

## **SGA Meeting Minutes:**

**Date: 03/22/2022**

Call to order by Bernardo Gonzalez at 5:32 pm

### ***Agenda:***

- Speaker
- Executive Officer Updates
- Legislation
  - Action (2)
  - Congratulatory (1)
- Committee Reports
- Discussion
- Announcements
- Open Forum

### ***Speaker:***

- Britton Drown, Assistant Vice President , Communications and Marketing, TTUHSC
  - Office: 806-743-2709 Cell: 972-679-5084
  - [britton.drown@ttuhsc.edu](mailto:britton.drown@ttuhsc.edu)
    - Office of Communications and Marketing
    - Students are part of a life-cycle journey in their experience at TTUHSC
    - We focus on branding, marketing, and communications
    - We also touch with government relations
    - Specifically in intern relations, we have departments:
      - Creative
      - Communications
      - Earned Media (Media Relations focused)
      - Digital Strategy Team
      - Marketing Team
    - We are all about story
    - Connect the audience with a brand. Form a connection with future and past students.
    - Everything we do today we do with the university strategic plan. 2022-2027
    - Strategic Plan:
      - 1.
      - 2.
      - 3.
      - 4.
      - 5. Rebranding
    - How we work:
      - We take the agency model approach. We have found the best way to work, we think of ourselves as an advertising agency.

- We manage all of the social media dealing with the TTUHSC (Facebook, Instagram, Twitter, and LinkedIn)

*Question(s):*

- **Keri Shiplet:**

- Should we be on Tiktok? What is your thought on joining Tiktok?
  - "It is definitely top of mind for us right now. A lot of opportunities, we have secured the handle in case we turn to that space. We are ready to do it now and I have advised them to have a robust strategy before transferring to Tiktok. We want to make sure our video team is ready to go and advertising side: what is our voice? Our brand? Not a matter of if, but a matter of when."

- **Damieanus Ochola:**

- When you guys do marketing, is there anything you are doing to expand the brand of TTUHSC globally?
  - "We do market the schools and university. I am all about storytelling, good marketing is always a good story. The brand-research project is going to tell us about the money and research about our brand within the university and with our competitors. We have a media buyer and they tell us where to put our money on which social media and how to target an audience."

- **Brianna Mendoza:**

- Do you have one person who manages the TTUHSC school or do you do it all?
  - "It just depends on what department you are talking about. We have five directors and then run those departments through the strategic plan. We have a large staff that is focused on the university and schools. We have a little bit of both."

- **Cshala Davis:**

- How yall are marketing? I barely see any content when having to find a certain program.
  - "It is an extremely competitive space and I am not sure, but geography could be a benefactor on that as well when searching with just TTUHSC. Our ads go robustly state-wide, our ads a spent with an emphasis in Lubbock, Amarillo, Abilene, and Dallas."

- ***Executive Reports:***

- **Abelardo Palma, VP of Communications**

- Senator of the Semester
  - Form:
  - <https://ttuhsc.campuslabs.com/engage/submitter/form/start/532819>
  - Form:
  - Committee of the Year

- <https://ttuhsc.campuslabs.com/engage/submitter/form/start/532818>
- Both Forms are due tonight!!
- TTUHSC SGA Banquest Reminder
  - April 22nd at 6:30 pm @ Academic Event Center
  - Invitation to come out soon
- 2 more SGA meetings after this one
- **Emma Brackett, VP of Finance**
  - Finance Committee finished Student Org. Budgets!
  - Special Project Funds: Open till next meeting
  - Points are updated!
    - <https://docs.google.com/spreadsheets/d/1SJKjR9Ei7ECBUrD3ab1XUI6MVKq10XMMs1O2bXPfO6s/edit?usp=sharing>
  - If you haven't picked up the T-shirt you ordered please do
- **Kameryn Slayton, VP of Operations**
  - Interested in becoming an officer next year?
    - Intent to Run Form attached to email sent out after the email
    - Must be filled out and emailed to me by noon on April 15th
    - Reach out to the officer in the position you're interested with any questions!
  - Absence request form
    - <https://ttuhsc.campuslabs.com/engage/submitter/form/start/497507>
  - Operations committee Maintenance Submission Form
    - <https://ttuhsc.campuslabs.com/engage/submitter/form/start/450864>
- **Bernardo Gonzalez, President**
  - Joint Senate: April 8th
  - Rec fees survey sent out yesterday
  - Vice Provost of Academic Affairs and Integrated Learning: Schoen Kruse, Ph.D., MSHPEd
    - Effective: April 1st, 2022
  - Next Speaker: Cynthia Jumper, MD, MPH
    - Pulmonary and Critical Care Physician
    - Associate Dean of Health Services Management
    - Co-director MD/MPH track
    - Adjunct faculty member and Professor at TTU School of Law

### **Legislation:**

#### **Action:**

- *Senate Resolution 22.14*
  - "Stating the sentiments of the Student Senate regarding handicap activation switches for the door between the Abilene Campus School of Pharmacy and the School of Nursing."

- Motion: Stephen Davies
- Second: Brent Kisby
- Voting:
  - Yay: 100%
  - Nay: 0%
  - Abstain: 0%
  
- *Senate Resolution 22.15*
  - “ Stating the sentiments of the Student Senate on the need for the Texas Tech University Health Sciences Center-Lubbock capus to improve its building signage.”
  - Motion: Damieanus Ochola
  - Second: Brianna Mendoza
  - Voting:
    - Yay: 100%
    - Nay: 0%
    - Abstain: 0%

#### *Congratulatory*

- *Senate Resolution 22.13*
  - “Stating the sentiments of the Student Senate congratulating Dr. Crag Cox for being elected to the position of President for the American Association of Colleges of Pharmacy.”
  - Motion: Stephen Davies
  - Second: Chris Mariano
  - Voting:
    - Yay: 97%
    - Nay: 0%
    - Abstain: 3%

#### ***Committee Updates:***

- Community Service: Brianna Mendoza (MS1) Co-chair: Ashley Bassett (PA2)
  - Co-Chair is currently working on a blood drive for the Midland-Odessa area. Tentative date is May 14th
  
- Finance: Joel Ennin (MS1)
  - Thank you to Finance Committee for working hard last week for hard on the Student Org. Budgets
  - Reminder for Special Project Funds
  
- Operations: Damieanus Ochola (GSBS)
  - Thank you Keri for supporting and helping out with a piece of legislation that was passed today.

- Public Relations: Alex Sutter (MS2)
  - Just to add to the flyer, if you do any volunteering through SGA. Could you email those to me, so those pictures can be added to Instagram?
- Scholarship: Chris Mariano (P3)
  - N/A
- Social: Joanna Mammen (Distance SHP)
  - No new updates; also a reminder for the banquet that is April 22nd.

**Discussion- Ideas:**

N/A

**Announcements:**

- Suggestion Boxes
  - They're here!!
  - Share with your classmates
  - Awareness points

**Upcoming dates:**

- Last meeting for legislation 04/05/2022
- Joint Congress 04/08/2022
- Last meeting/elections: 04/18/2022
- Banquet 04/22/2022
  - Academic Event Center

**Relevant Links:**

- Absence request form
  - <https://ttuhsc.campuslabs.com/engage/submitter/form/start/497507>
- Submit points:
  - <https://ttuhsc.campuslabs.com/engage/submitter/form/start/504430>
- Legislation
  - Due the Friday before meetings
  - <https://ttuhsc.campuslabs.com/engage/submitter/form/start/443972>
- Legislation collaboration document:
  - [https://docs.google.com/spreadsheets/d/1Uo-T9-u8aRPxDIe7ivTxBk7r72a8tKwQZhQwioru\\_NA/edit#gid=0](https://docs.google.com/spreadsheets/d/1Uo-T9-u8aRPxDIe7ivTxBk7r72a8tKwQZhQwioru_NA/edit#gid=0)

**Open Forum:**

- Keri Shiplet
  - If you are graduating this May or August, please put your name in the chat. We need to make sure you have all of your medals

- Poll:
  - For those senators who do not live in Lubbock, would you want to come to the banquet
    - Yes: 20% (3/15)
    - No: 80% (12/15)
  - If not, would you reconsider if the school were to provide financial assistance?
    - Yes: 73% (11/15)
    - No: 27% (4/15)
- **Adjournment**
  - Motion: Chris Mariano
  - Second: Joel Ennin
  - Adjournment at 6: 39 pm