



GRADUATE *and* PROFESSIONAL  
STUDENT ASSOCIATION

## GPSA Council Meeting Agenda

Saturday 31st of October 2015, 9:00am

Location: SUB- 2nd Floor- Ballroom A

### **I. Roll Call**

- a. Sign In - Attendance list following meeting minutes

### **Call to Order by Hilary Wainwright, GPSA Council Chair 9:11am**

Explanation of the voting sheet. Please record your vote anytime a motion is presented.  
Reminder to record your presence on the sign in sheet.

### **II. Opening Business:**

- a. Approval of the Agenda

Motion to move LSC Bylaws changes to LSC report.

Motion Seconded

**VOTE:** Approved, LSC Bylaw changes moved to LSC report.

Motion to approve agenda as is

Motion Seconded

**VOTE:** Agenda Approved as is

- b. Approval of the Minutes

Motion to approve minutes

Motion Seconded

**VOTE:** Minutes approved as is with no discussion

- c. Media & Gallery

No comments

### **III. Guest Speakers:**

- a. UCAM – Ethan Rule

- Overview of general institutional support for marketing initiatives  
500k proposal for an institutional branding initiative in order to better enhance the image of the university. Everything we do contributes to the brand, Why is UNM a good school?

- 160/90 was selected for the branding initiative – 40% of their clients are universities.
- 160/90 previous institutional branding projects, from the University of Oregon to UCLA. The challenge for the University of Oregon was changing their brand from an athletic to academic focus. They received 2 million views of the rebranding video in first month.
- The challenge for UCLA was to shift more focus onto the research being conducted there. They created video touch points, not just commercials to get the points across.

**ACTION:** Ethan to send presentation with videos to Hilary and/or Texana.

**ACTION:** Hilary or Texana will distribute presentation with videos to the council.

- For 4 days during homecoming week 160/90 conducted the discovery phase of the process. They met with focus groups, collected surveys and spoke with many people.
- They will return in November to give brand strategy presentations based on the information collected during homecoming week.
- In December they will return to give presentations of the branding concepts
- Rollout of the new UNM branding scheme will be conducted during 2016.
- Buy in needs to be achieved across the university

*Question:* How do clients benefit?

*Answer:* UCLA saw increased enrollment and donor money. UNM will set their own metrics for measuring success. The Initial 500k will go into discovery process. Results will begin to be seen, usually, after a couple of years.

*Question:* What are other institutions 160/90 works with?

*Answer:* UCLA and University of Oregon are the most prominent. They also recently worked with Texas A&M. As part of the UNM contract, 160/90 can not work with our direct competitors.

*Texana:* A book is being passed around show casing the work done by the branding group. Offered appreciation of people who participated in survey and focus group – thank you!

*Question:* What room is there for graduate student branding message and how will that impact student engagement?

*Answer:* As we move forward, the steering committee will identify goals – relating to the UNM 2020 goal. Look at how to attract students and faculty, create community funding, etc...

- Sign up for the List serve to be receive details on important upcoming branding dates. There is more information on the marketing and communication website: [www.marcomm.unm.edu](http://www.marcomm.unm.edu)

*Question:* How will new commercials help us as an institution to fix the issues on campus?

*Answer:* Part of the discovery process was asking the good/the bad/ what needs to be improved. Each dept faces different challenges. What is a lobo? Not all issues may be addressed, but an attempt to address the most consistent ones will be.

The purpose of the rebranding is to inspire a desire to conduct research, not just serve as advertising.

Discussion to continue....Sign up for the List serve!

#### IV. Action Items

1. Finance Committee Appropriation Recommendations – Hahn Nguyen
  - Summary from supporting docs was sent out prior to the meeting and should have been reviewed. The past month there were 6 appropriations made from the general fund. There was no deliberation. 3 groups came for the presentation. 1 group was not funded due to a lack of presence.
  - Legal was funded for the requested amount
  - The international business students reduced their request and it was approved
  - Black professional students request was approved
  - There is still close to \$30,000 to appropriate.

*Question:* Appropriation 10 – about a recurring line item for food. Is this new? Can appropriations fund recurring events?

*Answer:* That line item was not discussed in detail during the meeting

- Appropriations should be for single events, in bylaws funding of recurring events are not allowed
- Student Bar Association gets large funding for spring and fall, which includes food for their events. What are the standing rules?
- What are the standing rules?
- Decisions were made at the discretion of council. Nothing could be found right now, no mandate, just a suggestion from last year about funding recurring food events
- More Discussion about RDSA rules, how are the requests being filled out, does the finance committee check the forms. Are the rules un-enforceable?
- Board chose to leave out allocations for multiple events this year – this was in the standing rules last year

Motion - Bylaws and finance standing rules and how they relate to 1 time event funding. need further discussion next month.

Motion to second on floor

Motion struck due to wording and miscommunication

*Question:* Appropriation 11 – Money distributed to ASUNM. Can that be confirmed to benefit a graduate student?

*Answer:* ASUNM discloses everywhere their funding goes – graduate or undergraduate.

*Question:* What about the \$2000 that went to just to 2 students?

*Answer:* Yes, it did go to just 2 students and it was for travel to a conference in Brazil. They had applied for the maximum amount they could receive – as detailed in the bylaws.

- All Anderson funds were returned to the general fund because the requests were not turned in by the deadline.
- If hybrid funding is awarded for a conference, the graduate student must be the primary presenter. An undergrad can accompany them.

*Question:* Appropriation 12 – GPSA funding awarded last month was brought before the finance committee and the zeroed out. Why?

*Answer:* The money was to attend the national conference. There was no funding for executive board travel, but they decided not to go, so the request was withdrawn. The executive council does not have a travel expense budget like the lobby does.

*Question:* What about the remaining 30k that has not been appropriated? Is that just for the remainder of the year? Don't we collect fees every semester?

*Answer:* The amount of money available to appropriate is based on a forecast. In February the actual amount will be detailed. Due to a decrease in graduate student enrollment the amount may be less than the forecast.

Motion to block and approve appropriations

Motion Seconded

**VOTE:** Blocked and approved

**ACTION:** Ask finance committee to give an explanation of standing rules and why they removed the piece about funding from last year. Present as a discussion item next month

## 2. LSC-Bylaw Changes – Discussion moved to LSC Report

### V. Officer Reports

#### a. President's Report - Texanna Martin

- SFRB completed deliberations. Preliminary recommendations will be released to the public in November. The university is in a deficit with student fees because of decreased student enrollment, 115 graduate students were lost from last year.
- Take the time to go to the policy website at [www.policy.unm.edu](http://www.policy.unm.edu) to review and comment on new policies being proposed. Pending policies include Minors on Campus and a new Stipend for Staff. If there is a policy you would like to talk more about bring it to the attention of Texana and it can be put on the agenda.
- There is a call to assemble a sub-committee to review the constitution and bylaws to possibly revise how the council is being compensated. Many people give back a percentage each month because there is not enough time to maybe the full tuition benefit or other privileges. Sections of the constitution that are improperly numbered need to be corrected and strikeouts need to be incorporated into the latest revision.

- We need to act quickly on the revisions because constitutional changes need to go on the ballot fro a vote in January. They are subject to a 30 day LSC review period.

*Question:* When is a good time to talk about these policies? Violations already being made regarding the minor policy.

*Answer:* Make comment within 30 day review once policy is on the website. This why it is important for everyone to review and comment on proposed policies.

Motion for a committee to look at bylaws and constitution. Present recommended changes to legislative steering

Motion Seconded

**VOTE:** Motion carries

*Question:* What is the time commitment for a committee member? When should the changes be ready?

*Answer:* Aim to have the changes to the LSC by next month and be ready for the December 2 LSC meeting.

Committee Volunteers:

Moses

Amber

Cindy

Cameron

Travis

Amanda

Hilary

Yvette

- Recommendation goes out to eboard so each chair can review their sections.
- Alumni association has a new director who starts in February. They will focus on obtaining funding for advanced degrees. The current alumni association scholarships offered do not reflect the needs of the population. At large members will be included.
- Introduction of GPSA Health Chair
- Pricing to bring proofreader/editor into the GPSA office once or twice a month – getting 3 bids and 3 options to choose from. This service would be separate from the GRC service and would assist in the end stage editing of a paper. There is an identified need for this service, especially in health sciences and engineering.
- Work is being done to obtain 6<sup>th</sup> edition APA manuals for the GPSA office. References are currently available online eland in the libraries. Office 365 has a built in APA template.
- Accepting recommendations for people to fill this position
- Resources for the GPSA office – work with bookstore to obtain their overstock

- Awareness of the Lobo food Pantry. Food insecurity is widespread on campus, especially within the graduate student population. Hahn suggested we all attend a free evening meal to feel what it is like to experience this type of situation.
- GPSA is keeping food in the office as they are often asked about an emergency fund for food. This is a very big issue.
- Victoria has been bringing awareness to where students can get food and Hahn has been working to bring left over food to the GPSA office. There is a lot of food insecurity in the Physics and Astronomy department. How can communication be improved to get information over to them.
- First nations community health source works with store house and pantries. They sell food at a discount. GPSA could qualify to become a purchasing agent.

**ACTION:** Texana to work with Melvin, including the purchasing department, to talk more about this option.

- The dean of students hosts the food pantry once a month and always needs volunteers! Does the GPSA want to host one where the members volunteer?
- The United Way of Central NM resource hotline is 211. They can put you in touch with any resource you need. Amanda will give the information to Texanna. It is free and easy to use. Information about how to donate to The United Way scholarship funds are on the website.
- If there is anything else Texana needs to be aware of please email her! Be aware of the process when someone comes to you for a complaint, mentor reporter, training, etc...if there are questions ask!

b. Council Chair's Report - Hilary Wainwright

- Sent out an email since last meeting asking about an email list and only received 3 responses. A sheet is being passed around during the meeting now asking if you want to be added to the public email list.
- The other issue is the accreditation process. It just started this year for the 2019 official goal. It details teaching and learning evaluation criteria.
- Currently performing environmental scans – what evidence do we have that we are performing proper evaluations?

**ACTION:** Hilary will send out surveys to council members. They can then send them out to other people who may be interested – please fill them in, it is a good way to be more involved in the accreditation process. Accreditation is renewed every 10 years for higher learning commission.

- Reminders will be sent out via email – add your input!
- If you have something you would like to know more about or think the constituency would benefit from, for example the higher learning commission, Texanna and Hilary will try to find a speaker to address the topic.

c. Legislative Steering Chair Report - Cindy Nava

- No votes were made on items that were reviewed from last session.

- If you need or want anything from LSC, they will be using a specific format. An e-form is being developed and will be sent out for Hilary to distribute
- Legislative action taken during LSC will then be passed on to Texanna for review at council.
- The LSC meeting reviewed standing rules and amended with changes that reflect the Grants Assistantship
- Review of Article 4 Section 2.
- There was a meeting on 10/10. 1 person withdrew from the committee and they are looking for 1, preferably to people to join it. Meetings are held on Saturdays with the next one occurring on 11/07. The next meeting will review election committee bylaws changes.

*Question:* Will it be another month before the election committee bylaws can voted on?

*Answer:* Because of presented changes, they will be reviewed by LSC the presented at council in November for a vote in December.

- No dates or locations for LSC meetings on currently on the website. The details will be finalized by the end of this week (Ivet).
- James volunteered to be the new LSC committee member.

## **VII. Executive Committee Reports**

### a. Lobby Chair - Austin Megli

- Introduction: He is a first year law student that had been in DC at a National GPSA meeting in September at a conference learning about federal initiatives on order to better portray university values. Some DC staffers have never even been to New Mexico.
- Interest rates for undergrad loans are about 3.24%, while for graduate students they are at about 6%. The committee decided only to increase the rates on graduate student loans as they make up 77% of the profit generated for the government off of these educational loans.
- There is lobbying being done for NSF funding and for creating free, open access to research journals. Current open access at UNM is mostly funded by fees.
- Research competition is underway. Goal is to obtain research space for the arts and sciences. Deadline for application is 11/14. See Austin for more details. So far, 9 people have asked questions about the competition, with 2 departments asking about cross departmental collaboration. There have been no proposals submitted.
- For more information about UNM day grad day, 01/25/16, in Santa Fe contact Austin. There were 7 projects presented last year. Are there any ideas about how to recruit more graduate students? There is funding for the trip to the legislature, including lunch. Senator

McSorely commented that it had been a long time since graduate students had come to the table.

- Graduate study space being opened in the spring near the Starbucks in Zimmerman – design plans will be sent out soon.

**RECESS:** 11:13am

**CALL TO ORDER:** 11:23

### **VIII. Discussion Items**

- a. Memo of Understanding with ASUNM – Hanh Nguyen
  - This is a proposal. It is not official. The intention is to modify the memo to fit the UNM situation, if ASUNM want us to be a subcommittee of their student government.
  - We prefer GPSA to be sovereign from ASUNM, but there is a sense that graduate students are not being represented on ASUNM committees. This document is intended to address this issue.
  - Discussion about the memo language ensued. Is this an issue that should be addressed by administration instead of a memo?
  - How to move forward? Give the executive committee a chance to revise the document and bring it forward again during the next council meeting. Align language with what we are trying to accomplish.

Motion to revise document to more concisely state the goal of the document and bring to council next month.

Motion Seconded.

**VOTE:** Motion Approved

### **IX. Council Comments**

- Introductions of new representatives
- Book drive until 12/21 – bins on education side of campus – k to 12 appropriate material or gently used school supplies – please donate!
- Community engagement 5<sup>th</sup> annual symposium 12/5 contact [glewis@unm.edu](mailto:glewis@unm.edu) for more information.
- 11/04 Physics and Astronomy open house. Tour the labs and enjoy Free pizza!
- Annual silent art auction, 11/20, at the center for fine art – the 4<sup>th</sup> and copper art studio. All work is being donated by students faculty alumni. More information to be posted.
- Elections committee – if anyone wants to run for president of GPSA council contact Moses or Yvette

### **X. Upcoming Meetings**

November 21<sup>st</sup> , 9:00 am, SUB Acoma A&B

### **XI. Adjourn**

**11:50 am**



**Attendees**

Alaa Elmaoued  
Cameron Goble  
Edria Mitchem  
Glenda Lewis  
Lauren Weiss  
Paul Morneau  
Sabrina Pickle  
Travis Scholten  
Nicholas Barron  
Samantha Goggo

Amanda Lujan  
Carrie Booth  
Eugene Ellenberg  
Hahn Nguyen  
Mark Holland  
Rita Sangida  
Tara Hackel  
Victoria Otero  
Elizabeth Zaniudro  
Numair Latif

Amber Dukes  
Cindy Nava  
Firas Aydub  
Katrina Edelmann  
Moses Allen  
Ryota Shimada  
Tessa Cappelle  
James Hendrie  
Chauntal Andrews  
Melvin Coohsis