

MINUTES

Virginia Tech University Council: Commission on Student Affairs (CSA) Minutes

September 28, 2017

The meeting was called to order by chair Chris Saunders at 3:37 p.m.

In attendance

Byron Hughes, Jeremy Hall, Billy Lin, Spencer Jones, Lauren Surface, Alex Hyler, Jake Gaddis, Mallory Foutch, Jaclyn Marmol, Adwoa Baah-Dwomoh, Emily Brents, Megan Crouch, Susan Anderson, Kisha Greer, Andrew Peck, Isaiah Johnson, Brett Netto, Chelsea Corkins, Seyi Oulsina, Ennis McCrery, Sebastian Andrade, Rex Willis, Chris Saunders

Absent with notification

Attending guests

Tracy Vosburgh, Joe Frazier, Gina Tamburro, Eryn Peters

Absent

Approval of Agenda and Past Minutes

A motion was made and seconded to adopt the agenda. The motion carried. A motion was also made to approve the minutes for the September 14, 2017. The motion was seconded and approved with edits.

Presentation

Mr. Chris Saunders introduced Tracy Vosburgh from the University Relations Department to discuss the rebranding and new logo for Virginia Tech. Ms. Vosburgh expressed there was a lot of research and discussion pertaining to the rebranding before the launch, yet she is aware of the criticism voiced about the branding. Tracy said that the VT News article online is a great resource to gain knowledge from instead of social media and Facebook due to the mixed reviews. All questions about the branding will be answered on the web site so it is visible to all.

“Why did we change the mark?” Virginia Tech has less than 1% of an acknowledgement outside of the commonwealth and recognition of the old logo was varied for those who are not aware already of the Pylons. Strategy – Collaborative work sessions to develop a unique and authentic strategic platform. Ms. Vosburgh stated that the university engaged a steering committee, conducted strategy workshops with communication to produce a grand platform. She also expressed that Virginia Tech no longer has the former Tag Line “Invent the Future.” Tracy explained how with the new branding we would be able to reach the sixteen year old in Texas instead of just reaching out here in our own backyard. Technology has changed our landscape and our branding needed to change along with it.

Questions: Chris asked Tracy to explain the difference between the athletic logo and the University Mark. She explained that there needs to be a respectful mark other than the entertainment mark of athletics and there was a need to distinguish between the two. The curve in it is for a safe, inclusive and diverse institution and depicting an open visual. The question was asked what the \$25,000 payment was for and Tracy communicated that an independent firm choose the font, coloring and expression for the new mark. There will also be an additional total of one million dollars spent over the next three years to transition in the new logo/mark. President Sands will speak using the new mark language but will not have time dedicated specified to the branding during the Virginia Tech State of the University Address.

Division of Student Affairs Update – Dr. Angela Simmons gave an update on the happenings of the Division of Student Affairs – Orientation leader applications are due October 9th. Dr. Simmons will send an update of the upcoming events to Chris Saunders so it can be distributed on the CSA Google Drive.

Constituency Updates

- Rex Willis gave an update on Student Government Association - He also announced to pick up the new Marron effects shirt at the University Bookstore.
- Alex Hyler gave an update on Graduate Student Assembly and thanked those that came out in support of breakfast with the dean event.
- There will be a beer wine social that has moved to Lane Stadium
- Seyi Olusina and Brett Netto gave the update on the Board of Visitors Representatives – obstacle course was extremely popular for the Corps Day event. He encouraged the room to go to the state of the university address if able to attend.

Committee Reports

- Chris Saunders gave an update from the University Council and announcing that a Bachelor of Science in Public Health will be offered through the University
- Mr. Saunders gave an update on the Commission on Equal Opportunities and Diversity (CEOD) that had their first meeting that was a gathering and consisted of everyone coming together after the summer. Chris extended an invitation to join CEOD and welcomed all that would like to join and encouraged all to do so.

New Business

- Student Budget Board Reallocations were reported and indicated that new money has been added to the budget and \$225,000 was returned to budget board and can be used and placed for the use of approving monies for organizations.
- There was and brief summary of what the “The Source” is and what it stands for and it consists of a space that all students can use located in the Break Zone.
- There will be a one-time grant extended for major events and capped at \$7,500 and another \$10,000. This is only available to RSOs. There was a motion to move the second reading of this

new budget allocation and approval. The motion of the 2017 -2018 Student Budget Board Reallocations was seconded and so approved.

Unfinished Business

- Dr. Perillo discussed campus climate, student issues and things that students are hearing and concerned about on campus and within the community.
- Dr. Perillo wanted it known that DSA has increased the funding for Cook Counseling Center for students who have experienced trauma on discrimination and micro-aggression.
- There was a discussion on the violation of student code of conduct and the Hokie Handbook should be reviewed or talking with Ennis McCrery, Associate Director of Student Conduct if they feel that there is a violation of their rights.
- There was a discussion that Student Leaders have to be conscious of how they speak or discuss an individual and it could be a direct violation of the student conduct code.
- There was a question of what is being done to ensure that classrooms are equitable across the board and not the influence or opinion of the teaching faculty member?
- Dr. Perillo offered to meet with individuals or in a group forum for further discussion.

Announcements:

- **New Rings were unveiled.**
- **BOC is having a showcase tonight**
- **HokiePride – October 3rd**

Next Meeting

The next regularly scheduled CSA meeting will be held on October 12, 2017 in the Brush Mountain Room at Squires Student Center.

There being no further business, the motion to adjourn was made at 5:10 p.m. and was passed unanimously.

Recorder: Tracy Newton