hahn Nguyen

Katrina Edelmann

Moses Allen

Safeeul Bashir

Nicholas Barron

Katelyn Bladel

Corrine Clark

Anny Chung

Cameron Goble

Firas Aydub

James Hendrie

Lauren Weiss

Sabrina Pickle

Tara Hackel

Margarita Ortega y Gomez

Taylor Diaz

Azul Cortes

Carrie Booth

Glenda Lewis

Jeremy Benson

Liliana Benitez De Luna

Sara Bredin

Travis Scholten

Adam Meyers y Gutierrez

Natalie Hernandez