**September 27th, 2023 - Senate Notes**

**Guest Speaker - Babson College Marketing**

**General Expectations for Senate 2023 - 2024 :**

* No Phone(s)
* No laptop(s)
* Be respectful of speakers and each other
* Attendance + accountability
* Be punctual
* Roberts Rule of Order + Parliamentary Procedure

**Speaker Notes with Babson College Marketing**

* **Bryan Lipiner** - Senior Manager for Marketing and Social Media
* **Franic Ma** - Director of Content and Strategy
  + Part time MBA student

**Q&A with Babson College Marketing**

**Reminder: Social Changes**

* Working to serve current and prospective students
* Mindless entertainment, bring smiles to students

**Q**: What kind of content do we enjoy?

**A**: Takeovers from the freshman perspective, shorter, quicker, and stackable content.

* “Day in the life”

**C**: How many people actually follow the Babson tiktok, and are aware of its existence.

**A**: Explore pages are whirling!!

**Q**: Is there a primary form of social media you would like students to be directed to?

**A**: Tik Tok is an opportunity for more risk. On instagram, students are actively engaged, but there are also stakeholders present. Tiktok is where we want to brand and engage students.

**Q**: Day in the life, have you thought about reaching out to students with niche organizations, such as CAB, Greek Life, etc

**A**: Yes! In the works, Greek Life is the “missing piece”.

* Opportunity: Partner with organizations on campus to build the engagement.

**Feedback**: Student generated content. Not every student knows how to edit and film a video. A suggestion would be to train students on how to market and produce content.

**A**: Started last spring, students can apply to create content as a “Freelance” student.

**Q**: Linkedin: Students have lots of inspirational stories. Could students tag you in the comments, for a repost on the Babson account.

**A**: Contact [news@babson.edu](mailto:news@babson.edu), to pitch yout stories, and have a potential submission. This is an organizational stream to assist Bryan to review your idea. Angel Long is also a point of contact, as marketing is always asking OSE/SGA for cool news and stories happening on the Babson Campus.

**Q**: How do members get involved if they aren't currently involved?

**A**: Freelance content creator: There are only a certain amount of spots, but they are always looking for students to create content. Email [blipnier1@babson.edu](mailto:blipnier1@babson.edu)

**Q:** Are there student niche specific groups on instagram?

**A**: No, but something that is on their radar, and in the works. Missing piece: how do we engage with the international students?

**Q:** What is an interesting story, and what makes a good pitch?

**A**: Human interest stories. If there is a story that will leave lasting impressions and impacts on someone. Anything that showcases **“why Babson is different”.** Showcasing why, and how things are different.

**Ex: Rocket Pitch**

**Q:** Can we get more hands on in terms of videos? For example rocket pitch, you can dive into classrooms, and film the live experience.  **A:** Something they can do. Need professor permission, and comfortability from the students presenting.

**Q:** Dorm Tours: Would like to see more content centered around the living experiences on campus.

**A: Yes!**

* Opportunities:
* Each person's dorm is organized uniquely to them, and offers various organization and design templates.
  + (1) 10 minute video, and cover all dorms. Good for “adults”.
  + (2) Instagram reels - 45 seconds
  + (3) Student competition, best dorm

**Budgets:**

* **Pole Fitness** 
  + Funding: Classes of Campus
    - “Boston Pole” - funding for studio access
    - Classes take place Monday and Wednesday
  + Goal: Change the stigma, A way for women and men to be confident and indulge in a different form of exercise.
  + **Budget Total**: $3500
    - 20 classes/sessions for the semester
* **Q**: Issue last year, how many spots are open, and how many spots are filled by E-Baord alone. How many spots are going solely to E-Board, and the community.
  + **A**: Classes fit 8 students. 3 people on the E-Board.
* **Q**: Any data on how many unique people come to the classes?
  + **A**: No data. From observation, its upper class man. There is some retention for specific people on specific days.
* Feedback: Have E-Board sign up to get van certifications, to avoid carpooling and open up the opportunity to students with transportation issues.
* **Q**: How many people are in the club? What is the total number of students that attended those classes last year?
  + **A**: 94 members registered through belong. At least one new member each class.
* Feedback: Prioritize Babson student attendance, and open up the remaining spots to Olin and Wellesley students.
* Feedback: One class a week, document student attendance. This will act as a form of data for students to present with the Pole Fitness budget for last year. On belong, students can track attendance through the Check-In.

**Vote (Vote this senate or vote next senate)**

* Abstain: 1
* Next senate: 22
* Deny:

**Amendments of the Constitution**

* **(1) Senators shall host offices of a minum for 1 hour each week, and senator duties for Club and Org** 
  + Approve: 24
  + Deny: 0
  + Abstain: 1
    - **Status: Approved**
* **(2) Random in** 
  + Approve: 24
  + Abstain: 0
  + Deny: 0
    - **Status: Approved**
* **(3) All candidates are responsible for campaigning materials and any disruption to campaigning materials.** 
  + Approve: 22
  + Abstain: 0
  + Deny: 1
    - **Status: Approved**
* **(4) Up to 37.5% for CAB**
  + Approve: 20
  + Deny: 0
  + Abstain: 3
    - **Status: Approved**

**Motions:**

* Budget discussions will be limited to 5 minutes.

**E-Board Report Outs**

**VPF:**

* **CAB Funding** 
  + CAB is hosting a bingo night. Budget was submitted for $8,000 (x2) to bring in two drag queens. Total: $16,000
  + They are asking for us to fund their budget, with their current budget allocation from SGA.
  + Ways and Means on Sunday!

**EVP:**

* Name plates are ordered!
* Text Pallavi SGA Room snacks
* Merch in progress!
* SGA Bonding
  + Looking for Carpooling Opportunities
    - Aaolk, Brayden, Pallavi, Jackson

**President:**

* College admin is looking for student volunteers, looking to revitalize Founder’s Day
  + Q: What is the time commitment?
* Feedback: Revise old games to encourage alumni participation
* The Hydration Project is in the works!
* KKG wants to collab for a suicide prevention day.

**VPC:**

* OWWWG went well, received positive feedback
* Looking for: How can I keep students from approaching me, until OWWWG starts?
  + Options
  + Announce the OWWWG location day of
  + Go to a locked classroom
  + Plant people around campus in various areas
    - **Crowd control: Lindsay, Gunther**
* Newsletter Drafting
* Student Life Committee Merch

**VPCO:**

* New club pitches with Kenzie
* Clubs and Organizations Newsletter
* Budget concern for BOW club fair

**VPAA:**

* 1) Ann and I met with Wendy Murphy from the UAPC and we discussed the timeline for pass-fail voting. Next week will be the vote and then it will go to the faculty senate for them to vote as well. Right now they are voting on keeping the same policy that we have and then a possibly discussion about whether or not seniors in their final semester should be allowed to pass fail a class
* 2) we talked about revamping the senior feedback form that seniors fill out before they graduate so that it is more inclusive to the entire student body’s experience at Babson
* 3) we discussed the transfer of AP and IB credits and it seems that the biggest argument against letting AP and IB credits come through for science is that the NST and SES classes taught at Babson are interdisciplinary while AP and IB classes are just singular subject focused

**Advisors’s Corner**

**Angel:**

* One card access
  + Gunther has no access.
* Housing Infrastructure Feedback
  + Participants' conversation will be recorded.
  + Committee: Lindsay

**Kenzie:**

* Reviewing club pitches
* Form for feedback on engagement opportunities

**Club Sports Rep Report Out**

* Spreadsheet Creation, reaching out to club presidents for points of contact
* Meeting with Khushi to discuss expectations

**Commuter Rep**

* Meeting with Gustavo to discuss transportation
  + Will lead to survey for feedback
* Met with founder of the commuter association

**Senator Report Outs**

2027 - Signed up for focus groups.

* Talked about a master calendar of events happening on campus.
* Looking into paper towels!

2026 - Vanessa is working on a sophomore project. Workout class potentially.

2025 - Game room

* 2 new machines!
  + Pinball
  + Donkey Kong arcade stand up
* Drive in simulator isn't used as much as it should be.
  + Idea: Move into a resident hall?
    - Ex: publishers
* Valarie x Babson College Marketing x SGA
  + Skit based off of “The Office”

2024 - Mental Health project is in progress

* Lindsay goal: have a budget done by Friday, to have it moving by the end of midterm.

**Accountability Forms**

* Forms need to be filled out PRIOR to Wednesday Senate.

**Open Forum**

* **Collaborations** 
  + Constitutional Amendment needed
  + Suggestions for change: email khushi for amendment ideas
* OWWWG
  + CAB Budget reallocation
  + Insert guidelines into spending
* Office Hours: Lights in front of reynolds, and a sign that says “Come in”