

SENATE COMMITTEE ON STUDENT AFFAIRS
MINUTES OF MEETING
MAY 7, 2008

[In these minutes: Bulletin Board Advertising on Campus, Agenda Items for the 2008 – 2009 Academic Year]

[These minutes reflect discussion and debate at a meeting of a committee of the University Senate; none of the comments, conclusions, or actions reported in these minutes represent the view of, nor are they binding on the Senate, the Administration, or the Board of Regents.]

PRESENT: Jeffrey Wencl, chair, Nathan Pelzer, Thomas Bilder, Amelious Whyte, Iraj Bashiri, Jean-Marie Del-Santo, Katie Russell for Jennifer Engler, Kim Roufs, Curt Baker, Maureen Kunkler

REGRETS: Catherine Solheim, Eric Brown, Megan Hayes, Olga Zakharenko, Gabriele Schmiegel, Tina Falkner

ABSENT: Kendre Turonie, Andy Howe, Ian McConnell, Hilary Ploeckelmann, Caroline Younts

GUESTS: Brad Hoff, chief administrative officer, Facilities Management and Bill O'Neill, director, Central Services, and chair of the Signage Committee

I). Jeffrey Wencl called the meeting to order.

II). Jeffrey Wencl called on Curt Baker, a student representative on the committee, to share his concerns about bulletin board advertising on campus. Mr. Baker stated that, in his opinion, on-campus bulletin boards should be reserved for promoting University activities and events. There are so many events that take place on campus that students never hear about, in part, because campus bulletin boards are flooded with commercial advertisements, e.g. Schick razors. Thought needs to be given to restricting non-academic and commercial advertising on campus bulletin boards.

Mr. Hoff and Mr. O'Neill thanked the committee for inviting them to discuss this issue. Mr. Hoff noted that Vice President Kathy O'Brien has charged a group to review the University's current posting policy (<http://www.policy.umn.edu/groups/ppd/documents/procedure/DistPubsProc.cfm>) and to make recommendations for proposed changes to the policy. One idea that is being discussed is to restrict the number of notices or advertisements to 1 notice per event per side of a kiosk. Violators of this policy could potentially lose future posting privileges, and/or have their postings removed.

Unfortunately, at present, Facilities Management (FM) is not funded at a level that would allow FM to check all the University's kiosks/posting sites on a daily basis. Enforcement

is an on-going issue. Generally speaking, when FM comes upon a location that is peppered with a particular posting, it will remove all but one. A change in the University's posting policy that would give the policy more 'bite' is being discussed. Currently, public spaces can be monitored by any member of the University community, not in terms of content, but as it relates to the number of postings.

The committee brainstormed ways to manage how event and advertisements are posted on campus. An idea that was mentioned was to reserve one side/portion of a kiosk or other posting space for campus events, another side for commercial advertising, etc.

Mr. O'Neill mentioned that what comes to mind for him as he listens to this discussion is that some schools have 'go to' bulletin boards that advertise social, academic and other events. Student groups may want to acknowledge the need for this kind of bulletin board, and rally around getting such a board established on campus. This idea was well received by committee members.

Also, Mr. O'Neill reported that the Signage Committee is talking about the possible use of digital signs on campus. Student groups would sponsor a digital board where items for posting would need approval in order to be posted on this digital space for a specified period of time.

As the University's posting policy is being reviewed, a member suggested Mr. Hoff and Mr. O'Neill consult with the Student Activities Office to garner their ideas/input.

Mr. Hoff and Mr. O'Neill stated that if members have other ideas/suggestions related to this issue to feel free to contact them.

Mr. Wencl, hearing no further questions or comments from the committee, thanked Mr. Hoff and Mr. O'Neill for attending today's meeting.

III). The committee spent the remainder of the meeting brainstorming agenda items for the 2008 – 2009 academic year. The following ideas were generated:

- Invite a representative from the Office of Equity & Diversity to talk about what the University is doing in terms of making the campus a more welcoming and accepting place given the diversity of the campus.
- In the spring of 2009, as the opening of the TCF Bank Stadium approaches, invite guests that can address how various issues related to the new stadium will be handled, e.g. safety, security, tailgating, transportation, homecoming traditions.
- Invite Sharon Dzik, director, Office for Student Conduct and Academic Integrity, to learn more about academic dishonesty and plagiarism issues.
- Invite a representative from Alumni Relations to provide information about what they are doing to stay connected with alumni.
- Invite Marjorie Savage to learn about what is being done in terms of parent programming. Is there any outreach to parents on the part of the University once freshman orientation events are over?

- Invite a representative from Boynton Health Service to learn about what is being done on the part of the University to connect with students with mental health problems, and get information on student suicides, available resources, etc. On a related note, invite a representative from the Office of the General Counsel or the Registrar's Office to clarify how FERPA's (Family Educational Rights and Privacy Act) 'need to know' language limits the ability of University personnel to discuss concerns about a particular student. How is 'need to know' defined?
- Learn about the multitude of Library resources that have been developed to support students.

IV). Hearing no further business, Mr. Wencil adjourned the meeting.

Renee Dempsey
University Senate

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