



VICE PRESIDENT FOR STUDENT AFFAIRS
THE UNIVERSITY OF TEXAS AT AUSTIN

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April 21, 2017

Mr. Mulugeta Ferede
Executive Director
University Unions
UNB 4.124, F4200
CAMPUS MAIL

Dear Mulu:

It was recently brought to my attention that President Fenves has delegated his authority pursuant to University Policy HOP 4-1210 to the Vice President for Student Affairs. As such, this letter confirms that I have approved University Unions Board of Directors meeting minutes for the following dates:

- Friday, April 22, 2016
- Friday, September 23, 2016
- Friday, October 21, 2016
- Friday, November 18, 2016
- Friday, January 27, 2017
- Friday, February 24, 2017

Accordingly, your proposed action items to open a satellite Mind Body Lab, pilot a faculty lunch program, open the Student Activity Center Auditorium for classes, and reduce hours at the Turrell Skyspace exhibit are also approved. As always, this approval is with the understanding that fiscal items are subject to the normal approval procedures in coordination with Division of Student Affairs.

Please contact me if you have any questions.

Sincerely,

A handwritten signature in cursive script that reads "Soncia Reagins-Lilly".

Soncia Reagins-Lilly
Vice President for Student Affairs
Dean of Students

SRL/amc

cc: Carlos Martinez, Chief of Staff, Office of the President
Donna Bellinghausen, Associate Vice President for Student Affairs
Andrew Clark, Academic and Policy Administrator, Office of the Vice President

University Unions

UNIVERSITY UNIONS BOARD OF DIRECTORS MEETING Friday, October 21, 2016

The University Unions Board of Directors met on Friday, October 21, 2016 in the Texas Union Board of Directors' room, UNB 4.118.

Members Present:

Mr. Jackson Clifford
Ms. Helen Yang
Mr. Mulu Ferede
Mr. Rahim Karim
Mr. Paul Mannie
Mr. Kevin Helgren
Dr. John Doggett

Members Absent:

Dr. Celena Mondie-Milner
Dr. Diane Ginsberg
Dr. Brian Roberts
Ms. Diana Padilla

I. CALL TO ORDER

The meeting of the University Unions Board of Directors was called to order at 3:40 p.m.

II. APPROVAL OF THE MINUTES

Chair Jackson Clifford called for a motion to approve the minutes from the September 23, 2016 board meeting.

MOTION: Mr. Kevin Helgren made the motion to approve the minutes as submitted.

Second: Mr. Paul Mannie

Motion Carried, and the minutes were approved as submitted.

III. ITEMS FOR DISCUSSION

A. Start-up Incubator - Rahim Karim

The Start-Up Incubator has been on ongoing Board discussion for the past few years. It is important that the Board continue to support and also identify space for this initiative, while actively seeking the involvement of younger students to continue with its development.

This initiative is different from the Herb Kelleher Center within the McCombs School of Business in that Kelleher focuses on faculty and faculty research and the main focus of the Start Up Incubator would be to create a space in which entrepreneurial students could excel. Mr. Rahim Karim reached out to Dr. Cage Johnson, President of Student Entrepreneurship, and discussed the type of facility necessary and who and how many students might be anticipated to use it.

The Start Up Incubator is to be a student-led initiative, encouraging students to create and run companies. The discussion centered on the location of this endeavor. Mr. Helgren has met with Mr. Tom Dison, Sr. Associate Vice President for Student Affairs and his department gave the tentative green light for the Incubator to be housed in a new campus housing project. Mr. Dison suggested that the first floor of a residence hall would be a convenient, safe location, with students living quarters above. It would provide an in-house resource for students and be centrally located.

Transitional spaces were discussed to initially house the project, with multiple locations later if it proves successful. It was suggested that the initial location for this project be at 2609, which could accommodate the initiative and handle large numbers of students.

B. Increasing foot traffic in the Underground - Jackson Clifford

Mr. Jackson opened a dialogue with the board to brainstorm ideas on how to get more students involved with activities offered in the unique space known as The Underground, located in the Texas Union.

The target audience is students who live on campus who would see the most benefit from utilizing the space and activities offered. Several recommendations were made, such as offering virtual reality or multi-player games, possibly entering a joint venture with a software company. The companies could test out new games on the students, financed by the companies, creating new revenue and a general buzz for the Underground. This could also open up a new target audience if the Underground provided more technologically advanced opportunities. The board also discussed possibly repurposing some of the rooms for other activities to generate interest and revenue.

Ms. Jennifer Zamora stated that student groups do use the space on a regular basis. Freshmen Interest Groups (FIG), fraternities, various departments, and the International office all use the facility. She suggested we build on what we already have, possibly offering food service, package deals such as birthday party packages with bowling, food, and beverages. She noted that the biggest challenge is finding your way to the space.

Mr. Clifford concluded that this is a good conversation to begin. The gaming/software applications would be an excellent side pursuit that would build on the success the Underground is already experiencing. Ms. Helen Yang offered to pick up this initiative and the discussion would be continued at future board meetings.

IV. ITEM FOR ACTION

A. Faculty Lunch Program - Jackson Clifford

Mr. Clifford proposed University Unions Faculty Lunch Program. This program would be a way for students to engage with faculty in an informal setting, establish connections, and have more time for discussion and conversation. This is a very feasible program for University Unions to establish.

It was suggested an initial \$500.00 investment per year be made to fund the program for a trial run. Members emphasized how quickly funds might run out and discussed a larger amount, perhaps \$1,000.00, but it was agreed to test the popularity of the program with \$500.00 initial funding, with a possible increase if the program becomes popular with the students. It was agreed that anything that encourages students to engage with faculty creates a good experience for all.

MOTION: Dr. John Doggett asked for a Motion to create and fund the Faculty Lunch Program

Second: Mr. Mannie

Motion Carried, and the motion was passed.

Mr. Clifford noted that an email would be sent to all board members asking for help with language and structure of this program.

V. SUBCOMMITTEES

A. Budget Allocation - Jackson Clifford

Changes have been recommended to the evaluation process to provide a more fair scale with which to evaluate committees. The change utilizes the one question worth one point model, and Excel spreadsheets would be worth 10 points, and would have significantly more weight than other criteria. This will provide significant improvements from last year, giving more of an apples to apples comparison.

The list of criteria will apply to all nine E+E committees. The goal is to have a more objective, standardized method for evaluation to aid with allocating committee funding. It should be clear to the E+E community what is expected of them.

Mr. Clifford and Mr. Robert Lawrence will attend the E+E cabinet meeting to address this new evaluation metric if it is approved.

MOTION: Mr. Mannie made the motion to approve the changes to the evaluation procedure.

Second: Ms. Yang

Motion carried, and the motion was passed.

B. Art Selection - Jackson Clifford

This committee is tasked with finding art and recommending to the Board pieces to purchase. Currently, they need to convene to select pieces for the 40 Acres room and the E+E offices. Mr. Clifford will follow up with interested members and schedule this meeting.

VI. REPORTS

A. University Unions Board Chair - Jackson Clifford

The Board enjoyed a presentation and food tasting from Revolucion Taco prior to beginning the board meeting. Thank you to Adam Weisberg, Henry Jackson and staff.

B. Events + Entertainment President - Paul Mannie

E+E calculates there have been over 13k attendees at their events to date this academic year. The goal for this year is 45k, so they are well on their way to achieving that. Advance movie screenings, such as the recent screening of "Ouija", are very popular and the movie distribution representative is interested in working with E+E again. This one was held at Hogg Auditorium and worked out really well.

E+E is working with Student Government to host a debate watch party and an election night watch party. Security issues were brought up, and a security officer will be present at next event. The groups are meeting next week to work through the details.

C. University Unions Executive Director - Mulu Ferede

Mr. Mulu Ferede updated the Board regarding the theater project in the Texas Union, indicating it is complete. Included in that project are a new digital projector, screen and audio equipment and was partially funded by SSBC. University Unions staff will attend the ACUI Region II Conference in Houston, November 4 through 7, 2016, and Big 12 Union and Student Activities Directors Meeting in Morgantown, West Virginia, November 11 - 13, 2016.

Advisory Council will hold their bi-annual meeting on October 28, 2016 with a luncheon beginning at 12:00 pm and a football tailgate party on Saturday, October 29th beginning at 12:30 pm. All Board members are encouraged to attend these Advisory Council events, as this provides an excellent place to interact with alumni.

The founder of Panda Express will visit the new Texas Union location for a brief meet and greet with Mr. Ferede and Dr. Soncia Reagins-Lilly on October 31, 2016.

University Unions is working on challenges with long lines at various venues and will explore option such as apps and handheld devices so students can potentially order online and have food ready in advance for pick up.

VII. QUESTIONS/COMMENTS

VIII. ADJOURNMENT

Meeting was adjourned at 4:42p.