Student Government Association

The University of Texas at Tyler

1. **Call to Order**

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* 1. **6:00pm**

**UPCOMING EVENTS**

1. **Roll Call**
2. **APPROVAL OF MINUTES**

November 7th – Midnight Breakfast: 10pm – 12 am (MANDATORY)

**Next Week for Student Voice Reports:**

* University Pines
* College of Arts and Sciences
* College of Engineering and Computer Science
  1. **Minutes were approved from last week by the senate.**

1. **OPEN FORUM**
2. **SPEAKERS PODIUM**
   * 1. Dr. Roebuck
        1. Vice President of Marketing here to speak about rebrand and further details regarding swoop.
           1. Discusses the importance when thinking about brand management because it helps the value of our degree.
        2. Strategic Marketing Plan
           1. One of the goals: “What can we do to attract high quality students?”
           2. Having a stable brand promise

Wants to make sure what we say in our promise will be followed through. The promise needs to be realistic

* + - * 1. “The brand is what you when they aren’t in the room”.
      1. Website in the works.
         1. Current unified page where everything is in that one spot
      2. How are we going to go about brand awareness?
         1. Process on analyzing on funds used for billboards
         2. Improve and increase use with videos. 15 second ads are great ways to implement branding
      3. Swoop
         1. Swoop will have a role on the campus for us long as he is here. He may be unsure of what role, but he won’t go away.
         2. Has to determine what the ultimate value of each may be? The patriots, the brand, etc.
         3. Goal is to have a plan by February.
         4. Funding for this branding will not be asked for from the students.

1. **OFFICER REPORTS**
   * 1. President Templeman
        1. Discussed UTSAC and visited the first of many tuition committees
     2. Vice President Seely
        1. Discussed an email from the Huffington Post and wants to come on campus and show students his modules. Wants us to purchase it so that our staff is training properly regarding mental health.
     3. Secretary McDaniel
        1. Stated the importance of absence forms and dress code policy.
     4. Treasurer McLeod
        1. Working on email to send out to SGAC
     5. Parliamentarian Hicken
        1. Judicial Board is in the works and going to be meeting every week to discuss absences
2. **STUDENT VOICE REPORTS**
   * 1. Houston Campus
        1. Looking to schedule town hall item at the Houston Campus for the engineering. Already in the works on scheduling dates
     2. Freshman Senators
        1. Do not like how Sodexo is running the Met
        2. Expresses concerned about the lack of recycling bins
3. **COMMITTEE REPORTS**
   * 1. Student Life
        1. Touched on Town Halls and decided how many would take place
        2. Got quotes on inflatables for SGA Olympics
           1. Expensive
     2. Communications
        1. Designed the t-shirts and continuing the Instagram and social media posts regarding the senators and and EB
     3. SGAC
        1. Met with organization and approved the budget
     4. Rules Committee
        1. Went over parts of the legislative section and passed a parts on duties of the Treasurer
        2. Changed the amount of quorum to 50% + 1
     5. Student Affairs
4. **OLD BUSINESS**
   1. Motion to partner with CAB on formal
      1. Seconded
         1. CAB would like SGA to provide a shuttle service for students who do not have transportation to the formal.
         2. Students express many concerns about the liability issues and non liking of using personal vehicles
      2. Motion has failed to table and partner with CAB in the formal.
5. **NEW BUSINESS**
   1. Motion to swear in Kimberly Hart in the student organization
      1. Seconded
      2. Senator Hart was sworn in.
6. **ADVISOR COMMENTS**
   * 1. Advisor Neaves
        1. No further comments
7. **ANNOUCEMENTS**
   1. Arbor day
8. **SECOND ROLL CALL**
9. **ADJOURNMENT**