

# WORCESTER POLYTECHNIC INSTITUTE

## 29<sup>th</sup> Student Government Association

12<sup>th</sup> Meeting of the Twenty-Ninth Undergraduate Student Government Association

To be held in Salisbury Labs, Room 411

6:00 p.m. – August 27<sup>th</sup>, 2019

- I. Call to Order
- II. Approval of the Minutes
- III. Public Comments
- IV. Special Orders
  - a. Interim Senator Appointments
    - i. Anna Fitzpatrick, Jameel Gammel, Ariana Cruz-Rivera, Lila Card, Matthew Moreira, Marisol Sanchez, and Isabelle Cordova were appointed as interim senators.
  - b. Interim Chair Appointment
    - i. Senator Hager was appointed to Chair of Academic Improvements.
- V. President's Report
  - a. Welcome Back
    - i. President Wilson is excited to see the work that's going to be done this term.
  - b. Elections
    - i. Senators will start to hear more about elections information for Senators and Execs. Those interested in running for an executive position should speak to those in that position. Anyone interested in being on the slating committee should reach out to Parliamentarian Liberacki.
- VI. Vice President's Report
  - a. Welcome!
    - i. Vice-President Toomey welcomed all new senators who attended Senate tonight.
  - b. SGA Fall Retreat
    - i. Fall retreat will be on September 7<sup>th</sup> from 10:00 AM to 3:00 PM.
  - c. Office Hours
    - i. Office hours for execs are posted outside the SGA office.
- VII. Secretary's Report
  - a. Guess the SGA Member
- VIII. Treasurer's Report
  - a. Welcome to FY20
    - i. Treasurer Candy informed Senate that we are now in Fiscal Year 2020, and that every student pays a \$316 student life fee. The Student Life Fee from each student goes towards club budgets, mandatory transfers like SNAP and TechSync, and funding requests that can be heard in Financial Board and Senate
    - ii. In FY19, SGA started the fiscal year with about \$173,000 in net assets. FY19 income from the Student Life Fee totaled about \$1.37 million. Allocations for budgets and mandatory transfers for FY19 totaled about

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\$1.10 million, which left about \$270,000 to be allocated through funding requests. SGA allocated about \$232,000 through funding requests, resulting in end of FY19 assets (before rollbacks) totaling about \$221,000. Rollback figures from FY19 are still pending as the process is currently occurring.

- iii. Initial total assets figures for FY20 are still pending based on rollback figures from FY19. FY20 budget and mandatory transfer allocations totaled about \$1.0 million.
- iv. In a funding request, SGA looks at how the event ties into the purpose of the club, the quality of the event, and the cost of the event per student.
- v. Clubs are welcome to submit funding requests on SGA's TechSync Page.
- vi. Workday is going through changes. Sandy in the SAO will be reaching out to treasurers shortly.
- vii. Clubs should expect to go through club audits.
- viii. Destress events are being done through one organization, this term being IFC/Panhel. Any club interested in running destress events should reach out to IFC or Panhel.
- ix. Food meetings cannot be funded. Apparel can be funded for 50% of the cost, and SGA may provide up to \$25 per item.

### IX. Parliamentarian's Report

#### a. SGA Alumni Event

- i. This event is meant to give senators the ability to speak to former senators. The event will run on homecoming Day, October 5<sup>th</sup>, starting at 1:00 PM in the East Courtyard of Higgins House. The alumni will assist in throwing out Superfan shirts at the football game.

#### b. Trivia

### X. Cluster Reports

#### a. Student Services Cluster

##### i. Gompei's Go-To's and Fall Treats – Chair Serven

- 1. Gompei's Go-To's will be on Saturday, September 21<sup>st</sup>. There are 15 resources on campus that this event will help promote and allow students and parents to interact with. Each resource is asked to provide their own material, and Senators may be asked to assist and represent different resources. A signup sheet for Gompei's Go-To's will be sent out shortly.
- 2. If students attend three resources, they will be entered in a raffle for an Ultrafan shirt.
- 3. Food will be given out to students and parents during the event.

#### b. Internal Services Cluster

##### i. No Report

#### c. Financials Cluster

##### i. Welcome Back – Chair LaJeunesse

- 1. If any senator has ideas about financials, please reach out to Chair LaJeunesse.

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- XI. Faculty, Institute, and Special Committees
  - a. Upcoming WSGA
- XII. Old Business
- XIII. New Business
  - a. S.9 SocComm Big Show Funding Request
    - i. President Wilson reminded Senate that while everyone in the room has a voice, only senators can vote.
    - ii. **Purpose of Funds**
      - 1. Executive members of SocComm and outside helpers for Big Show requested funds for the Spring Big Show. In 2019, SocComm brought local rappers and Quinn XCII to campus. According to a survey sent to campus, the majority of people enjoyed the production and performer of the event. Last year, they scanned tickets to make lines efficient, had outside assistance to make setup and takedown faster as well as make Big Show a greater experience. They also had outside help to create a brand for the event. The 2019 Spring Big Show is classified as the most successful by those who attended.
      - 2. This year, SocComm is looking at bringing a Pop or Hip-Hop artist to campus, based on requests by campus, with 85% of campus excited for this year's Big Show. They are planning on keeping the brand of Big Show, keeping the ticketing system and advertisements to the Worcester Consortium, having assistance with setup and takedown of the event, and collaborating with SGA for the Superfan Slogan contest. They are looking to lower the cost of tickets, have a more strategic advertisement system, incentivize buying tickets earlier, and have the event on a weekend that could guarantee a higher attendance.
      - 3. In total, SocComm is requesting for \$108,811. which will go towards all performers, sound and lighting, stage equipment, setup and takedown of the venue, hospitality, and police presence.
      - 4. SocComm's agency representative explained the process of booking an artist to make the process easier for the school to bring performers to campus. He explained that the goal of the concert is not based around a singular artist, but a successful show as a whole.
    - iii. **Questions:**
      - 1. Chair LaJeunesse asked if SocComm had data about the spread of attendance between people from WPI and those off campus.
        - SocComm Treasurer Batista answered that SocComm does not have that exact data, but is on University Tickets. The attendance has been higher in more recent years compared to previous years.
      - 2. Chair Serven asked if SocComm could do a breakdown of prices for tickets of all attendees.

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- Treasurer Batista answered that WPI students paid \$20, Consortium Students paid \$25, college students paid \$30, and all others paid \$35.
- 3. Chair Tavares compared the event to a previously successful event. He asked how SocComm plans to gain a larger attendance.
  - Treasurer Batista answered that they are planning to lower ticket prices, change the date to a more compatible date, and make the concert more of an experience for attendees.
- 4. Accountant Bimonte asked if the capacity of people that can be in Harrington is fixed or fluctuates.
  - Treasurer Batista answered that the capacity fluctuates based on when the building is surveyed, which is usually done between March and April.
- 5. Chair Serven asked where the difference in cost from T-Pain to Quinn XCII came from.
  - Treasurer Batista explained that the cost from T-Pain came from a funding request instead of a budgeted amount. The prices are roughly the same, however any increase in cost can be attributed towards making the event more memorable.
- 6. Senator Cataldo asked if there was anything in place to ensure that the performer will give a memorable performance.
  - SocComm will be focusing more in the vetting process of each artist to ensure a memorable performance.
- 7. Chair Tavares asked if SocComm plans on releasing the artist to campus earlier.
  - Treasurer Batista explained that there is a date in the artist's contract that says when SocComm can release the artist to the public. The secrecy of the event is also to strengthen the name of Big Show to make it a hyped event regardless of the artist.
- 8. Senator Cannata asked for clarification of whether or not Jeremih was more attended than Quinn XCII
  - The Quinn XCII performance was more attended than Jeremih performance
- 9. Senator Starr asked what kind of artist would be best for the requested cost.
  - MSEC Chair Kim Ramos answered that campus decides what kind of artist is best based on surveys sent to campus. That can also be determined by the vetting process of each artist.
  - Senator Starr followed up with asking about a plan to gain more interest and opinions in an artist.

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- i. SocComm holds meetings at the beginning of the school year and sends surveys to campus after big show about artists they would like to see.
10. Senator Charles asked if the vetting process for Quinn XCII gave him a good recommendation
  - Quinn XCII only gave a college performance at one other University, but the event was successful for an up-and-coming artist.
11. Parliamentarian Liberacki asked if they could give a number of people who attended Big Show in 2019.
  - 637 people attended the event in total.
12. Accountant Bimonte asked if they advertised in the Campus Center
  - MSEC Chair Ramos clarified that SocComm advertised on the screens and on boards in the Campus Center
13. Chair Serven asked if SocComm could explain the process of booking and artist.
  - First, the organization brainstorms about performers and costs for the event based on what worked well in the past, what's popular, and the best dates that would work for the event. Once SocComm has a list of artists and a date, SocComm's agency begins contract negotiations with the artists' agents. Once an artist is confirmed, SocComm will read over a contract given by the artist's agency and come to a mutually agreeable contract.
14. Parliamentarian Liberacki asked what the funds from ticket sales go to subsidize.
  - The ticket sales partly go toward subsidizing the University Tickets Portal. Since this portal makes the process of selling tickets easier, it is more of a benefit to keep the system. Ticket costs also go towards subsidizing the artist's needs and last-minute essentials.
15. Senator Cataldo asked if there was a clause in the contract to prevent a terrible show, or if this cost is a gamble.
  - Certain obligations can be given for the artist in the contract, but it varies depending on the artist. The agent's goal is to help the artist, and they can be deterred from signing a contract if there is a part of the contract that could prevent payment.
16. Chair Racca asked if local universities can be included in a concert to combine concerts in order to have a larger artist.
  - It is always something that could be considered, but each school is different in what they look for and how their organizations for booking an artist work.

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17. Senator Charles asked if there was a breakdown of price points for different acts, and would the performance be comparable.
  - The agency does have a breakdown. The artists shown in Senate were all in a range of \$40,000+ - \$75,000+.
  - Funds can also be reallocated into production if the cost of the artist is lower. The performance is also important to take into consideration, not just the artist.
  - With a larger and more popular artist, more people will be happy.
18. Chair Hager asked if the lower amount of money in budgets matches with cutting Big Show.
  - Treasurer Candy answered that it is not a direct correlation.

#### iv. Points of Information

1. The total cost of the event, including this funding request and what SocComm has in their budget, would total to ~\$131,545.
2. Freshmen did not know about Big Show until the time of ticket sales.
  - SocComm posted advertisements to all of campus, publicized on social media, and tables at all over campus. In their surveys and during the Freshman Welcome Party, they gave information to freshmen that Big Show is an upcoming event
3. SGA needs to be aware of our Return on Investment.
4. The survey was distributed directly to people who attended Big Show. 30% of responses were from freshmen, 30% of the responses were from sophomores, 20% of the responses were from juniors, and 20% of the responses were from seniors.
5. The cost per person is \$170-\$180 per person. Selling every ticket, the cost per person is \$119.
6. The \$20,000 currently budgeted is not enough for a good performance, and there may not be a Big Show if this request does not pass.
7. Just because there may not be a Big Show this year does not mean that Big Show will not happen again.
8. The events office does their yearly evaluation of Harrington late, so ticket evaluation can be lower due to the evaluation. That number of people allowed in Harrington changes from year to year, depending on the size of the stage and codes in place.
9. We are one of the few campuses to have a concert
10. Prices of artists change year to year. Just because an artist is cheap one year doesn't guarantee the artist will be cheap the next.
11. Better artists will usually have more production requirements.
12. At the end of FY19, we had \$50,000 left over in the Sponsorship Account. However, Treasurer Candy does not have the total amount

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available to SGA at the end of FY19 as the rollback process is currently occurring

13. SGA has enough funding available to fund this event at the current time.

### v. Pros:

1. Students on campus have said that Quinn XCII was a very successful event.
2. They have put in the work to remain consistent with their performers, and poor performances have been because of unforeseen issues.
3. The response from the people at the event have been positive, and the funds have been managed in proper ways to make a better performance.
4. While it is true that people could only attend Big Show four times on campus, the brand is still important as it can make people more excited for the event.
5. Other events do not have the same impact as a concert does on students.
6. Approving this will give a foundation for SocComm to put on better shows each year.
7. Giving a higher cost could allow for an artist bigger than Quinn XCII.
8. Having the cost at a lower price range would have a lesser known artist, which could deter people from attending.
9. Part of making SocComm's brand is to start with larger artists to gain attendance and the idea of a great performance. To get those larger artists to make that brand, we should give SocComm the chance to bring a bigger artist.
10. Even though there was not as high of an attendance for the openers, it is still great to have local artists.
11. SocComm's purpose is to provide entertaining events to campus. While this is a lot of money, Big Show is a very entertaining event for the students of WPI.
12. Taking this show away from people would be doing a disservice to campus.
13. SGA has the money to fund this event. If the experience on campus will be better for students, we should fund it.
14. If we deny this request and the money goes towards different clubs, we don't know that all that money will be spent. SGA knows that 98% of the money allocated to SocComm for Big Show was spent.
  - We should make a precedence of spending most of the money SGA has each year instead of waiting for money to roll back into the SGA reserve.

### vi. Cons:

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1. SocComm admitted that the value of the performance is a gamble, and we can't be confident that the performance will go well.
  2. The cost per person for this event is very high.
  3. At this point, there is no brand for Big Show yet.
  4. Building a brand may not be important for an event people will only be attending 4 times over the course of their college life.
  5. Lowering the cost of tickets will make more of a burden for the students as more funds would be going towards the concert.
  6. Ticket prices may not be able to be reduced based on contracts with artists, and high-ticket costs will deter people from attending the concert.
  7. Events with high attendance have had a lower cost. This event is almost twice as expensive as most other large-scale events on campus, and does not have the attendance to back up the larger price.
  8. This is the fourth attempt to create a brand of Big Show. If SocComm hasn't been able to make a brand for the event by now, we don't know that they can.
  9. SocComm can make a great concert with better production with a cheaper artist.
  10. \$75,000 is not enough money to have a big-name artist but is very expensive.
  11. SocComm's aim still appears to be a large headliner, and people did not attend the openers. Their mindset is wrong for putting so much money into the last part of the show.
- vii. **Motion to lower the cost for an artist to \$40,000**
1. **Pros:**
    - Since the return on investment is low due to the inability to afford a very popular artist, it might be a good idea to lower the cost of the artist to someone who might be more affordable.
  2. **Cons:**
    - Lowering the cost of an artist will lower the popularity of the artist
    - The line for Return on Investment is roughly \$50,000, so lowering the cost could significantly lower the return on investment.
  3. **Outcome:**
    - **Motion Does Not Pass.**
- viii. **Motion to table this request indefinitely.**
1. **Questions:**
    - What is the purpose of this motion?
      - i. It seems to be what senate wants.
    - What could change with this request being tabled?

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2. Motion to table this bylaw request in accordance to the current SGA Bylaws
  - **Outcome:**
    - i. **Motion Passed**
    - ii. **Outcome:**
      1. **Motion Tabled until next Senate**
- c. A-Term Project Introductions
  - i. Vice-President Toomey will be sending out a google form to rank Senator's top three projects, and assign projects based on the forms.
  - ii. Chair Serven in Student Life Improvements will be having a project to make feminine hygiene products more available to campus.
  - iii. Chair Hager of Academic Improvements would like senators to help with the SGA Reddit page.
  - iv. Chair Tavares of Community Outreach is preparing for Pep Rally, which will involve reaching out to food truck vendors, engaging with Greek life, and coordinating staging with Lens and Lights. If interested, reach out to Senator Auteri.
  - v. Chair Tavares is preparing for the Term Town Hall to engage campus to discuss topics of interest. Senators will engage with students on campus to gather feedback on how SGA can be more transparent with campus and gather potential project ideas from students.
  - vi. Chair Tavares is managing Superfan and Ultrafan shirts. This would involve looking for and debating on events to give out Superfan and Ultrafan shirts, coordinate shirt giveaways, and organize the slogan competition.
  - vii. Chair LaJeunesse of Appropriations is building a Canvas page for Clubs and Senators, and making a Financials 101 Document that states SGA rules for financials.
  - viii. Chair Racca of Fiscal Responsibility and Assistance is running club audits. This will involve looking at fiscal trends to gather analytics of SGA's trends. This information will be used to help determine the level of fiscal responsibility of a club.
  - ix. Chair Racca will be running the Student Census to determine what kinds of people make up WPI. This will help determine what campus might want to see and influence project.
  - x. Chair Rice of Internal Affairs will be working on bylaw edits with the possibility of combining the Bylaws and Constitution. Senate will also need an Interim Chair of Internal Affairs for B-Term while Chair Rice is away on IQP.
  - xi. Chair Coelho of Communications will be working on the weekly newsletter to inform campus of upcoming events.
  - xii. Chair Coelho is looking to engage with students regarding elections. Senators will collaborate with Chair Coelho to determine the best ways to engage with campus.

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- xiii. Chair Coelho will be running the social media accounts to inform campus of what is happening around the school and what happens in SGA.
  - xiv. Chair Giacoman of Continuous Improvements will be analyzing the SGA strategic plan. This will involve reviewing best practices that Senate should follow, and hold Senate responsible for the rules we give to other clubs. This will help set yearly goals for Senate.
- XIV. Questions, Comments and Ideas
- a. Technical Coordinator Tocci will be absent on the September 10<sup>th</sup>. If senators are interested to be Technical Coordinator for a day, please speak to Technical Coordinator Tocci.
- XV. Announcements
- a. Trivia at the Goats Head is on Tuesday Nights at 9:00 PM
  - b. President Wilson wished Chair Giacoman a happy birthday.
- XVI. Advisor's Remarks
- a. Advisor Sharry thanked everyone for the great discussion. While it has been a long night, she is sure Senate will make the right decisions. CityRide will be coming to Campus this weekend. The bus is free to students with their student ID.
- XVII. President's Remarks
- a. President Wilson thanked Chair Rice for her work on the Bylaws over the summer and Chair Hager for ordering the Superfan shirts over the summer. President Wilson thanked senators for a good discussion and encourages senators to speak to other students regarding the Big Show Funding Request.
  - b. Treasurer Candy thanked senators for their discussion on the Big Show Funding Request
- XVIII. Adjournment

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