University of North Carolina at Pembroke

STUDENT AFFAIRS & CAMPUS LIFE COMMITTEE
Minutes
Monday, March 18, 2013, at 3:30 p.m.
Chavis University Center Room 233

Attendance: Jamie Litty, Lisa Schaeffer, Nicholas Freeman, Caroline Register, Patricia Fields, Lydia Gan, Sara Oswald, Marisa Scott, David Young

Absent: Adam Walls, Keara Robinson, Robert Nunnery

I. The meeting was called to order at 3:34 p.m.

II. The minutes of the February 18 meeting were approved.

III. The day’s agenda was approved.

IV. Report from the Chair -- Jamie Litty explained that she communicated this committee’s recommendation about the brick-wall landscaping in front of Lumbee Hall to Chancellor Carter and copied the message to Steve Martin, Assistant Vice Chancellor for Facility Management. Dr. Carter asked that it move on to the Faculty Senate. Litty will ask the Executive Committee, of which she is a part, to place it as an action item on the next Senate agenda (April 1, 2013).

V. Report from Student Publications Board -- Sara Oswald reported that the ads for editors of the periodicals has run. Oswald will represent UNCP at the Columbia Scholastic Press Association annual conference on Wednesday. All yearbook pages have been sent to the printer. Four students gave up part of their spring break to make it happen.

VI. Report from Vice Chancellor of Student Affairs -- Dr. Schaeffer announced the upcoming “Stay at Pembroke” weekend, the last one for the spring semester. The “Polar Plunge” fundraiser at Courtyard Apts. is Friday. SGA Week is now underway, and Major Madness is today.

VII. Report from Givens Performing Arts Center – Patricia Fields reported that the Guinness World Record attempt for relay handshake has been moved to the intramural field next to Lumbee Hall. Volunteers are still sought. Hand sanitizer will be available, being donated by Southeastern Regional Medical Center. There is an anniversary-related Fun Run on Saturday. A March 27 event will commemorate African-American “firsts” at UNCP. Family Day is April 20 and will be more expansive this year. Marshall applications are being accepted, and this committee will review them at our next meeting. The GPAC fundraiser is scheduled for the
second Friday in May. Board of Governors members will receive “gift” bags in their hotel rooms during their visit next month. Still seeking copies of The Aurochs for some of the bags.

VIII. **Report from Student Government Association** -- None

IX. **Old Business** -- None

X. **New Business** -- Sara Oswald commented on the struggles for effective publicity on campus about events, deadlines, and other opportunities. For example, tickets for Gabby Douglas speech were almost gone before students really were aware of the event. The campus seemed a ghost town on the last Stay at Pembroke Weekend. Can announcements be more timely/widespread. Perhaps e-mail and social media aren’t as effective as expected. Patricia Fields said that four years ago students in a survey said electronic methods were what they wanted.

There was some discussion of the master calendar on the university website and whether students look at it, or is it effective at filtering for category of event. Could the master calendar be mentioned at Orientation and in Freshman Seminar? Might the residence halls be a collaborator on getting the word out to students who at least live on campus?

Jamie Litty said she would invite Sandy Briscar, Director of University Communications and Marketing, and/or Tom Jackson, interim Chief Information Officer, to the next meeting for insight on inter-organizational communication.

XI. Adjournment – 4:29 p.m.