V.J. and Angela Skutt Student Center Advisory Board

December 9, 2008

Meeting Minutes

Call to order 3:34 PM

Present: Voting Members by category were students Daniel O’Brien, Aurora Driscoll, Sam Pierre, Stephanie Van Veen; non-students Matt Hill, LeeAnn Crist

Non-voting members: Jana Ammon, Rowland Hughes, Kelli Mutchler, Eric Yarwood

Absence Excused: Dr. Sally O’Neill, Eric Immel

Absent: one voting student member, to be appointed by CSU

Audience Guests: Giovanni Barrios, intern for the SSC, from St. Peter Claver Ray Catholic High School.

Welcome: Rowland Hughes called the Board to order at 3:33 p.m.

- Hughes called for a review of the Nov. 11 meeting minutes, saying misspellings have been corrected. A moment was given for members to re-review the 8 pages of notes; seeing no objections or changes, the minutes were accepted on Houston’s Rules of Order.

Housekeeping Topics:

The following items were reviewed:

- Eric Yarwood gave a presentation on the AKOO interactive digital board
  - Dr. Cernech was approached by Shara Kealaualahau‘oli Mahoe, a Creighton student and member of Sodexo Campus Services’ Student Board of Directors, who had seen AKOO at Belmont University while attending a director’s meeting
  - Dr. Cernech has passed the project on to the Skutt Student Center administration
  - Yarwood was able to speak with AKOO representatives at the National Association of College Auxiliary Services conference this fall
  - There are 28-30 campus locations to date
  - AKOO sets up two screens, video on one side with song menu and advertising on the other; schools allowed to monitor videos, music, advertising, etc. to align with their institutions missions (i.e. no casino or alcohol ads)
  - Service is paid for by vendors with underwriting of programs and equipment by advertisements; presently services are still free to new campus accounts
    - Yarwood said that because AKOO is still at the “ground level,” Creighton would save money by bringing the service in now, vs. later 2009 when prices increase. (Especially with current budgetary confinements)
    - Jana Ammon asked who was responsible for set-up of the screens.
    - Yarwood: AKOO does its own set-up. Creighton only provides location, audience traffic, electrical and internet access.
Yarwood cited handout, other universities’ success—i.e., increased food sales and traffic
- Student mobile becomes “remote control”; music videos monitored so they aren’t repeated incessantly
  - Matt Hill asked where this service would be placed.
  - Yarwood: Wareham Court, south wall
    - Hughes clarified that the service would go in Wareham Court—west, on the un-raised area (south wall), to pull more people in and make it more attractive for sitting
    - It currently serves as over-flow seating; this might reverse the pattern
  - Other area could be out front, where Wareham Court sign and pictures of the Wareham sisters are located
- Ammon asked if AKOO was responsible for getting advertising
  - Yarwood: Yes.
  - Ammon asked if AKOO then kept the income.
  - Yarwood: Yes.
    - Hill asked what the Student Center’s specific benefit of AKOO would be.
    - Yarwood/Hughes answered that it would provide entertainment and create something new on campus.
      - Yarwood emphasized current drive to make Student Center stand out, have a different feel. Referring to last month’s meeting discussion, he said AKOO paired well with this.
      - Hughes added that this would be significant way to help reach goal of making building more student user-friendly.
- Ashley Franz brought up fact that the suggested area in Wareham is busy at particular times, such as till 8:00 while food services are running; after that, it is a quiet place where people go to get away from noise. She asked if there would be hours of operation for AKOO at this spot.
  - Yarwood said the system did have ‘on’ and ‘off’ buttons and could possibly be controlled for this purpose.
- Sam Pierre asked if the contract stipulated x number of years or could be considered on a popularity basis.
  - Yarwood said he believed it was a 2-3 year contract but would find out.
- Pierre asked about the ratio of ads/music videos
  - Yarwood’s clarification: constant music videos on one side of screen, print ads on the other.
- LeeAnn Crist asked if we had the appropriate television equipment.
  - Hughes said a television used to be at the south wall, has electrical and Cox cable; would require data line.
  - Pierre asked if this would be easy because ceiling is open.
  - Hughes/Yarwood: Depends. Cost would be insignificant compared to SSC doing AKOO-type service on its own.
- Hughes re-mentioned Franz’s comment about the area becoming a study spot in the evening. Referring to Ammon’s presentation on student input for the building, there is a demand for quiet study areas.
  - Stephanie Van Veen suggested students go to the library for quiet.
  - Dan O’Brien referred to previous meeting discussion about using the ballroom as study space on non-reserved days.
Hughes said this installation wouldn’t occur until late-January.
Yarwood said AKOO likes to do on-sight study first, prefers high-traffic areas, with extended hours, like those previously mentioned.
Hughes asked about putting this on the north wall of the Drawing Room, depending on volume of videos.

- Pierre opposed this location, saying it is currently used by students to study and shouldn’t be turned into something else.
- Crist: area is also often used for overflow of events in ballroom.
- Pierre: Also concerned with volume if screens placed in dining area. He said that if the music was too loud, students would not sit there. It would be best if it was only ‘on’ during certain times.
  - He added that it would be new and cool for a year, after which time students could be surveyed for continued usage.
  - A final concern is that content would be filtered so much, only “Mary Had a Little Lamb” would play.
- Aurora Driscoll said that volume is expected in a student center, and it wouldn’t echo if put back in Wareham.
  - Ammon expressed interest in the prices charged to advertisers. As SSC starts its own advertising efforts, will these prices be compared to AKOO prices?
    - Pierre asked if AKOO could allow every x in x number of ads to be local.
    - Yarwood: This is an option.
  - Hughes said he will check on the timeline options for getting AKOO installed for free, hopefully discuss via e-mail before Jan. meeting.

- Ammon gave a presentation on new BLUE-Q online survey software (DoIT), now being used for feedback from customers on event planning, and from students on the building.
  - Students should have received one Monday via Jay-Net News and Student Activities.
  - 215 responses in 24 hours.
  - Ammon ran through the survey’s questions- i.e. What do you use the student center for? (94% for eating.)
    - Graphs displayed the use of various services- board games vs. massage chairs.
    - Ammon said several students didn’t realize services were offered. This will be the biggest challenge for the spring campaign- getting information out.
    - Referring to Hughes’ previous comments, 64% want to see more quiet space.
      - Citing the handout, Ammon discussed the list of specific suggestions of student’s ideas for a better student center.
      - Ammon: Lots of comments about food.
      - Pierre noticed a request for a branch of US Bank.
      - Hill was appropriately indignant.
    - Ammon made a presentation on a new post-event survey as well. (Hughes called a time out to wish Giovanni “Happy Holidays” as Giovanni existed for the day.)
    - Ammon said event survey (for SSC and HC) was getting feedback from student groups, University departments, external clients.
    - Ammon showed off the new Advisory Board web page:
      - To be updated every month, with minutes added.
• Board members listed for potential contact of suggestions, feedback.
  ○ Hughes asked that, after list was reviewed, the Board would be happy to hear any extra input at upcoming meetings.
    ▪ Driscoll noted one comment about Buffalo Wild Wings, which has table-top quiz games similar to AKOO.
  ○ Ammon met with Student Activities to discuss spring semester ideas. All agreed that no drastic changes were needed; instead, focus on promoting the services we already have.
    ▪ Student Center as a “Home Away From Home”- i.e. Wareham Court as dining room, the Nest as game room, etc.
      • Pierre said if areas advertised for a certain function, it might scare students away who had other uses for it.
  ○ Hughes cited handout on building closures for the holiday/semester break. Last day of SSC operation: Tuesday, Dec. 23, 8:00. (Times may change to 5:00, depending on how empty building is.) The SSC will reopen on Monday, Jan. 5, 2009.
    ▪ Jan. 2 was the original reopening day, but due to energy conservation process, etc., it was viewed as inappropriate to open up for one day. Staff are given a day of vacation or no-pay instead.
    ▪ Hill announced that Creighton Federal will also be closed Friday Jan. 2.
  ○ Hughes mentioned the Santa visit Tuesday Dec. 9th and Wednesday Dec. 10th. All ages and sizes of people welcome to take a photo.
  ○ Hughes cited the handout for hours of operation for dining services. The handout also included a graphic that is being considered for the trademark of Billy Blues Alumni Bar and Grill.
    ▪ Hill asked if the CU basketball game on Dec. 6 was shown in Billy Blues.
    ▪ After some discussion about the game in reference, Hughes said he did not think so. But, the new Cox Cable contract has been signed, and Cox just needs to install digital boxes. ESPN-U, additional sports channels will be available.
    ▪ The graphic may be used to market clothing.
  ○ Hughes referred to the on-going list of suggestions for a more student-friendly building. Ideas always welcome.
  ○ Additional notes that did not make the agenda:
    ▪ Hughes: Kelli Mutchler has new automated recorder, and notes will be even longer. In order to have your voice recognized, please speak up.
      • To test the recorder, Hill asked Pierre to put pants on. Pierre announced the end of Creighton Federal.
    ▪ Pierre brought up last year’s resolution to hold a silent auction for lost and found items. In order to get remaining items on the boat to the DR, this needs to be held by the end of January.
    ▪ Hughes asked if anyone was aware of the phone-charger in the Nest area. Discussion ensued regarding advertising, the possibility of student usage, the type of chargers available. Board members were divided on whether or not they would use it.
      • Hughes said he didn’t expect as much conversation about it, and will add it to future agendas.
    ▪ Hughes: Any member who will not be returning in the spring due to a change in class schedules?
      • Franz will need to leave at 4:30pm.
Old Business: Policy Review- due to a mysterious absence of minutes from the April 08 meeting, the following policies were discussed and updated.

- **Policy 6.2: Cancellation and No-show**
  - **Previous changes:** Number of days for cancellation changed from 7 to 5. The fourth paragraph of the policy was stricken.
  - **Ammon addressed several editing changes:**
    - In the first paragraph of the policy, maximize should be changed to maximum.
    - In the first and second paragraphs, there is a discrepancy between ‘working days’ and ‘business days’.
    - A discussion ensued regarding the meaning of both terms, and what was most suitable to the 7-day-a-week working environment of the Student Center.
    - Hughes asked if Saturday and Sunday were to be included in the 5-day count.
      - O’Brien suggested using the term ‘operating day’, due to CU’s unusual schedule.
      - There was some confusion as to what, on campus, operated during holidays.
      - Driscoll pointed out that any large event would be highly-organized and would thus likely beforehand be made aware of the period for cancellations.
      - Yarwood/Ammon explained that this policy also applied to student groups, etc.
    - Hill suggested changing the final paragraph to read “will be revoked for the remainder of the semester” and “may be revoked for the following semester”
      - O’Brien asked for wiggle room in this paragraph.
      - Yarwood: Wiggle room is last paragraph.
    - Pierre said to change all wordage and leave the policy at “5 days prior”.
  - Hughes asked for any other items to be addressed; Pierre moved to pass policy 6.2 with all changes in punctuation and grammar.
    - O’Brien seconded.
  - Policy 6.2 passed with 6 in favor, 0 abstentions, 0 opposed.

- **Policy 6.3- Final Room Set-ups**
  - Hughes explained that no changes were asked for this policy, but brought up just to let members know of its existence.

- **Policy 6.4- Late Reservations**
  - Hughes said no specific changes were asked, but he would like the policy reviewed more in-depth. Late reservations are a very common occurrence and as yet not always enforced according to this policy.
    - Use of the word “working day” in the first point of the policy was considered acceptable, because even though the Reservations office is not open on the weekends, a building manager may be contacted with additional information regarding events.
Pierre asked if current business hours were apt to change within the next 2 years.

- Hughes: No.
- Pierre said current mention of hours was fine.

O’Brien asked if the $10- $50 fee accounted for room set-ups that were disturbed.

- Hughes: Yes. It should be part of Reservation’s role to make sure there is time before an event to check the room for any disturbances.
- Pierre asked if Reservations made the decision about how much of a fee to assign.
- Hughes said Reservations would determine this by the amount of labor necessary to fix disturbances. If a charge is made, an explanation would be given as to why the fee was assigned.
- O’Brien asked if this fee would apply to groups that ate the food ordered for another event.
  - Hughes: Yes, but would a $50 maximum cover that?
  - Hughes suggested this was the result of a lack of monitoring by on-duty staff.
  - O’Brien ascertained that it was from a known previous event group, and asked to insert line “$50 or more pending other factors”
  - Pierre suggested the removal of the $50 cap.
  - Line changed to read “A minimum charge of $10 may be applicable, with additional charges depending on the extent of disruption that may occur.”

- Pierre moved to accept policy with changes; Van Veen seconded.
- Policy 6.4. passed, 6 in favor, 0 abstentions, 0 opposed

- Policy 6.5- Reservation Process/Guidelines- Hughes did not ask for changes and said that, with the remaining time frame of the meeting, he would not read through the policy.
  - O’Brien asked if reservations could be made online.
  - Ammon/Yarwood: No. Online reservations generate an e-mail.

New Business:

- Hughes brought to the table the Application for Regular Event Status, for the School of Pharmacy and Allied Health Professions Career Fair.
  - He explained that events without regular event status cannot reserve a room more than 1 year in advance.
  - Hughes said SPAHP have been in the building for at least 5 years; this year’s event was successful, a great draw to the SSC. They have no interest in going to the Harper Center.
    - Their request is for the 2nd weekend in November.
  - Pierre said the event seemed like a great draw for the building and CU.
  - O’Brien moved to accept the application; Pierre seconded.
SPAHP application for Regular Event Status passed; 6 in favor, 0 abstentions, 0 opposed.

**Open Session:**

- Pierre inquired about plans for a silent auction of lost and found items.
  - Hughes said previous minutes would be reviewed and thoughts put in order; after that point, the Advisory Board would be contacted. He emphasized that this should be a Board-sponsored event.
- O’Brien asked for opinions on last Tuesday’s Christmas at Creighton.
  - Driscoll liked the card swipes located at the top of the stair wells but said seating was slightly squished.
    - O’Brien said it’s better than in past years.
    - Hughes added that though space is still small, overall the event was well-managed.
    - He said Food Services was unable to keep up with the demand for food, and commended the time frame of opening at 4:30 pm
      - Pierre said this undermined a community spirit because it wasn’t a group movement from the lighting ceremony to dinner.
      - Driscoll said this time frame worked better for people who had things to do later in the evening.
    - Pierre said the jazz group performers were inaudible in the dining room; he suggested putting a choral group in the dining areas.
    - Hughes said that overall, the staff was pleased with the event.
- Pierre gave a recycling update:
  - He said he’d spoken with Operations Manager Michelle Ferestad, and she indicated that the single stream system would be coming out in Jan. 2009. Pierre asked for Board input as the system goes into place.
    - Hughes said recycling containers are currently being priced to order.
- O’Brien asked where Greek recruitment would be held in Jan.
  - Hughes: Women’s in Harper, Men’s in Skutt.

**Drawing:** Members were given ‘The Great American Holiday Quiz’. O’Brien, Pierre and Van Veen tied with 5 out of 10 points. Each winner received an umbrella.

**Adjournment:** The meeting ended at 5:11 p.m.