



UNDERGRADUATE STUDENT GOVERNMENT **ANNUAL REPORT** **2012**



PRINCETON
UNIVERSITY

204 Frist Center
Princeton, NJ 08544
usg.princeton.edu



TABLE OF CONTENTS

For a list of specific projects and their page numbers, please see Appendix B: Full Project Index on page 67

AT A GLANCE	3
PRESIDENT'S LETTER	4
VICE PRESIDENT'S REPORT	5
TREASURER'S REPORT	6
ACADEMICS COMMITTEE REPORT	8
COMMUNITY AND CAMPUS AFFAIRS COMMITTEE REPORT	11
SOCIAL COMMITTEE REPORT	14
UNIVERSITY STUDENT LIFE COMMITTEE REPORT	19
INFORMATION TECHNOLOGY REPORT	22
COMMUNICATIONS AND STUDENT ENGAGEMENT REPORT	28
PROJECT'S BOARD REPORT	33
ELECTIONS REPORT	35
SGRC REPORT	40
SENATE PROJECT INDEX	41
STUDENT OUTREACH AND TRANSPARENCY	42
BUILDING SCHOOL SPIRIT	46
STUDENT HEALTH	50
STUDENT SERVICES	52
FOOD AND DINING	56
COLLABORATION WITH EXTERNAL OFFICES	58
INTERNAL USG INITIATIVES	63
APPENDIX A: USG JARGON DICTIONARY	64
APPENDIX B: FULL PROJECT INDEX	67
APPENDIX C: MEET THE USG	69
APPENDIX D: USG 2011-2012 OPERATING BUDGET	71

USG AT A GLANCE

COMPLETED

ALTA Letter to the Faculty

Applications for Presidential Search Committee and Implementation Groups

Buses to Yale

Bonfire 2012

COMBO III Report

Dean's Date Silent Disco

Pursuit of Mappyness

Restaurant Week

Student Room Guide

Tiger Rides

Thanksgiving Break Focus Groups

USG Website Redesign

and more...

IN PROGRESS

ALTA Implementation

Career Services

Database for Student Applications

Food Committee

Mental Health Week 2013

Princeton2017.com

PRESIDENT'S LETTER

Bruce Easop '13



The Big Picture: My role has involved setting a vision for the USG. When I think about the function of student government, I believe we should strive to make every student an integral part of the Princeton community. In keeping with this goal, I have emphasized the importance of building connections—among the student body, within the organization, and between students and administrators. To complement this report, a summary of how these goals were implemented is available here: <http://princetonusg.com/?p=1569>.

Looking back on this past year, the fall semester stands out thanks to unique opportunities for the USG to participate in a number of historic moments for the Princeton community.

Presidential Search: One example came with President Tilghman's decision to step down at the end of the school year, leading to the formation of a Presidential Search Committee. In collaboration with the Board of Trustees and the Office of the Vice President and Secretary, we forged a new path for selecting undergraduate representatives on this committee (pg. 43). For the first time, an application process was conducted for both seats. The decision to open these positions to the senior class served as a step toward increasing accessibility of committee membership and bolstering transparency of the selection process. We hope future USG administrations will continue this commitment to further openness with the student body.

Battle for the Bonfire: Next, a historic win against the Harvard football team at homecoming brought with it the opportunity to travel to Yale with over 450 cheering students in pursuit of our first Bonfire since 2006 (pg. 46). After a commanding victory, this year's bonfire will long burn brightly in my memory, as over 5,000 students, alumni, and families gathered to celebrate the accomplishments of our athletes and the unwavering strength of our community (pg. 47).

Highlights: In addition to these milestones, this semester saw the completion of some of our most far-reaching projects including the publication of the COMBO III Report (pg. 45), and further emphasis on engaging communication through the TalktoUSG YouTube account, which has received over 14,850 views (pg 29). Finally, we hope to leave a legacy through ongoing initiatives including a strengthened focus on mental health from stakeholders across campus (pg. 50) and the development of a central portal for student applications to university committees in order to institutionalize our commitment to bringing student voices directly into contact with the administration (pg. 43).

It has been an honor to serve the student body as USG President for the past year. I could not have asked for a more dedicated and innovative team to work with or a more inspiring group of students, leaders, and scholars to represent. With my deepest gratitude, Go Tigers!

VICE PRESIDENT'S LETTER

Stephen Stolzenberg '13

Moving from first semester to second semester, the bulk of my work as Vice-President shifted from giving project advice to ensuring continuity between this USG, the next administration, and all future USG administrations. I hope that we've managed to do this through a few measures that should be repeated in future years. Although only time will tell...



Continuity efforts: (1) In the Annual Report, we've increased emphasis on hard data points in order to back up our assertions and display the value of particular projects and methods of getting those projects done. These "pro-tips" and potential challenges are also seen in the analysis section. As "lingo" may change over the years, we've created an index at the end of the report so that future USG's and other readers can make sense of it. (2) The USG is also archiving hard copies of all of its reports, Senate meeting notes, and web content created over the last years in Mudd Library. As much of the USG of today's most useful work is digital, it is important to keep records of this as well. (3) We've begun to fill up the USG Playbook with officer manuals and documents about recurring projects. This will hopefully share best practices and prevent us from re-inventing the wheel each year. **See page 63 for more details.**

USG Mentorship: USG established mentorship groups within the organization in order to encourage the transfer of useful knowledge to newer members and form stronger bonds among USG members. Groups consisted of 3-4 members in different class years. Involvement varied highly among groups, with some meeting regularly while others only met once. We recommend that future USG administrations build on this concept by establishing mentorship groups before or during the first USG retreat of each term, allowing for continuity and capitalizing on this opportunity for imprinting.



Internal Housekeeping: The USG also undertook two revisions of the Constitution and overhauled our Elections Document. Constitutional revisions were mostly cosmetic – poorly worded grammar or unclear meanings. Substantial changes made clear voting policies and brought the document into line with how the Senate actually runs. For Elections document reforms **see page 39.**

TREASURER'S REPORT

Lillie Cartwright '14



In effect, the USG budget ultimately sets the boundaries for the extent of our various projects and initiatives. Although many USG student life improvements do not necessarily require monetary support, it has been my priority, over the past two years, to make sure that we use our yearly budget in the most efficient way possible. Throughout the year, it was my responsibility to make sure that the undergraduate student body's funds were spent wisely, by continuing to consider the cost per student before and after implementing a project.

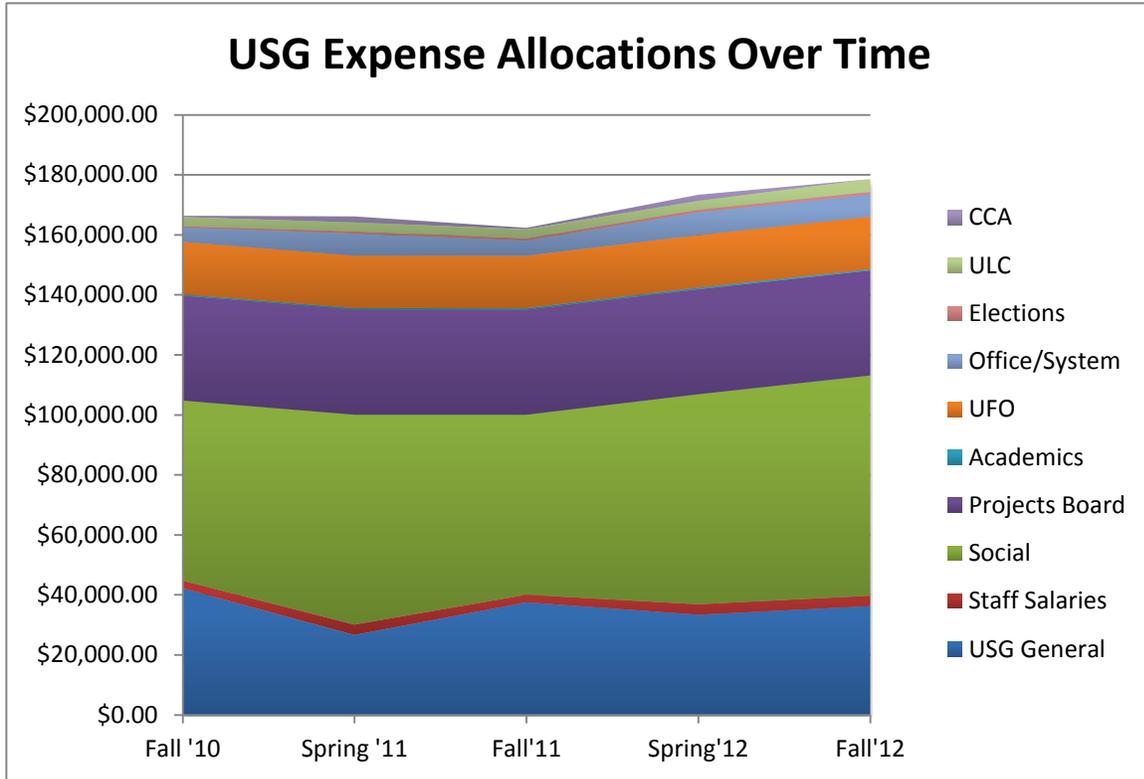
This past year, the budget accumulated to \$352,428.75, which is \$23,926.25 greater than the 2011 budget due to the increase in the student body population. There was also a \$10,00 increase in the Fall 2012 social allocation, which will be deducted from the Spring 2013 Lawnparties budget. Fall Lawnparties has historically seen higher student and lower guest attendance, so this shift balances the cost per undergraduate student ratio at each event.

My second term allowed me to reallocate the budget as accurately as possible. Some changes included:

- Removing the community service project allocation
- Frist supporting office staff salary payments
- Adding a line-item for Dean's Date
- Increasing fiscal transparency by displaying the full budget and monthly expense reports on the USG website.
- Incurring the total cost for Communiversity in the Spring 2013 semester

Coupled with monthly expense reports and projects board grant updates, there were many changes in the budget between 2011 and 2012 that truly helped the entire USG manage and understand the budget more precisely. As a student government, we really remained much more true to our budget this year than in 2011.

You can find a categorized breakdown of the expenses during the spring and fall semester in Appendix D. As in previous semesters, the largest expenses resided in the Social Budget, which supports all that goes into Lawnparties; the Projects Board Budget, which reviews applications and provides funds to various student groups on campus; and the USG General funds, which is used to fund new initiatives from Dean's Date to free coffee in the USG office. The allocation of the budget over time, and the numerical break down of the budget can be found below on Table 1. An explanation of the various committees and items is within the Appendix.



The year 2013 is sure to bring many changes to the management of the USG budget under the management of the newly elected treasurer Christina Yu. Thank you for trusting me with your Undergraduate Student fees over the past two years. It has been an exceptional and rewarding experience serving as your USG Treasurer.

ACADEMICS COMMITTEE REPORT

Steven Rosen '13



HIGHLIGHTS

- Worked to implement policies recommended by the ALTA report
- Helped organize and host a Freshman Academic Expo for new students to explore options for majors on campus
- Conducted 4 focus groups to support the Office of the Dean of the College's evaluation of the Thanksgiving Break schedule

ALTA IMPLEMENTATION

Status: In Progress

Members: Steven Rosen '13, Academics Chair; John McNamara '14, Executive Secretary; Elan Kugelmass '14, U-Councilor; Regina Cai '15, student at large; Elizabeth Dolan '16, student at large

Campus Collaborators:

Dean Smith

Dean of the College

Goals and Execution: The goal of this project was to choose recommendations from the ALTA report, which the committee would focus on implementing. These included: P/D/F rescinding, changes to the Academic Calendar's Wednesday before Thanksgiving and the ALTA letter to the faculty. These projects were chosen for their ability to be implemented and the high levels of enthusiasm from the student body supporting the recommendations. Our first action was to compose a letter to the faculty listing key takeaways from the report, which they might find insightful. Dean Smith sent out this letter to the faculty. We then wrote an outline of a potential policy that would allow students to rescind a P/D/F immediately after the completion of a course. We presented this recommendation to Dean Smith and it is currently under consideration by Dean Smith and faculty committees.

Data:

- 14 applicants
- 3 students selected
- 49% of the undergraduate student body responded to the ALTA survey

Evaluation: Thus far the ALTA Implementation Committee is living up to its goal of making firm progress carrying to carry out some of the recommendations from last year's ALTA report. So far it has been successful in focusing on one or two recommendations at a time. We recommend that the committee continue to carefully move carefully through the ALTA report and choose two to three recommendations to focus on per semester.

FRESHMEN ACADEMIC EXPO

Members: Steven Rosen '13, Bruce Easop '13

Campus Collaborators:

Dean Claire Fowler
Rosemarie Maze

Office of the Dean of the College
Office of the Dean of the College

Goals and Execution: The Freshmen Academic Expo was held to introduce freshmen to department and certificate offerings during the Monday morning of orientation week. It was held in place of numerous departmental open houses, which students complained cluttered the orientation week schedule. The Expo was held in the new Frick Atrium and featured booths for every department and most certificate programs. Three departments – Economics, the Woodrow Wilson School, and Physics – hosted information sessions in Frick classrooms as well.

Data:

- It was estimated that over 75% of the Class of 2016 was in attendance
- 62 Princeton academic departments and certificate programs participated

Evaluation: This Expo received positive feedback all around. By bringing all of the departments together, students did not have to choose between attending one department's open house and another, aiding exploration. These sessions also tended to give freshman far too specific information about departments. Exploration was also improved in that students were exposed to smaller departments, that they may not have considered talking to – a boon for small departments. It was even commented that the open house should be expanded to include sophomores. We recommend in the future that the Expo only be open to freshman during the first two hours and allow sophomores to attend the last hour or two. During the sophomore period, departments can inform the students of department specific information sessions where they can speak more in depth before selecting a concentration.



ACADEMIC CALENDAR FOCUS GROUPS

Members: Bruce Easop '13, John McNamara '14, Stephen Stolzenberg '13, Steven Rosen '13, Elan Kugelmass '14, Regina Cai '15, Elizabeth Dolan '16

Campus Collaborators:

Dean Valerie Smith	Office of the Dean of the College
Dean Claire Fowler	Office of the Dean of the College

Goals and Execution: The goal of this project was to assist Dean of the College Valerie Smith in conducting a comprehensive review of potential academic calendar changes related to Thanksgiving break. Dean Smith conducted focus groups in the residential colleges and asked the USG to conduct focus groups for the general student body. After writing a script for the focus groups including questions about specific proposals, in a November email to the student body, President Bruce Easop offered students the opportunity to take part in a lunchtime focus group with a meal provided by the Dean of the College. We talked with 25 students in 4 focus groups between November 30 and December 6. Using the findings from those focus groups, we presented a comprehensive report of our findings to Dean Valerie Smith and emailed the report to Dean Claire Fowler and Dean David Dobkin.

Data:

- 56 students filled out the survey to participate in focus groups
- 25 students participated in the focus groups
- 4 focus groups moderated by USG representatives

Evaluation: The USG believes that the potential improvement to shopping period, more uniform policy around class attendance during Thanksgiving week, and the opportunity for more affordable travel, all speak to the merits of having both the school year and Thanksgiving break start on a Wednesday. Our report details student reactions to this and other proposals presented in our focus groups. We found that students appreciated the opportunity to voice their opinions and suggest reaching out to the student body for academic policy issues such as this in the future. However, there was a significant drop-out rate between the number of students who signed up for focus groups and the number who showed up. This may be related to the time of year, as the end of the semester can be a stressful time for students to manage their schedules.

ACADEMICS COMMITTEE YEAR IN REVIEW

Please see the USG Mid-Year Report for Additional Projects including:

- ALTA Implementation Committee Formation
- ALTA Survey

COMMUNITY AND CAMPUS AFFAIRS COMMITTEE REPORT

Carmina Mancenon '14

COMMITTEE MEMBERS

- Austin Jackson '15
- Blaire Bloxom '14
- Caroline Hanamirian '13
- Katherine Wolff '15
- Paul Popescu '14
- Thuy Tien Tran '14
- Cara Worden '15
- Nick Hu '15
- Ella Cheng '16
- Kiana Amirahmadi '16
- Catherine Morrison '16



HIGHLIGHTS

- Successfully planned and launched Restaurant Week, which allowed Princeton students to eat at local restaurants for reduced prices.
- Completed the TigerDeals Window Cling Project
- Increased communication between CCA Committee and Town-Gown Stakeholders

RESTAURANT WEEK

Status: Complete

Members: Chad Masiel GS, Elektra Alivisatos '14, Charissa Shen '14, Austin Jackson '15, Kiana Amirahmadi '16, Catherine Morrison '16, Carmina Mancenon '14



Goals and Execution: Princeton Restaurant Week was planned with the goal of fulfilling one of the CCA Committee's central missions; increasing interaction between the town and students on campus. This event was designed to give students an opportunity to leave campus and interact outside of the "orange bubble." Furthermore, it was also hoped that by providing meals at a reduced price more students would be able to take advantage of the restaurants in the town. Each restaurant was asked to offer three courses to student, for a combined price of \$25.

10 Restaurants chose to participate in the event, which was set for the week of November 11th, and would last until November 15th. These restaurants included: Blue Point Grill, Elements, The Ferry House, La Mezzaluna, Masala Grill, Mediterra, Mehek, Yankee Doodle Tap Room, Teresa's Café, and Witherspoon Grill. Students were encouraged to make reservations in order to ensure that they would

have a table, as the USG expected strong attendance at each restaurant. Publicity efforts were undertaken both to ensure students knew about the event and to encourage them to reserve tables in advance. These efforts included a website, posters, and interviews with the Daily Princetonian. The website, designed by Austin Jackson '15, received so many views that the server crashed.

Data:

- 10 restaurants participated, all with a \$25 three-course menu
- Over 3,000 meals served
- 700 visitors reported by Elements
- 500 visitors reported by Witherspoon Grill

Evaluation: Attendance at restaurants participating in this event was strong. Restaurants served over 3000 student visitors. The two most popular restaurants were Elements, which reported 700 student visitors over the week, and Witherspoon Grill, which reported 500 student visitors over the week.

While attendance was strong and we received overall positive reviews from participating restaurants and students, some areas of possible improvement were identified. Some restaurants reported that students did not regularly tip or provide gratuity. It was also suggested that we encourage restaurants to provide a lunch option, as well as a lower price point of \$12. Furthermore, we hope to begin advertising earlier to further increase attendance the next time this event is run, as well as some sort of tool to show students how quickly reservations at each participating restaurant are filling up.

TIGER DEALS WINDOW CLINGS

Status: Complete

Members: Caroline Hanamirian '13, Katherine Wolff '15, Cara Worden '15, Paul Popescu '14, Carmina Mancenon '14

Goals and Execution: The Window Cling project was created to increase student awareness of the permanent discounts already available to them through PrincetonPlus, a suite of discounts on Nassau Street agreed to years before the current USG. Deals include things like a 40% off menu for students at PJ's Pancake House especially for Princeton Students during the week. Stickers were placed on shop windows and President Easop sent out an email to the student body to explain what the stickers were.



Data:

- Over 20 large stickers placed outside shop windows (pictured above)

Evaluation: USG hopes that the window clings will increase interactions between students and shopkeepers. However, there is not clear way to measure whether this has been effective.

ELECTIONS INITIATIVE

Status: Complete

Members: Nick Hu '15, Blaire Bloxom '14

Campus Collaborators:

Princeton's Office of Community Relations
P-Votes

Karen Woodbridge
Andrea Chu '14 and Charles Wood '13

Goals and Execution: The goal was to distribute 'I Voted' stickers to the right to increase awareness about local elections. The Elections Initiative was a collaborative effort between the CCA Committee, Princeton's Office of Community Relations and P-Votes. The stickers were ordered. But because of Hurricane Sandy they arrived too late to be distributed at the polling stations. They have been stored to be used during next elections cycle.

INCREASED COMMUNICATION BETWEEN CCA COMMITTEE AND STAKEHOLDERS

Status: Complete

Projects with Public Safety (Cara Worden '15)—After meeting with Sgt. Ryder and his team, the CCA committee will begin to serve as a sounding board for new Public Safety policies and will work in conjunction with them on projects like international safety deposit boxes.

Meetings with Local Merchants and Politicians (Katherine Wolff '15, Blaire Bloxom '14) – Under the guidance of Karen Woodbridge from the Office of Community Relations, the CCA committee has presented and collaborated with local merchants and politicians at the Princeton Merchant's Meeting. The CCA Committee is now working on establishing 'focus groups' consisting of town stakeholders and students that would generate ideas for ways to promote town-gown relations and act as a sounding board for future CCA projects and policy changes. We expect to make a lot of headway with this in the coming year.

CCA YEAR IN REVIEW

Please see the USG Mid Year Report for more information on CCA Projects including:

- Tiger Deals
- Princeton Lunch
- Communiversity

SOCIAL COMMITTEE REPORT

Benedict Wagstaff '14

COMMITTEE MEMBERS

- Marianne Julian '13
- Robert (Trap) Yates '14
- Yasmin Murphy '14
- Farrah Bui '14
- Angela Shen '14
- Nathan Serota '14
- Carla Javier '15
- Alexandra (Sasha) Lieberman '15
- Eleanor (Reid) Bergin '15
- Logan Roth '15
- Katherine Wolff '15
- James Evans '16
- Richard Polo '16



HIGHLIGHTS

- Launched the Jersey Shore Buses Pilot Project, which sent 45 students to explore this iconic area near Princeton
- Held Fall Lawnparties 2012, which brought Third Eye Blind to campus
- Ran the Silent Disco, which brought Techno artist Basshunter to campus to celebrate Dean's Date.

JERSEY SHORE BUSES PILOT PROJECT

Status: Completed

Members: Reid Bergin '15 and Katherine Wolff '15

Goals and Execution: This project was born from an exchange of ideas between the Social Committee and the Community and Campus Affairs committee. On Saturday, September 15th a Suburban Coach left campus and headed for Point Pleasant on the Jersey Shore where the students would enjoy the Festival of the Sea before heading back to campus to prepare for Lawnparties. The trip was funded by the participants as it didn't benefit the entire student body.

Data:

- 45 students attending
- Cost per Ticket: \$19.99

Evaluation: We collected formal feedback from all participants and have evaluated various ways to further improve the model and this seems to



be a promising route for further expansion. We decided to change the timing of this project from the end of last year to the beginning of this year due to the packed schedule at the end of Spring semester.

FALL LAWNPARTIES

Status: Completed

Members: Benedict Wagstaff '14, Yasmin Murphy '14, Full Social Committee and USG volunteers.

Campus Collaborators:

Dean Dunne	Office of the Dean of Undergraduate Students.
Diane Spatafore	Office of the Dean of Undergraduate Students.



Goals and Execution: On September 16, 2012, Fall Lawnparties took place as the entire student body gathered on Prospect Avenue for a day of celebration. This marked the return of a band as headliner (something that had been demanded by the student body, via survey) and the Street entertained a varied lineup with a wide variety of bands. This years festivities warmly welcomed the Class of 2016, brought back alumni of all shapes and sizes and introduced collaborator Microsoft to the world of Lawnparties. Microsoft offered funding and sponsorship to Fall Lawnparties in exchange for space for

a booth where Microsoft could demo its products. Here Microsoft featured both its Xbox 360 as well as its Office 365 system. The planning process was very complicated due to the redesign of our website, as well as the crafting of our lineup, which was headlined by Third Eye Blind.

Data:

- 4,950 total guests
 - 4,432 undergraduates
 - 431 guests
 - 87 graduate students
- Overall cost to USG: \$73,289.31

Evaluation: Feedback from students on this Lawnparties was generally positive, although there were some complaints about the selected artist. Online merchandise and ticket sales were implemented for this Lawnparties, which allowed us to expand ticket and merchandise sales. The website we deployed also received positive reviews from users and parties within the university. In the future we hope to create a more effective payment scheme online for ticket and merchandise purchase, as well as work to bring down costs so that charging for guest tickets is no longer necessary. Thanks to the help of the ODUS staff, the Social Committee managed to create an event that drew many thousands together and launched the academic year with a bang!

DEAN'S DATE SILENT DISCO

Status: Completed

Members: Benedict Wagstaff '14, USG Social Committee, Farrah Bui '14, Angela Shan '14, Carla Javier '15

Campus Collaborators:

Dean Thomas Dunne	Office of the Dean of Undergraduate Students
Joe Ramirez	Office of the Dean of Undergraduate Students
Dianne Spatafore	Office of the Dean of Undergraduate Students
Jeanette DeGuire	Office of the Dean of Undergraduate Students

Goals and Execution: The Silent Disco was conceived as a major event to mark the end of Dean's Date and the completion of all written work for the semester. In past Dean's Date celebrations the USG has created a large event in the afternoon, with freed food and entertainment. This year the USG wanted to create a larger event to mark this important day for Princeton students. The Silent Disco was conceived as an unique event that had not been attempted before on campus that would bring students together from across the school. The USG Social Committee chose to search for a larger DJ that would bring name recognition and additional excitement to the event, and selected Basshunter.

Data:

- USG Funding Contribution: \$22,500
- Attendance at the event was between 2500 and 2700 attendees.

Evaluation: The event was held in Dillon Gym due to concerns about weather conditions, and was attended by about 2500 students, or roughly half the student body. Basshunter received generally positive reviews from the students who attended. The Silent Disco system's utilization of wireless headphones instead of loud speakers kept the overall noise level of the event down, which had previously been an issue for electronic events hosted on campus. There were some complaints about the quality of the sound delivered by the headphones, particularly about static from the devices.



The other major area of complaint was about the long lines that formed both for entering and leaving the event. In order to maintain control over all headphones distributed during the Silent Disco, the USG

chose to collect the ID cards of all students entering the event. Later, the students would turn their headphones in and receive their ID. This caused long lines both to enter and leave Dillon Gym. There was some discussion that if the USG wanted to hold a similar event in the future that it should look into scanners or some other more easily accessible system.

HOODIE ALLEN AT RICHARDSON AUDITORIUM

Status: Completed

Members: Benedict Wagstaff '14, Trap Yates '14, Logan Roth '15, Richard Polo '16, and Carla Jarvier '15

Campus Collaborators:

Dean Thomas Dunne	Office of the Dean of Undergraduate Students
Joe Ramirez	Office of the Dean of Undergraduate Students
Jeanette DeGuire	Office of the Dean of Undergraduate Students
Shelley Janos	Office of the Dean of Undergraduate Students
Milo Lanoue	Richardson Auditorium
Tom Myers	Richardson Auditorium
Mary Kemler	Ticketing

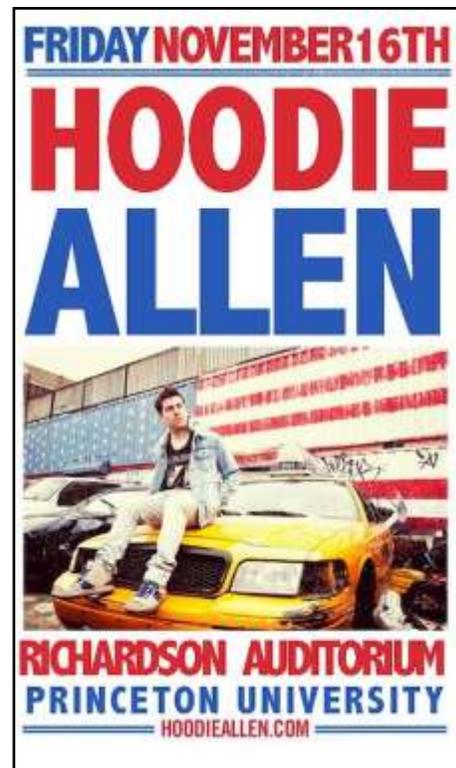
Goals and Execution: The USG partnered with Richardson Auditorium specifically to bring a rapper Hoodie Allen to campus. More broadly, we wanted to see if concert programming could be brought to campus with little cost to the USG. This offered an opportunity to develop a new model for student driven concerts that were also open to public. Tickets were sold both to the public and to the students with the help of Frist Campus Center Ticketing Office.

Data:

- USG Contribution: \$1,805
- Total Cost: \$19,183
- Tickets Sold: 747
 - Student Tickets: 421
 - Public Tickets: 326
- Percentage of available tickets sold: 97%

Evaluation: This concert demonstrated a strong demand and willingness to pay for acts among students. Furthermore, strong attendance by the general public indicates that we could use such revenue to boost our overall income and bring more expensive acts to campus in the future.

Of concern: several chairs in Richardson Auditorium were broken by concert-goers during the event who stood on them. The USG absorbed the cost of replacing these chairs,



about \$500 of our \$1,800 contribution. However, Richardson can host these kinds of events if the USG is willing to risk paying damages in the future. The USG may want to consider adding variable pricing and charging members of the public an additional fee in order to raise additional revenue.

SOCIAL COMMITTEE YEAR IN REVIEW

Please see the USG Mid-Year Report for additional projects including:

- Lawnparties Spring 2012
- Comedy Show: Wyatt Cenac with Frist Campus Center
- Spring Dean's Date
- Upperclassmen Trips
- Festival of Princeton

UNIVERSITY STUDENT LIFE COMMITTEE REPORT

Adi Rajagopalan '13



COMMITTEE MEMBERS

- Adi Rajagopalan '13 (Chair)
- Allie Kolaski '13 (Co-Campus Recreation Liaison)
- Bernice Fokum '14 (Residence Liaison)
- David Zhao '15 (International Students' Liaison)
- Greg Smith '15 (Public Safety Liaison and Projects Manager)
- Grace Kim '13 (Co-Housing liaison)
- Jenna Weinstein '14 (Career Services Liaison)
- Addie Brown '13 (Co-Campus Recreation Liaison and Co-Dining Services Liaison)
- Mary D'Onofrio '14 (Women's Issues Liaison)
- Ryan Poladian '14 (Co-Dining Liaison and Co-Varsity Athletics Liaison)
- Sandra Goldlust '15 (Secretary and Student Health Liaison)
- Ulili Emore '13 (Independent/Co-op Students' Liaison)

HIGHLIGHTS

- Held first full meeting including both graduate and undergraduate students
- Helped publicize extra-long bed options for Princeton students

EXTRA LONG BEDS FOR TALL STUDENTS

Status: Completed

Members: Ryan Poladian '14 (USLC), Adi Rajagopalan '13, Bruce Easop '13 (USG)

Campus Collaborators:

Angie Hodgeman

Housing Department

Goals and Execution: The goal of this project was to obtain longer beds for tall students. Ryan Poladian '14, Liason for both Varsity Athletics and Dining issues, expressed an interest in exploring the availability of longer beds, after requests from a number of taller students and sports teams. Specifically, a sizable number of students noted that the standard extra-long twin beds issued by the University were too small to ensure comfortable and healthy sleep.

After contacting Angela Hodgeman in the Housing Department, we learned that, on a limited basis, students can already request longer beds by contacting the Building Services department. Since the USLC could not find evidence of this on the Housing website, USG President Bruce Easop '13 sent an email to the student body.

Evaluation: However, the USLC also made the incorrect assumption that Angela Hodgeman was the contact person for receiving longer beds, instead of Building Services. As such, this project presents the

following lessons and future challenges: (1) doing due diligence during projects, especially when sending administrative contacts to the student body; (2) developing sustainable means for communicating the availability of extra-long beds to the student body; and (3) the importance of developing lines of communication between the administration, undergraduates, and graduates.

JOINT UNDERGRADUATE/GRADUATE FULL USLC MEETINGS

Status: Completed

Members: Adi Rajagopalan '13, Giri Parameswaran (GSG), Chad Maisel (GSG), Kevin Smith GS '12 (GSG)

Campus Collaborators:

Office of the Vice President of Campus Life,
Vice President Cherrey
Amy Campbell

Goals: The goal of this project was to integrate the Graduate Student Government into the ULC, in order to include them in conversations that affect graduate students as well. It is hoped that in the future this change will improve policy outcomes for all Princeton students and help bridge the gap between graduates and undergraduates. To do so, a Constitutional change that went through the USG Senate was necessary. This change was made after conversations with VPCL Cynthia Cherrey and advising faculty about what the committee would look like. That change renamed the Undergraduate Life Committee (ULC) the University Student Life Committee (USLC).

Execution:

The USLC held its first formal meeting of the year on December 12. This marked the first joint USLC meeting with graduate and undergraduate students. The following members of the GSG joined us for the first meeting:

- Anna C. Offit '08 (GSG USLC Chair)
- Chad Maisel (GSG President)
- Tim Brandt (GSG Facilities Chair)
- Andreana Kenrick (GSG Health and Life Chair)
- Kityan Choi (GSG Assembly Member)

During the meeting the USLC discussed the following topics:

- The structure and process of the new joint USLC
- The University's response to Hurricane Sandy
- Update from Career Services
- Update from Campus Recreation regarding facilities and Club Sports
- The GSG's upcoming housing letter

Evaluation: It remains to be seen whether adding Graduates to the ULC will help bring Undergraduates and Graduates together, but this is one of two projects that the USG did with Graduates this year – Restaurant Week being the other – so this relationship shows great promise.

PEQUODS

Status: In progress

Goals and Execution: Although more details of this project can be found in the USG Mid-Year Report, the Pequod project underwent delays, because changes were made to the project team. Unfortunately, we've seen less progress on this front than we would have hoped; however, we hope that next year's USLC will place this project at the top of their agenda.

USLC YEAR IN REVIEW

Please see the USG Mid-Year Report for additional projects including:

- Office Supplies at Printers
- Expanded Hours in Dillon Gym, Stephens Fitness Center, and Dillon Pool
- Expansion of Gender Neutral Housing
- Mile Markers and Blue Lights on Tow Path
- USG-ULC Group Fitness Classes

INFORMATION TECHNOLOGY COMMITTEE REPORT

Josh Chen '14

COMMITTEE MEMBERS

- Josh Chen '14 (chair)
- Gabriel Chen '14
- Darshan Desai '16
- Michael Franklin '13
- Thomas Gilgenast '14
- Stephanie He '15
- Eugene Lee '15
- John McSpedon '14
- Elizabeth (Vivian) Qu '14
- Adam Suczewski '15



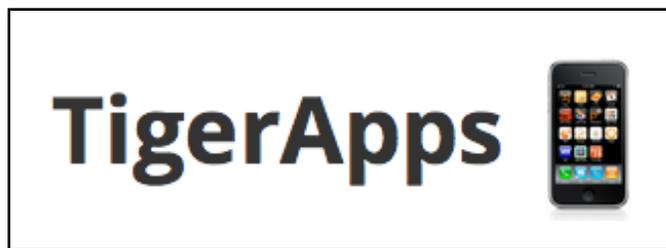
HIGHLIGHTS

- TigerApps launch page and toolbar
- Pursuit of Mappyness (POM)
- Student Room Guide, revamped
- Student Events Calendar, upgraded
- USG DVD Site, upgraded

INTRODUCTION

We work to create innovative, exciting online platforms that streamline access to campus information, that bring together students from across campus, and that otherwise enhance the undergraduate student experience. We also work as a

liaison and partner with campus administrative groups towards these goals. One of our major, continuous responsibilities is developing and maintaining the TigerApps (tigerapps.org), a popular suite of Web tools that help students do anything from organizing their semester's courses to viewing all events open at an eating club in a given night.



This year, we have worked to better integrate the numerous, disjoint functions of the many available TigerApps. We have worked to build new apps that integrate features into fewer screens and fewer clicks of the mouse; we have also worked to improve on the reliability and behind-the-scenes robustness of the site and its technology. We believe that all these projects have served to simplify access to information and tools for students, one of the key missions of our group.

TIGERAPPS LAUNCH PAGE AND TOOLBAR

Status: Completed

Members: Josh Chen '14, Adam Suczewski '15, Darshan Desai '16, Thomas Gilgenast '14, Eugene Lee '14, Gabriel Chen '14

Goals and Execution: This project was key to the IT committee's goals of providing better integration of the TigerApps, popularizing less-used TigerApps, and encouraging the development of new campus apps by student developers. We added a toolbar to the top of each app page, stamping a unified brand onto all USG-maintained apps and providing links to the most popular apps. We also replaced the old, static launch page where each app had just one small icon and label, with a responsive, mobile-friendly site where apps are organized under categories, with a screenshot, large icon, and description for each app. The arrangement of apps and categories is dynamic and can be controlled by an admin panel, simplifying maintenance for future IT committees. Finally, a base design based on this new TigerApps launch page was created for standard apps like the DVD site and the Storage site, again making the maintenance and development of apps smoother for future committees.

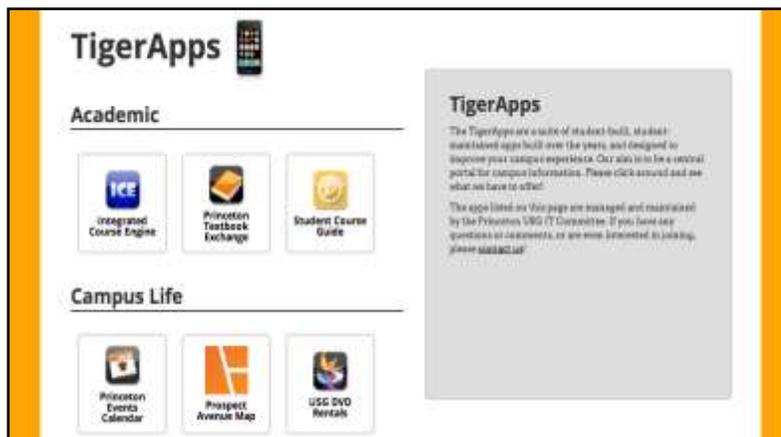
Data:

- Google Analytics tracking was added in January 2013. Data should be available soon and ought to be published in future IT committee reports.

Evaluation:

Feedback was largely positive – the new launch page was found to be much cleaner with the grouping of apps into categories, and the USG found the screenshots of each app to be useful. However, Google Analytics should have been installed on the site prior to its launch in order to track the success of our work. The improved toolbar was phased in without an announcement from the USG, and so it received less notice than it otherwise could have – perhaps future IT committees should pay more attention to timing and publicity when launching new features.

Notably, several USG members were dissatisfied that the old TigerApps launch page, with its familiar iPhone and icons, had been lost. It would have been useful to seek USG input on the new design of the launch page prior to implementing it. We recommend future IT committees to make more plans for the design phase of any new sites or features – to seek more USG input, to bounce proposed designs more with the USG, etc.



PURSUIT OF MAPPYNESS (POM)

Status: In progress

Members: Josh Chen '14, Adam Suczewski '15, John McSpedon '14, Gabriel Chen '14, Vivian Qu '14

Campus Collaborators: Josh Chen '14, John McSpedon '14, Ben Grange '14, Nader Al-Naji '14, Lawrence Diao '14 (Spring 2012 COS 333 group)

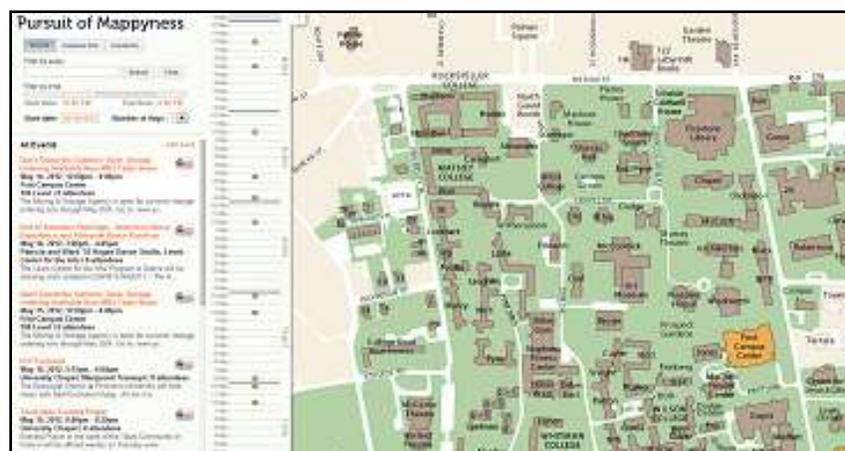
Goals and Execution: This was a major project of our spring semester (see the 2012 Mid-Year Report) that, due to technical issues with data scraping and concerns about its possibly unpolished design, had not been launched during fall semester. The USG had been excited about this app since its first presentation, and so we wanted to make sure it was launched to the student body by the end of this administration. We worked over Intersession Break to polish this app and finally launch this to the student body in the first week of February 2013.

Data:

- Google Analytics data should be available soon after launch in February 2013, and ought to be published in future IT committee reports.

Evaluation: Feedback for the initial prototype of POM, which was released in May 2012 was hugely positive. Professor Brian Kernighan gave rave reviews for the app, and the USG praised its many features and eagerly anticipated its launch. Unfortunately, we were never able to launch this in time due to finals, and then summer break, following the release of this project's prototype.

Launch was further delayed due to the numerous projects that needed to be worked on throughout fall semester, and due to the huge amount of work that still needed to be put into this app to make it launch-ready. This tends to be the case with apps with advanced features such as POM. Most realistically, the USG and future IT committees should recognize and plan for the fact that the best time to work on launching these projects is during breaks. In the future, we should plan on allocating significant time during these breaks to finish these projects.



STUDENT ROOM GUIDE, REVAMPED

Status: In progress

Members: Josh Chen '14, Adam Suczewski '15

Campus Collaborators: Joshua Giles '13, Willa Chen '13, Kevin Mantel '13, Lily Healey '13, John O'Neill '13 (Spring 2012 COS 333 group)

Goals and Execution: This major project was brought to us spring semester, but was not launched this past semester in order to release closer to room draw in the spring and polish some design features. The USG had been excited about this app since its first presentation, so we wanted to make sure it was launched by the end of this administration. Our campus collaborators worked over Intersession Break to polish this app and finally launch this to the student body in the first week of February 2013.

Data:

- Google Analytics data should be available soon after launch in February 2013, and ought to be published in future IT committee reports.

Evaluation: See evaluation of POM – the reasons for timing, and the lessons learned, are the same.

STUDENT EVENTS CALENDAR, UPGRADED

Status: In Progress

Members: Josh Chen '14, Adam Suczewski '15, Stephanie He '15, Jeremy Cohen '16, Darshan Desai '16

USG Members: Deana Davoudiasl '15, Shawon Jackson '15

Goals and Execution: We worked on improving event add, search, and display functionality in the online Student Events Calendar, working towards the goals of improving access to campus information. Deana and Shawon worked with us on the basic motivation for the project, and the committee came up with the greater details while implementing the upgrades. In particular, we converted events from having fixed categories to having multiple, user-added tags, and we simplified both the search functionality for events and the display of events into selectable date ranges of Upcoming, Today, Week, and Month.

Data:

- Google Analytics tracking was added in January 2013, and data should be available upon the upgrades' launch. This data should be published in future IT committee reports.

Evaluation: We had significant challenges converting Deana and Shawon's requests into specific features to be implemented in our upgrades, and should have done more planning attempting complicated modifications to existing code. For example, we did not sufficiently anticipate design questions about tags, such as whether users should be able to search by multiple tags or not, before jumping in to implement them. It was also difficult to wrap our heads around all the messy code of previous IT committees. We recommend that, when significant upgrades are planned for apps like the Events Calendar, significant written planning be done detailing exactly the nature and extent of these upgrades.

USG DVD SITE, UPGRADED

Status: Completed

Members: Josh Chen '14, Adam Suczewski '15, Thomas Gilgenast '14, Gabriel Chen '14

USG Members: Bruce Easop '13, Stephen Stolzenberg '13

Campus Collaborators: N/A

Goals and Execution: The USG's site for lending out DVDs was broken, and so DVDs could not be lent out to students without significant manual record-keeping. The USG president and vice-president asked the IT committee to fix these bugs, and through November 2012, we worked on developing a new, smoother admin panel for office staffers lending out the DVDs to use, as well as on fixing the email notifications to students who'd requested sold-out DVDs and who had overdue DVDs. The upgrades were launched in December 2012.

Data:

- We also have no past Google Analytics data, although tracking was added in January 2013 and our results ought to be published in future IT committee reports.

Evaluation: Feedback from office staffers was positive. We took care to make all functions available in the admin panel easily found (via a list of links at the top of each admin page) and accessible; we also took care to make the admin panel itself easily found (via a link at the top right of each page available only to admin users). We tried our best to ensure that this app was self-sufficient; i.e. that its functions were intuitive enough to use without requiring intervention from the IT committee. We haven't had any problems yet, and attribute this success to our focus on making everything as intuitive as possible. The upgrades were launched in December 2012, but the site's database of DVDs has yet to be updated, although the relevant USG office staffers have each logged into the admin functions of the upgraded app successfully. We thus have no data on the number of DVDs lent out under this new system due to the newness of these upgrades.

USG WEBSITE REDESIGN

Status: Completed

Members: Linda Zhong '15, Josh Chen '14, Bruce Easop '13

Goals and Execution: The project intended to completely redo the old, bulky USG website to make it a clean, user-friendly portal between officers and students. More specifically, it eliminated many unnecessary pages and menu items, streamlined access to USG services with a services sidebar, allowed for fiscal transparency by putting USG budgets up on the website, and improved the general aesthetics of the site with a clean layout, banners and incorporation of social media--youtube and twitter. This all, in turn, beautified the face of USG. Also the back end of the site contained large amounts of outdated files, so this was a good opportunity to purge these files.

Data:

- 5,107 page views
- 1,714 unique visitors
- 87% from the US; India, Canada, UK, Japan, China, Turkey, etc. also represented
- 54% of views are first-time users
- 5% of visitors have viewed the site over 200 times
- Average viewer reads 1.95 pages for 2:05min

Evaluation: This project demonstrated that students are very receptive to an aesthetically pleasing, organized interface. They are very willing to use this website as a source of information. In the future, it would be useful to add a page linking to the ICC/eating club application, with a description of the process. Also keep updating the projects page.

It is also important to continuously update all content, including static pages for Lawnparties or Communiversiity, or else people will

stop visiting. To be relevant, you need to be both organized and updated. In the future, every single person in USG needs to contribute in order to maintain the usefulness of the site.



IT COMMITTEE YEAR IN REVIEW

Please see the USG Mid-Year Report for additional projects including:

- Prospect Avenue Map
- Introduction of Technical Backend Structure
- Collaboration with Administration on Student Technology Initiatives

COMMUNICATIONS AND STUDENT ENGAGEMENT REPORT

Andy Martens '13 and Carla Javier '15



INTRODUCTION

USG Communications main goal this year was to expand the organization's campus feedback capabilities by splitting responsibilities between two separate Executive Committee officers: the Communications Director and the Student Engagement Chair. Splitting responsibilities enabled USG to experiment with and develop best practices for soliciting suggestions from the student body while still maintaining an officer committed to the role of publicizing USG initiatives.



This past year also strengthened the ties between Communications and the Social and IT Committees. Leveraging resources from students in the Social and IT Committees, these executive committee offices were able to complete three additional TigerApps: JoinUSG, the Prospect Avenue Map (PAM), and the Pursuit of Mappyness (POM). For the latter of these three projects, the Communications Report will provide details on the planning stages, while the IT Report will deal with the execution.

Finally, the USG sought to build our online presence in order to achieve broader visibility and more effective presentation of our communication efforts. The creation of websites specific to individual initiatives and committees allowed for wider distribution by the USG, University partners, and individual students as all stakeholders could easily transmit links through email and social media.

These sites included:

- Bonfire: princetonbonfire.weebly.com
- Lawnparties: lawnparties.com
- Summer Storage: storage.tigerapps.org
- Restaurant Week: restaurantweekprinceton.com
- Dean's Date Silent Disco: socialprinceton.com



TALK TO USG VIDEOS

Status: In Progress

Members: Carla Javier '15

Goals and Execution: The “TalktoUSG” channel was launched as an attempt to advertise USG events and make USG members seem more approachable. The

channel featured one videoblog interview with USG President Bruce Easop as part of what was supposed to be a continuing series. However, students did not submit many questions for future videos. Instead, the videos on talktousg were more focused on advertising events like Tigerdeals, the Bonfire, and Lawnparties. Javier produced the videos, which featured USG President Bruce Easop, and over 16 members of the USG Senate



Data:

- 35 Videos
- 14,839 Total Views

Evaluation: Videos proved to be very successful in launching large-scale USG projects like the Lawnparties announcements. The Welcome Class of 2016 video showed the diversity of the USG to the incoming class, and was featured on the Princeton homepage. In the future, communications directors should look at how to increase the amount of traffic to the YouTube, and how to make more interesting videos that the student body will find valuable.

SUGGESTIONS BOX

Status: In Progress

Members: Carla Javier '15

Goals and Execution: In an effort to improve accessibility and accountability of the USG to the student body, the USG placed an online suggestions box on the USG website. The goal was to give students more access to USG members working on specific projects. Emails from the suggestion box were routed to Javier’s inbox. Javier, in turn, would reply with any relevant information, and forward along any suggestions or input to the relevant USG members.

Evaluation: Suggestions from the suggestions box led to many USG projects, including the Yale Buses. In the future, more effort should be put into advertising the box’s location as few students know they can utilize it.

SOCIAL MEDIA: FACEBOOK AND TWITTER

Status: In Progress

Members: Andy Martens '13, Bruce Easop '13, Carla Javier '15

Goals and Execution: The goal of the Princeton USG Twitter and Facebook was to give another venue for students to read announcements from USG, and give the USG feedback.

Data:

- 672 Likes
- 346 new likes for a 51.5% increase

Evaluation: We are very pleased with the increased recognition of our social media efforts by the student body, and will continue to utilize both Twitter and Facebook for future publicity efforts.

ALL OUR IDEAS SURVEY

Status: Completed

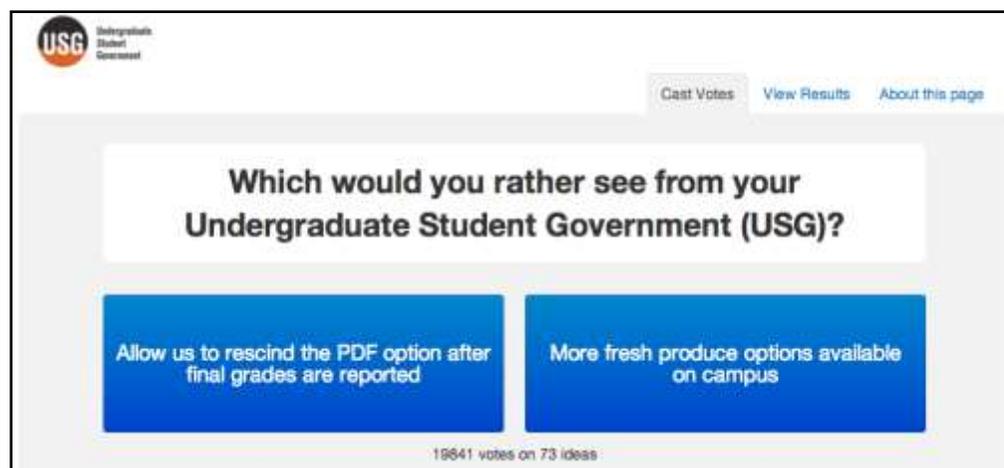
Members: Bruce Easop '13, Carla Javier '15

Goals and Execution: The All Our Ideas Survey was used to determine student body priorities by asking participants to select the project they would prefer between a random pair of ideas. The All Our Ideas Survey was sent to the student body in an email from Easop, as well as advertised heavily through social media.

Data:

- 19,922 votes
- 984 participants

Evaluation: The All Our Ideas Survey demonstrated student interest in USG projects including getting the Wednesday before Thanksgiving off, rescinding the PDF option after final grades are reported, and Friday Late Meal.



JOINUSG

Status: Completed

Members: Andrew Martens '13, Michael Yaroshefsky '12, Bruce Easop '13

Goals and Execution: JoinUSG was meant to provide a clear breakdown of the USG's structure for the benefit of the Princeton undergraduate student body – especially those students interested in joining the organization. The site was released to coincide with the Spring 2012 election cycle.

Martens and Yaroshefsky together designed the format of the site. Martens also filmed interviews for the site with outgoing members of Yaroshefsky's 2011 administrations. A Yale undergraduate programmer built the site and embedded the videos. Easop contributed to the text.

Evaluation: JoinUSG provided the student body with information normally only revealed to USG members during their retreat (i.e. the internal structure of the organization). This helped inform interested students of the positions available to them outside the heavily-publicized, elected Senate positions. One possible downside of the project is that the USG's specific structure is dynamic, and officers may come and go based on the vision of the current President and Vice-President. As a result, JoinUSG is an application which may easily become obsolete and requires updating.

PROSPECT AVENUE MAP (PAM)

Status: Completed

Members: Andrew Martens '13, Benedict Wagstaff '14, Josh Chen '14, Rodrigo Menezes '13, Aditya Rajagopalan '13

Goals and Execution: The Prospect Avenue Map (PAM) is a scheduling tool designed by USG for use by the Inter-Club Council (ICC). The USG decided in Spring 2012 that there was sufficient student demand for such a tool, and that the IT Committee's access to the Central Authentication System, which keeps all non-Princeton students out, put the organization in a unique place to provide an application that would be secure enough to be acceptable to eating club graduate boards. The map was designed by Martens, while the application was programmed by Menezes. The application launched in the late Spring of 2012.



Evaluation: PAM was a technical success, but after the Spring semester it fell into disuse. Based on discussions with ICC representatives, the USG believes that for PAM to remain successful in the future, the organization will need to institute an incentive program for the ICC to post, in addition to fixing some interface issues with the site's back-end in order to make it more user-friendly.

PURSUIT OF MAPPYNESS (POM)

Status: In progress

Members: Andrew Martens '13, Josh Chen '14, Benedict Wagstaff '14

Goals and Execution: Pursuit of Mappyness (POM) started as an attempt to take the clean aesthetic of the Prospect Avenue Map (PAM) and apply it to the entire campus. As it stood, information from the University's scheduling and facilities services was inconveniently dispersed among a handful of pages. POM's main goal was to bring all this information to a single hub in the form of an intuitive map. A second-order goal was to increase use of the Student Events Calendar (SEC) by providing students with a cleaner way to view events. To help this second goal, the Projects Board agreed to further incentivize SEC posts by adding use of the application to its conditions for funding.

The maps goals and functions were set by the Executive Committee, mainly Chen, Wagstaff, and Martens. The application was built by Chen and several other Princeton undergraduates. It will be released the first week of Spring Semester. An evaluation of this project as well as data related to it will be provided in the next Mid-Year Report.

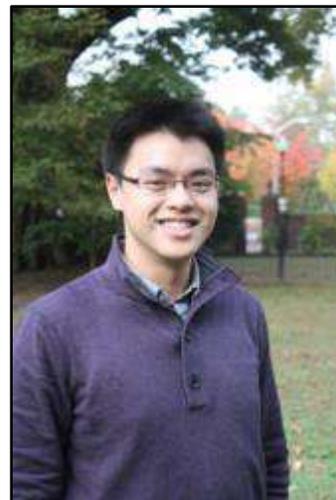
COMMUNICATIONS YEAR IN REVIEW

For more information on the following projects related to communications and student outreach, please see the USG Mid-Year Report.

- Prospect Avenue Map (PAM)
- 2016 Intro Video
- JoinUSG
- Talk to USG

PROJECTS BOARD REPORT

Deesha Sarma '13, Jack Ching '13, and Jared Peterson '14



COMMITTEE MEMBERS

- Eileen Lee '14
- Rachita Jain '14
- Farrah Bui '14
- Lina Saud '15
- Paul Riley '15
- Dean Thomas Dunne (ODUS)
- Joe Ramirez (ODUS)

PROJECT BOARD GOALS

The USG Projects Board is tasked with funding student group events on campus. As the primary source of funding for many student groups, Projects Board strives to both make as many events to occur on campus with our given budget as possible and to allocate money in a content-neutral manner, so long as there is demonstrated student interest. Projects Board's primary source of funds is the USG (with about a third of our funding from Admissions Office, Politics Department and the Office of the VP). Although in the past Project's Board contributed \$2,500 dollars to Communiversity, this year the Senate approved taking that money out of the general fund instead. We received a total of \$70,000 in funds from USG this year, an effective increase of \$2,500 from the previous year due to no longer funding Communiversity.



APPLICATION AND FUNDING DATA

- 285 Event Funding Applications Received
- 127 Different Groups Submitting Applications
- \$218,435 in Funding Requested from Projects Board
- \$108,000 (incl. \$28,000 ODUS contribution) in Funding Granted by Projects Board
- Average event budget cut by 50.5%

YEAR END EVALUATION

Projects Board continued to receive a significant amount of requests for funding during this past year, far outstripping our ability to fund. However, we believe that despite our inability to fully fund most events, we helped groups cut their budgets in a way that allowed their event to still happen, although at a much lower cost. We also began collecting feedback forms this year, both for the purposes of soliciting

feedback on the Projects Board funding process as well as to request for unspent funds to be returned to the Board. Since we see such a wide variety of events, Projects Board has very few formulaic policies on amounts to fund. However, one of our goals for this semester is to publish policies for student groups to give them ideas of what to expect funding for and how much funding they should expect. The primary room for improvement we've heard through feedback forms is that most groups didn't have a good idea of a reasonable funding level to request and weren't aware that we are more hesitant to fund some expenses, such as t-shirts.

In the upcoming term, we also hope to implement two other changes. First, we hope to have a co-chair attend a USG Senate meeting once a month in order to answer any questions about events that we have funded during the preceding month. Second, Projects Board will begin collecting attendance from the student groups' financial training session in order to determine student group eligibility for funding. Student groups who have not had an officer attend the training session will not be eligible to receive funding.



ELECTIONS REPORT

Julian Dean '13

Introduction

Julian Dean served as Chief Elections Manager, overseeing the Spring, Fall, and Winter elections. Two different members of the USG Executive Committee assisted him in each election.



Aside from the management of elections, the elections group worked on a number of goals. One was outreach to potential election candidates and voters. First, in order to increase outside interest in USG elected and appointed positions, the IT committee created the JoinUSG website in order to address a perceived information gap about the many opportunities in the organization. In order to increase voter interest in the spring elections, we implemented a non-partisan publicity campaign that included a questionnaire about candidates' ideas, as well as a humorous side to highlight candidates' personalities. We also pursued synergies by including candidates for Alumni Class Council on the same ballot as elections for U-Council and Class Government. In the fall we hosted an open house for freshmen who may be interested in running. Another goal was electoral reform through minor changes throughout the fall and a broader re-evaluation following the winter election cycle. An ad-hoc committee and a working group ultimately proposed new elections rules that were passed by the Senate in January.

ELECTIONS: SPRING 2012, FALL 2012, AND WINTER 2012

Status: Completed

Assistant Elections Managers:

- Spring: Adi Rajagopalan '13 and Andy Martens '13
- Fall: Carmina Mancenon '14 and Elektra Alivisatos '14
- Winter: Lillie Cartwright '14 and Haebin Kim '13

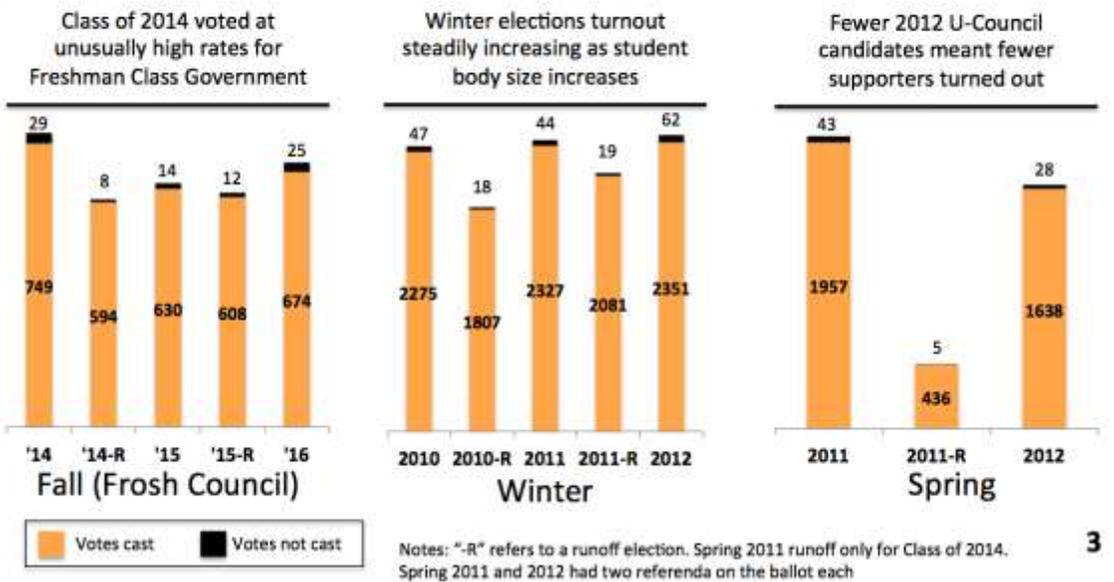
Campus Collaborators:

- Dean Tom Dunne of ODUS was a co-Trustee on each of the elections
- Marguerite Vera of the Alumni Office co-managed the Spring election for the Class of 2012 alumni officers

Goals and Execution: The goals of USG elections include attracting talent to the USG while preserving the credibility and reputation of the organization through fair, free, contested, competitive, and transparent votes. All elections were completed successfully and all positions were filled. There were a number of uncontested races in the Winter Election. The USG has been discussing the origin of this and ways to respond. The Class of 2012 alumni officers were elected on the USG's spring ballot. That election was publicized along with the simultaneous USG and Class Government races.

Data and Analysis:

Winter, Fall have higher turnout than Spring Within election, # candidates may influence turnout



3

Genders' interest in Class Gov. different Varies by position; few men run for Class Secretary

% female candidates	2011		2012		2013		2014		2015		2016
	Alumni Council (Spring 2011)	Senior (Spring 2011)	Alumni Council (Spring 2012)	Junior (Spring 2011)	Senior (Spring 2012)	Frosh (Fall 2010)	Soph (Spring 2011)	Junior (Spring 2012)	Frosh (Fall 2011)	Soph (Spring 2012)	Frosh Council (Fall 2012)
President	0%	100%*	67%	0%*	0%*	40%	0%*	50%	11%	0%	45%
VP	20%	0%*	60%	0%*	0%*	56%	33%	0%	57%	100%	
Treasurer	50%	0%	0%*	100%*	50%	50%	50%	100%	33%	100%*	
Secretary	25%	No election	100%	100%*	0%*	100%*	100%	100%	100%	100%*	
Social Chair	No election	0%*	No election	100%*	100%*	67%	0%*	0%	57%	0%	



* Only one candidate. Notes: Alumni Class Councils do not have a social chair, Class of 2016 Council does not have specific positions, and there was no candidate for Class of 2012 Secretary in Spring 2011.

4

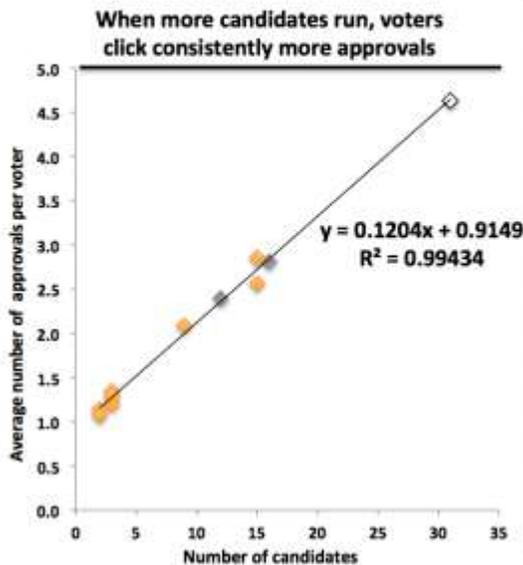
Gender disparities in race for Senate as well Many races missing female candidates

% female candidates	President	VP	Treasurer	ULC	CCA	Social	Academics	U-Council
2010	50%	25%	50%	0%*	0%*		50%	
2011	67%	0%	50%	0%*	67%	0%	0%*	50%
2012	0%	33%	100%*	0%*	0%*	100%*	0%*	50%

 Only women	 No election/data	 No women
--	---	--

* Only one candidate. Notes: Year column refers to the calendar year in which the election happened. U-Council is elected in the Spring. Social Chair elected Spring 2011, Winter 2012. All other positions elected Winter.

Approval voting is predictable Voters consistently approve same share of the ballot



Position	Total Votes Cast	Total approvals	Candidates on ballot	Av. approvals / voter
Winter 2010 - '14 Senator	669	1720	15	2.6
Winter 2010 - '13 Senator	652	789	3	1.2
Winter 2010 - '12 Senator	538	614	2	1.1
Winter 2011 - '15 Senator	619	1767	15	2.9
Winter 2011 - '14 Senator	604	815	3	1.3
Winter 2011 - '13 Senator	649	700	2	1.1
Winter 2012 - '16 Senator	644	1344	9	2.1
Winter 2012 - '15 Senator	626	809	3	1.3
Winter 2012 - '14 Senator	628	765	2	1.2
Spring 2011 - U-Council	1957	5508	16	2.8
Spring 2012 - U-Council	1638	3924	12	2.4
Fall 2012 - '16 Council	674	3122	31	4.6

 Class Senator	 U-Council	 Frosh Council
---	--	--

6

CANDIDATE OUTREACH EFFORTS

Goals:

The primary goal for the year was to make elections relevant and engaging to a large part of the student body, since elections are one of the biggest points of interaction between the student body and student government. More specifically, we aimed to maintain and/or increase voter turnout. Increasing candidate turnout was identified as an additional goal in order to attract the best candidates to the USG and have competitively contested votes in all races

Execution: These goals were implemented through four main initiatives throughout the year. First, the communications and IT committees collaboratively developed join.tigerapps.org to provide more information about a variety of positions. The aim was that students would be more likely to find a position that interests them and decide to run for office. More information is available in the Communications and Student Engagement Report (pg. 28).

Second, in order to increase voter interest in the spring elections, we circulated a survey to all candidates that included four questions, covering their ideas and plans along with a more humorous question to allow voters to see a different side of the candidate's personality. This was intended as a non-partisan publicity campaign to more directly engage voters.

Also during the spring election, Alumni Officers were elected on the USG ballot for the first time. This served to increase interest in both the alumni and USG elections among the senior class

Finally, this fall the USG hosted a special open house for freshmen, both as an introduction to campus life and as source of elections information. For more information, see "USG Open House" in the Senate Projects Index (pg. 44).

Data:

Season	# Positions	# Candidates	# Attended Open Houses
Spring	29	44	41 (not including 2012 Alumni candidates, who were not required to attend)
Fall	5	31	47
Winter	13	24	31

Evaluation: There was overall strong interest, but we found it difficult to increase the level of overall voter and candidate interest in the elections. The USG should keep experimenting and trying new methods.

ELECTORAL REFORM

Status: Completed

Ad-Hoc Committee Members:

- Julian Dean '13 (Chair), Chief Elections Manager
- Benedict Wagstaff '14, Social Chair
- Elan Kugelmass '14, U-Councilor
- Cordelia Orillac '15, Class Treasurer
- Greg Smith '15, Projects Manager
- Matthew Saunders '15, member at large
- Jeffrey Yan '16, member at large

Working Group Members:

- Stephen Stolzenberg '13, VP
- Adi Rajagopalan '13, ULC Chair
- Andrew Blumenfeld '13, Senator
- Zhan Okuda-Lim '15, U-Councilor

Goals: This team was formed to review and reform the USG Elections Handbook, which defines elections rules and procedures. The charge included making elections more accessible to candidates new to USG and developing regulations that simpler and easier to enforce in a uniform manner.

Execution: Julian cleaned up the document and made minor tweaks over the summer. The Senate passed this at the start of the fall. This process was repeated with the Senate passing two tweaks after the freshman elections. After the winter elections the USG decided to pursue broader reform. Bruce created the ad-hoc committee and working group to address the issue of elections reform. The ad-hoc committee presented a new proposed handbook to the Senate, which passed it in January. The new handbook is simpler and more straightforward, while maintaining important parts of oversight to keep elections fair and free. For example, candidates now have fewer restrictions on what they can do with posters and spending limits and reimbursements in situations that involve multiple candidates are now more straightforward.

Evaluation: There has been significant improvement in the elections rules and procedures in the year 2012. We hope that the final rules can stay in place for the medium-term future. While it is important that the USG continually improves its processes, it must balance these with the risk of causing confusion due to constant change.

STUDENT GROUPS RECOGNITION COMMITTEE REPORT

Dylan Ackerman '14

COMMITTEE MEMBERS

- Kayhun Park '13
- Stephanie Park '13
- Merik Mulcahy '13
- Shreyashi Ghosh '13
- Steve Server '14
- Ryan McDonnell '15
- Elise Backman '15
- Jeffrey Kessler '15



NEW STUDENT GROUPS

This year the Student Group Recognition Committee approved 22 new student groups. A list of the newly approved groups has been provided below.

PUZZLES (Princeton University's Zealously Zany Logical Enigma Solvers)
Frameworks for Interdisciplinary Ethnographic Learning and Dialogue
Beginning Uniting and Fueling Fitness
Ellipses Slam Poetry Group
Maracatu Princeton
Video Game Society
Princeton Pianists Ensemble
LEDA Scholars at Princeton
The Alternative
Princetonians for Individual Rights in Education
Umqombothi

Speak with Style
Princetonians Against Obesity
Princeton Sports Industry Club
Princeton Sports Analytics
Princeton East Asian Popular Culture Conference
Princeton Beach Volleyball Club
Palestine Children's Relief Fund
Institute for Chocolate Studies
Central and Eastern European Student Association
Alexander Hamilton Society
LGBTQ*J

SENATE PROJECT INDEX: FALL 2012

STUDENT OUTREACH AND TRANSPARENCY

PAGE 42

- Implementation Group Applications
- Presidential Search Committee Applications
- Database for Student Applications
- USG Open House/Freshman Mixer
- COMBO III

BUILDING SCHOOL SPIRIT

PAGE 46

- Buses to Yale
- Bonfire 2012
- Frist Holiday Lights
- Athletics Committee

STUDENT HEALTH

PAGE 52

- Mental Health Initiative
- Sexual Culture Awareness Initiative

STUDENT SERVICES

PAGE 54

- USG Movies Committee
- Tiger Ride
- Princeton2017
- Restocking USG DVDs

FOOD AND DINING

PAGE 58

- Food Committee
- Taste of Princeton

COLLABORATION WITH EXTERNAL OFFICES

PAGE 60

- Student Activities Funding Engine
- Career Services Project
- Academic Feedback Project
- \$7K Project
- Community Service Reorganization

INTERNAL USG INITIATIVES

PAGE 65

- USG Playbook
- Constitution Clean-Up

STUDENT OUTREACH AND TRANSPARENCY

IMPLEMENTATION GROUP APPLICATIONS

Status: Completed

Members: Bruce Easop '13

Campus Collaborators:

VP Cynthia Cherrey	Office of the Vice President of Campus Life
Dean Tara Kinsey	Associate Dean Office of VPCL
Dean Rebecca Graves-Bayazitoglu	Co-Chair Leadership Team
Catherine Ettman	Co-Chair Leadership Team
Joe Ramirez	Co-Chair Campus Wide Social Events Team
Zach Beecher	Co-Chair Campus Wide Social Events Team
Mike Olin	Co-Chair Residential Life Team
Christina Laurenzi	Co-Chair Residential Life Team
Dean Maria Flores-Mills	Co-Chair Freshman Orientation Team

Goals and Execution: The four implementation groups under the Office of the Vice President of Campus Life began their second year with an application process used to fill vacancies left by graduating seniors. In contrast with the appointment process that took place the year prior, this system was designed to broaden access to these committees while giving the co-chairs the flexibility to select a diverse, self-motivated team that was representative of various perspectives on their topic. Dean Kinsey helped to develop the timeline and directions provided to committee chairs. A short list of applicants was invited for interviews conducted by the respective co-chairs.

Data:

- 33 Applicants
- 16 Students Accepted

Evaluation: The completion of 33 applications for 16 spots is evidence of interest from the student body. In addition, the prevalence of freshman applicants proves applications to be valuable as administrators cannot be well-acquainted with the freshman class as early as September. This gave these students a chance to present their interests and experiences as might not have been available otherwise. In the future, it would be useful to more clearly differentiate between USG and external opportunities, as some students noted confusion about whether the implementation teams were run by USG.

PRESIDENTIAL SEARCH COMMITTEE APPLICATIONS

Status: Completed

Members: Bruce Easop '13 and Stephen Stolzenberg '13

Campus Collaborators:

Robert Durkee	Office of the Vice President and Secretary
Katie Hall	Chair of Board of Trustees

Goals and Execution: In keeping with USG's goal of providing opportunities for students to have a direct voice in conversations with administrators, we elected to hold an open application process for both undergraduate seats on the Presidential Search Committee. Only seniors were eligible to apply. The application process consisted of three stages including a 12-question, 2,000-word application, 30 min group interview, and 15 min individual interview. This rigorous evaluation allowed us to narrow down a strong field to four nominees, two of which were ultimately selected to serve as undergraduate representatives on the search committee.

Data:

- 147 partial applications
- 48 completed applications
- 12 interviews
- 2 undergraduates appointed

Evaluation: The difference between the number of students who started the application and those who completed it suggests that the rigor of the application self-selected for students most committed to this opportunity. Students in other class years also expressed interest, suggesting that the student body supports applicant fields being as accessible as possible. Conducting both a group and individual interview proved valuable as each setting provided a unique insight into the contributions and role each student could play on the committee.

DATABASE FOR STUDENT APPLICATIONS

Status: In progress

Members: Bruce Easop '13

Campus Collaborators:

Tom Dunne	Office of the Dean of Undergraduate Students
Greg Blaha	Office of the Dean of Undergraduate Students
Deirdre Moloney	Director of Fellowship Advising
Beverly Hamilton-Chandler	Director of Career Services

Goals and Execution: This project aims to create an even playing field, allowing a wider sample of students to access opportunities such as serving on University committees, participating in speaker's panels, and joining focus groups. We believe the benefits range from instituting a more transparent

selection process, to engaging a more representative sample of the student population, to introducing more students to these valuable experiences of serving as an advocate for student interests. Proposed features include a place for administrators to post opportunities, personal profiles, email notification of new postings, and advice on effective application writing.

Data:

- 427 completed applications read by USG this year

Evaluation: Pending completion of the technical infrastructure, release is currently planned for August-September 2013. This is intended to capitalize on peak interest in engaging with new extracurricular opportunities at the start of a school year. Success will require buy in from both students and administrators, so we will look to establish consistent postings and a high volume of profiles. The number of applications processed by USG in the past year suggests that such demand exists. The final stages of this project will fall to the next administration.

USG OPEN HOUSE – “FRIDAY NIGHT MIXER: STUDENT GOVERNMENT STYLE”

Status: Completed

Members: Shawon Jackson '15, Carla Javier '15, 2015 Class Government

Goals and Execution:

The purpose of this project was to introduce the class of 2016 to USG members, and connect freshmen that are interested in student government with one another. Additionally, this event was one of the ways that USG hoped to be more accessible to students and connect students to their respective representative on USG. For this event, we collaborated with the 2015 Class Government. In doing so, we were able to explain the difference between being a member of the Senate and a member of class government, which is a common confusion amongst freshmen students.

Data:

- 40 students in attendance
- Total Cost: ~\$50

Evaluation:

This event allowed about 40 students to interact with USG members and sign up to receive more information from our Student Engagement Chair on how to get involved with USG. In the future, we intend on holding similar events to both increase the number of students who seek out elected positions on USG and introduce freshmen to many USG members.

COMMITTEE ON BACKGROUND AND OPPORTUNITY (COMBO) III REPORT

Status: Completed

Members: Shawon Jackson '15, Andrew Blumenfeld '13, Deana Davoudiasl '15, Bruce Easop '13, Carla Javier '15, Merik Mulcahy '13, Katlin Poladin '12, and Greg Smith '15.

Campus Collaborators:

Data analysis completed by: Maria Krupenkin '15, Sebastian Strauss '15, Yixian (John) Su '16, and Casey Ward '15.

Goals and Execution:

This past semester, USG released its third Committee on Background and Opportunity Report (COMBO), now available on USG's website. COMBO is a comprehensive survey conducted and analyzed by students every two years that looks at how a student's background impacts their Princeton experience. It asks about their academic, social, and residential life experiences at Princeton and compares that to their demographic information. Totaling over 15 pages, the report highlighted statistically significant findings. The survey was released in 2011. In the following year, USG and other undergraduate students collaborated to complete a thorough data analysis

In the coming year, USG will discuss the results with various stakeholders on campus - such as the LGBT center, the Carl A. Fields, Office of Religious Life, etc. - and develop concrete solutions as to how the USG can work with the administration to address issues that surfaced in the report.

Data:

- 1857 survey responses:
- 37% of the student body completed the survey
- Total Cost: \$631.25 (~\$20 per hour for comprehensive data analysis; total of 30+ hours)

Evaluation:

This report showed that Princeton should pay special attention to how a student's background affects their undergraduate experience. In the future, though, we hope to have the COMBO report include concrete recommendations about how to help students from particular backgrounds have a more meaningful experience at Princeton, as well as execute it more cost effectively.

The COMBO report was initially delayed, as the USG tried to do the analysis on its own. The analysis took too much time, with all of the other tasks that the COMBO members had to accomplish. In the future, it will be worth investing in student analysts upfront to avoid delays and ensure that COMBO members will have more time to bring statistically significant results to those who can make helpful changes to campus life.

STUDENT ENGAGEMENT AND TRANSPARENCY YEAR IN REVIEW

For more information on the following projects, please see the USG Mid Year Report:

- Priorities Committee Applications.

BUILDING SCHOOL SPIRIT

BATTLE FOR THE BONFIRE: BUSES TO YALE

Status: Completed

Members: Bruce Easop '13, Adi Rajagopalan '14, Stephen Stolzenberg '13, Deana Davoudiasl '15 + the Athletics Committee, Benedict Wagstaff '14 + the Social Committee, and Lillie Cartwright '14

Campus Collaborators:

Class Governments	
Tom Dunne	Office of the Dean of Undergraduate Students
Joe Ramirez	Office of the Dean of Undergraduate Students
Chris Burkmar	Office of the Vice President for Campus Life
Erin McDermott	Athletics Department
Chris Brock	Athletics Department
Mary Kemler	University Ticketing Office
Emilly Zhu	Princeton Student Events Committee

Goals and Execution: The goal for this project was rather simple: to offer students easy and affordable transportation to New Haven for the historic Yale-Princeton Football Game on November 10th. After a homecoming win over Harvard on home turf, this game offered Princeton a chance to secure its first Bonfire since 2006.

A complete package included a bus ticket, event t-shirt, and tickets to the game. Tickets were sold through the University Ticketing Office in Frist and t-shirts were distributed as students boarded their bus. Buses left from Baker Rink starting at 7am, with the last leaving around 8:30am. This departure time allowed all buses to arrive in New Haven prior to the noon game time. In addition, a viewing party was organized in Frist for students unable to make the trip.

Data:

- 453 students on buses, 70+ in attendance at the Frist Viewing Party
- 585 Game Tickets Sold
- Total cost per person: \$35
- Cost to students: \$10

Evaluation: Attendance and enthusiasm were strong, emphasizing the value of the continuation of these community-building moments. Communication prior to the event could be improved by publicizing rules about alcohol, clarify the policy on one-way tickets, announcing the wait-line earlier so more people can get tickets the day of the game. To streamline the boarding time, people should sign up as traveling one way so we can keep track of how many seats will be vacant. In addition, the main bottleneck was getting lunches, so USG should consider including the lunch as part of the price of the event so they can be handed out on buses. It would also be useful to label group buses more clearly and make signs for all buses so it is easier to identify your bus on the return trip. Finally, more maps with the locations of the buses, stadium, and tailgates marked should be sent to participants.

BONFIRE 2012

Status: Completed

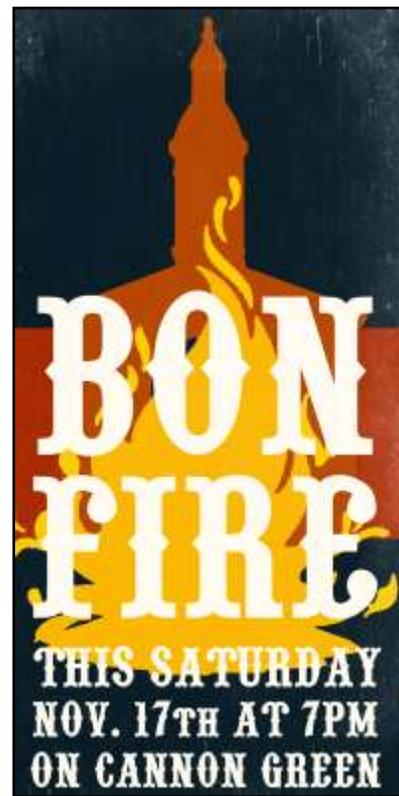
Members: Bruce Easop '13, Adi Rajagopalan '13, Deana Davoudiasl '15, Benedict Wagstaff '14 + the Social Committee, Stephen Stolzenberg '13

Campus Collaborators:

Dean Tom Dunne	Office of the Dean of Undergraduate Students
Joe Ramirez	Office of the Dean of Undergraduate Students
Chris Burkmar	Office of the Vice President of Campus Life
Chris Brock	Athletics Department
Marguerite Vera	Alumni Association
Duncan Harrison	Dept. of Public Safety
Princetoniana Society	
Princeton Triangle Club	
Class Governments ('13, '14, '15, and '16)	
Theater Intime	

Goals and Execution: Thanks to the Princeton Football Team's victories against both Harvard and Yale, the USG had the opportunity to help organize the traditional bonfire celebrating these achievements. This offered a chance to unite Princetonians past and present in a celebration of school pride across the generations.

In contrast to past bonfires, this year's event was held on a Saturday instead of Friday. This shift was made in order to meet requests of the Princeton Football Team, allow for attendance on many Princeton athletes who were competing off-campus on Friday, and accommodate alumni work schedules. The USG and its partners also launched a comprehensive communication strategy, using both social media and web content in order to better publicize the event and build enthusiasm.



Students were invited to come help build the fire and given the chance to decorate boards that would later be burned. This construction method offered a chance to bond with your class, leave your own mark on this historic event, and encourage attendance at the season-ending football game against Dartmouth. To encourage students to come to early morning building sessions, coffee and bagels were offered. In addition, bonfire-themed t-shirts and posters were sold at the event with profits donated to the NJ Hurricane Sandy Relief Fund.

Data:

- Communication
 - 1,179 video views
 - 4,124 visits to ODUS webcast
 - Unique Visitors to Website: 4,743 on Nov. 16th; 4,167 on Nov. 17th
- At the Event
 - 5,000+ estimated to be in attendance:
 - 4,140 Kettle Corn bags distributed
 - 2,500 Song cards distributed
 - 480 T-Shirt Sales
 - \$650 donated to NJ Hurricane Sandy Relief Fund

Evaluation: The USG is grateful to the numerous campus partners who contributed their time and resources to this event, which drew over 5,000 Princeton students and alumni. The creation of a central website provided an easy to navigate platform for information about many components of this celebration. It also afforded a simple way for university social media to provide uniform, up-to-date information.

While cost was a significant challenge due to overtime on weekends, the Saturday date was otherwise effective. Athletes are strongly in favor of holding the event on Saturday since the idea of a Friday pep rally does not take into account the fact that coaches want them to focus the night before an important game. As a result, we would recommend holding this event on Saturdays in future years with season-ending home games. Setting a consistent date would avoid any confusion caused by the date change this year. Since this shift is recommended to accommodate specific groups, we also recommend that those constituencies be contacted for financial contributions toward future events.



Regarding the safety precautions at the event itself, we also recommend centering the fencing circle around the bonfire, not the cannon. Since the bonfire itself is off center in the gravel circle, this will allow for more uniform distance from the heat. Furthermore, the USG faced a shortage of volunteers during the event itself. In the future, it may be wise to more actively recruit additional volunteers, or require all USG members to volunteer. Finally, in future years only 1,500 song cards should be purchased and distributed.

FRIST HOLIDAY LIGHTS

Status: Tabled

Members: Hae Bin Kim '13

Campus Collaborators:

Frist Campus Center
Office of Building Services

Goals and Execution: Due to popular demand from students, the USG chose to explore putting holiday lights up on Frist Campus Center during the Winter Holidays in order to improve the mood of students on campus and provide them with some sort of seasonal attraction. Hae Bin Kim '13 was asked to explore the costs and possible difficulties that would be encountered.

Evaluation: Unfortunately, this project does not seem feasible for the USG to undertake. The cost of putting up and maintaining holiday lights for the season was estimated to be over \$20,000, a price the USG judged to be too high for the perceived benefit the lights would provide. The main obstacles were higher than expected labor and electricity costs for the lights, rather than the cost of the lights themselves. Because the University uses unionized labor, it is unlikely that it would be possible to find another vendor who could do the job at a lower cost. The USG will continue to explore opportunities to enhance the holiday period, but it is unlikely it will be able to overcome the cost hurdle of these lights without major outside assistance.

ATHLETICS COMMITTEE

Status: In Progress

USG Members: Charissa Shen '14, Deana Davoudiasl '15,

- **Executive Board**

- Deana Davoudiasl '15, Chair
- Tyler Hastie '15, Secretary
- Kelly Gross '15, Treasurer
- Alex Rafter '14, Media and Communications Manager
- Abe Kielar '15, Marketing
- Cara Worden '15, Marketing
- Samantha Anderson '14, Tech Chair
- Jon Bass '15, Student Outreach/Point System Chair
- Austin deButts '16, Membership Chair
- Tyler Hastie '15, Gear Chair
- Kristen Coke '16, Programming Chair
- Mulay Sarbanes '15, Programming Chair
- Will Egi '15, Programming Chair

- **Sitting Board Members**

- Amy Olivero '13, Addie Brown '13, Charissa Shen '14, Mykola Petrenko '13

Campus Collaborators:

Jessica Ward	Assistant Director of Campus Recreation/Programming
Joseph Ramirez	Programs Coordinator, ODUS
Thomas Dunne	Office of the Dean of Undergraduate Students
Yariv Amir	Director of Athletic Marketing
Jess Ward	Assistant Director of Campus Recreation/Intramurals
Amanda Zeltner	Director, First Campus Center Programs

Goals: The goal of the USG Athletics Committee is to increase school spirit and demonstrate support for our peers participating in Princeton Athletics by increasing attendance at athletic events. We seek to achieve this through creative means including monthly promotional events to enhance the student experience at games and matches throughout the year. It also supports the undertakings of the student organization Tiger Universe.

Execution:

Internal Restructuring

- **Executive Board**
 - Opened applications for the committee to the entire school.
 - Assigned specific roles to each member in order to facilitate specialization and increase organization.
 - Worked with OIT to re-established the listserv for Tiger Universe
- **Sports Representative System**
 - Held information session for people interested in becoming sports reps
 - Identified representatives for most varsity sports; Sports Reps have been instrumental in planning and executing promotional events and advertising games
 - Approximately 20 Sports Reps
- **External Outreach**
 - Established twitter page and increased Facebook activity, including 350 new likes
 - Established the Official Tiger Universe website:
www.goprincetontigers.com/TigerUniverse
 - Site includes updated standings of Tiger Universe points
 - List of upcoming Tiger Universe events and traditions
- **Points System**
 - Worked to finalize Tiger Universe point system for attending games
 - Students are now able to swipe their prox at select home games to earn points that contribute to an ongoing ranking in which top scorers earn prizes at the end of the year (Nike gear, Triumph gift cards, etc.)

Promotional Events and Co-Sponsored Events

- **Cane Spree-** Worked with Campus Recreation, Dining Services, Class of 2015 Class Council and Princeton Varsity Club to revamp a longstanding Princeton tradition
 - Had Varsity and Club athletes run booths related to their respective sports such as a dunk tank run by Water Polo and a free throw contest run by Basketball

- Moved the event to Princeton Football Stadium under the lights
- Freshmen and Sophomores were given Tiger Universe/Campus Rec t-shirts
- **Rawr: The Student Section at Football Games**
 - Held opportunities to meet up and paint up every week; established a robust student section for every football game
 - Consistently had a student volunteer to wear the mascot at most games
 - Printed lyrics to fight song and other Princeton songs on cards and handed them out
- **Jadwin Jungle: The Student Section at Basketball Games**
 - Handed out Jadwin Jungle Tiger Universe t-shirts to the first 190 students at the January 12th Men's and Women's Basketball Ivy Home opening game
- **Buses to Yale vs. Princeton Football Game 11/10/12**
 - Bought poster board and markers for students to make "Go Tigers!" signs
 - Worked with the Frist Student Events Committee to host a viewing party of the Yale vs. Princeton game at Frist TV Lounge. Provided food and refreshments.
- **Bonfire**
 - Assisted with organization of the Bonfire and gave out song cards and t-shirts
- **Promo Events**
 - Had student a cappella groups sing the National Anthem before various athletic events
 - Worked with Tiger Universe Sports Reps to establish student sections at various events

Data:

- **Cane Spree**
 - Dining Services Swipes: 1401 (compared to 1145 last year)
 - 800 total t-shirts given out
 - 60% participation rate
 - Total cost per student: \$4.39
 - USG Cost per student \$1.20
- **Yale vs. Princeton Football Viewing Party**
 - 70+ students in attendance

Evaluation: The USG Athletics Committee and Tiger Universe have made tremendous progress throughout this year. Improvements to our internal structure have improved our capacity to sponsor and organize more events in the

Our main challenge moving forward will be to pursue a more financially sustainable approach to providing these fun and memorable experiences to students. We want to make give-aways more cost effective and think of more creative methods to create a fun and memorable atmosphere at Princeton athletic events.

BUILDING SCHOOL SPIRIT YEAR IN REVIEW

For information on the following projects, please see the USG Mid-Year Report:

- Cane Spree
- Clash of the Colleges: Time to Serve

STUDENT HEALTH

MENTAL HEALTH INITIATIVE

Status: In Progress

Members: Bruce Easop '13, Elektra Alivisatos '14, Farrah Bui '14, Zhan Okuda-Lim '14, and Katherine Clifton '15

Campus Collaborators:

Cynthia Cherrey	Vice President of Campus Life
Kara Nitti	Campus Recreation
Dr. David Campbell	CPS
Kathy Wagner	Peer Health Advisors
Debra Bazariski	LGBT Center
Amada Sandoval	Director, Women's Center
Mike Olin	Associate Dean, Office of the Dean of Undergraduate Students
John Kolligian	Director, University Health Services
Dean Fowler	Office of the Dean of the College
Eve Tominey	Director, Office of Disability Services
Jed Marsh	Vice Provost for Institutional Research
Edward Freeland	Associate Director, Survey Research Center
Michele Minter	Vice Provost for Institutional Equity & Diversity
Tiana Woolridge	Student Health Advisory Board

Goals and Execution: The team's first goal for the semester is to strengthen the CPS Residential College Liaison program. Through discussions with each Director of Student Life and Associate Dean Mike Olin, we hope to increase visibility and uniformity across colleges, build stronger connections to Peer Health Advisors, introduce a more robust programming component, and encourage an introduction in each Residential College during orientation.

The team has also been developing a survey of student needs and perceptions regarding mental health. This will serve as a more rigorous follow up to the COMBO III survey, focusing on assessing lifestyle, experience with and awareness of CPS Resources, perception of stigma, and identifying unmet needs.

Finally, the planning for a second mental health week began this semester. We hope to build on last year's event by creating more sustainable features including a central website, additional video content, and increased involvement and visibility for peer health advisors. A more detailed review of this event, which is scheduled for February 25th through March 1st, will be provided in the next Mid-Year Report.

Evaluation: The survey will be released in mid-February and kept open through Mental Health Week. We are also waiting to hear the outcome of Dean Olin's conversations with the Directors of Student Life to assess the success of this initiative. Further evaluation will follow these two milestones.

SEXUAL CULTURE AWARENESS INITIATIVE

Status: Tabled

Members: Gavin Cook '15, Charissa Shen '14, Sarah Wiley '13, Andrew Blumenfeld '13, Abraham Kielar '15, Brandon Holt '15, Blaire Bloxom '14

Campus Collaborators:

Jackie Deitch-Stackhouse	Director of SHARE
Chris Burkmar	Executive Director of Planning
Audrey Pollnow	Anscombe Society President
Galit Goldstein	Co-President of Let's Talk Sex

Goals and Execution: The goal of this project was to challenge students to think critically about their sexual behavior – specifically, how their social circles shape their conception of sexual norms, how their behavior affects their bodies and minds, and how their views of sex affect others. As speaker events fail to get the broad outreach we wanted, we planned to use “guerilla marketing” techniques like flash mobs to attract attention and spark introspection outside of the context of planned talks. It was originally scheduled to take place over a week in February.

The project started as a way to get straight men to think more critically about their behavior and make more use of existing sexual and mental health services on campus. The idea grew out of multiple conversations with men who feel neglected by the sexual services offered at Princeton. Over more conversations with the committee and leaders in the LGBTQA, chaste, and athletic communities, USG decided that it would be more fruitful to not focus on a single group.

Data:

- 60 to 70 one-on-one conversations with students

Evaluation: It is unclear whether the awareness initiative will actually take place and if it does what role the USG will play in it. Groups on both sides of the issue disagree on the morality of sex in a fundamental way. While a culture of respect and understanding for one’s behavior is something that USG should be promoting or helping other groups promote, USG will need to find a message that is more palatable to campus groups. Perhaps this message will be around preventing “gender violence.”

The different forms of communication developed during this project can be applied to other USG projects in the future.

STUDENT HEALTH YEAR IN REVIEW

For more information on the following projects, please see the USG Mid-Year Report:

- Mental Health Week 2012

STUDENT SERVICES

USG MOVIE COMMITTEE

Status: Ongoing

Members:

- Patrick Thompson '14 (chair)
- Audrey Li '13
- Rebecca Kagle '13
- Richard Tuckwell '15



Campus Collaborators:

Dean Thomas Dunne
Joseph Ramirez
Bruce Easop

Dean of the Office of Undergraduate Students
Dean of the Office of Undergraduate Students
USG President

At the Garden Theatre:

Sean Crean
Larry Haber
Tom Rizzo
Sharon Toth

General Manager
Owner

Goals and Execution: The main objective is to provide students on campus with a low cost way to see quality movies, and to provide an alternative to the Street on weekends. One movie (occasionally two) was shown at the Garden Theatre most weekends Thursday – Saturday at 11:30 PM with free admission, popcorn, and soda provided to the first 200 students (theatre capacity) to get tickets. The events were publicized weekly through emails sent out by Bruce as well as on the USG website and a Facebook page created by the committee.

Our budget of \$16,500 per semester allows us 11 second-run movies. The first movie of the Fall Semester, “The Amazing Spiderman,” was paid for by ODUS and another movie, “Pitch Perfect,” had not been released in theatres and was paid for by its promoters. “Lincoln” was a first-run movie that the Garden Theatre let us show at second-run price (\$1500 for 3 nights with popcorn and soda). “The Hunger Games” was also first-run with the difference (an additional \$1000) financed by ODUS. The remaining movies were second-run. Note that a movie is “first-run” upon its release and becomes “second-run” 1-3 months later (depending on the movie).

We also hosted a showing of the Oscars at the Garden Theater, thanks to ODUS. We were given this chance after another group decided that they didn’t want to host it a mere 3 days before the event. Advertising was thus limited and last minute, but we had about 70 people attend and over 200 fill out a prediction form with the hopes of winning awards (which included 2 yearlong Garden Theatre passes, single ticket passes, and movies posters).

Data:

- 24 USG movies shown
- Average cost per student \$4.17

Evaluation: The program has run smoothly in general; the selection of the movies and coordination with the Garden Theatre has not run into any serious problems. \$4.17 per person for a well-known movie, popcorn, and soda is really unheard of and a concrete measure of the general success of the program. We have noticed that attendance is far more a function of the movie itself than of the date, though the biggest nights are Saturdays. The first run and pre-release movies shown “sold out” every night as well as big box office hits like “The Dark Knight Rises” and “The Avengers”. Publicity has been strong, since Bruce’s email reaches the entire campus and our Facebook page currently has 411 likes.

Potential Improvements: We are working to obtain more consistent data with regard to attendance numbers. It might prove impossible to get exact numbers for each night but at worst we can have a committee member at each showing and estimate the number of people. We are also working to improve our suggestion system, since students probably have more suggestions than we currently receive. The change that would most increase the success of the program would be simply to show more first run movies – however, this obviously comes at a cost. We are exploring ways of making this happen, such as charging students (no more than \$2 since these always sell out, which would produce \$1200 over 3 nights and first run movies are only \$1000 more) or getting more money from the USG directly. We are also considering the possibility of renting busses to take students to the Market Fair Theatre for a big midnight premier (once a semester or so). Most of this would be financed by students themselves, who would likely jump at the opportunity since it isn’t normally a good option.

TIGER RIDE- THANKSGIVING 2012

Status: Completed

Members: Elan Kugelmass ‘14

Campus Collaborators:

Mary Kemler Ticketing Office
Office of the Dean of Undergraduate Students

Goals and Execution: Continuing a highly popular program from last year, the USG decided to once again offer buses during Thanksgiving to major cities along the East Coast. We decided to run two routes, one that would end in Boston, and another that would end in Washington D.C. We also added additional drop off points for the northern route in both Hartford and Newton. 83 tickets were sold for the route north to Boston, and 110 were sold for the route South to Washington D.C.

This was the second year of a successful partnership with the Ticketing Office in Frist Campus Center, which allowed us to sell our tickets through their booth. We hope to continue our partnership with their office as we offer more events in the future. We also were able to reduce the cost to the students through competitive contracting with Suburban.

Data:

- \$76 per ticket to Boston
- \$66 per ticket to DC
- \$1,845 profit on southern route due to high utilization of the bus service to DC
- \$208 loss on northern route due to selling less than 80% of all seats, our break-even point

Evaluation: Future leaders of this project should consider trying to move the schedule for the buses up in order to prevent complications, such as inclement weather and other competing events. Furthermore, getting the ticket-holder list late made identifying captains difficult, and efforts should be made to compile this list earlier. Lastly, there was some confusion about where students would be being dropped off by the buses, and as such future leaders should make an effort to ensure that such information is clearly stated and provided to all users of this service.

PRINCETON2017

Status: In progress

Members: Andrew Blumenfeld '13, Katherine Clifton '15, Paul Riley '15, Linda Vo '15, Jay Park '15, Ella Cheng '16, Eduardo Lima '16,

Campus Collaborators:

Gerald Cohen	Manager, Undergraduate Admissions Publications
Adam Sapp	Assistant Dean of Admissions
Dean Fowler	Senior Associate Dean of the College

Goals and Execution: Princeton2017.com is a website that provides student-to-student information for admitted students before they arrive on campus. With an emphasis on first arriving on campus, Princeton20XX.com has been an annual USG project since the incoming class of 2014. New this year: the Office of the Dean of the College introduced a website for admitted students called “Path to Princeton” that also provides information to new students before they reach campus. Our project team is working to update the information on the site for the Class of 2017 and ensure it provides a unique contribution to incoming classes through student-to-student content that may not be appropriate for “Path to Princeton” to share.

The project has focused on updating the current content – for example we have changed old links – as well as adding new content – such as information on student groups, mentorship opportunities, and co-ops. We are also trying to increase publicity for the webpage through tools such as the Princeton 2017 Facebook group and with links to the website on the Office of Admissions and the Path to Princeton websites.

In an effort to bring different voices and perspectives to the table, an application was sent out to the entire student body. Three students applied and were all offered the opportunity to join the group. Unfortunately, due to time constraints, one of the three had to step down.

Data:

- 3 applicants for committee membership; all were accepted
- Princeton2015.com received 3,5000 hits from around 2,000 unique visitors. We expect similar numbers for Princeton 2017.

Evaluation: We are currently in the process of updating and revising the information on the website in time for its launch during the first week of Princeton Preview. For this reason, we are not able to effectively assess or evaluate the project.

RESTOCKING USG DVDs

Status: In progress

Members: Madhu Ramankutty '15

Campus Collaborators: IT Committee

Goals and Execution: Over the course of the last year, USG's stock of free DVD rentals has been depleted. This occurred, because USG office workers did not have a system to keep track of DVD rentals. This project involved revamping the DVD rental infrastructure and restocking DVDs. The code on the USG DVDs website, which tells undergraduates which films are currently in stock, was bugged. The IT Committee de-bugged the website. And a system is being devised for office workers to check DVDs in and out.

Data:

- 28 students filled out a survey in President Easop's weekly email
- 78 titles suggested (including repeats)

Evaluation: This project is still in progress. The list of 78 titles was supplemented with high ranking movies on IMDB. USG expects to purchase the DVDs within the next month.

STUDENT SERVICES YEAR IN REVIEW

For more information on the following projects, please see the USG Mid-Year Report:

- Summer Storage
- Princeton2016.com

FOOD AND DINING

FOOD COMMITTEE

Status: In progress

Members: Hae Bin Kim '12, Madhu Ramankutty '15, Paul Riley '15, and Gavin Cook '15

Campus Collaborators:

Stu Orefice

Dining Services

Goals and Execution: The Food Committee was formed after the success of the Take-Out Boxes project from last year, which helped implement box lunches in Frist Campus Center and the Engineering Quad to provide more food options to students. It was hoped that the committee would work to improve late meal, access to fresh fruit, and alternative dining options in the dining halls as well as provide an overall umbrella group for working on food issues. The committee explored a potential collaboration between Dining Services and Great Road Farm to secure weekly produce deliveries to Frist Campus Center. Upon further investigation, the timing of produce availability for the spring semester did not align. We will look to assess demand for this service in the summer months and next fall.

Evaluation: Unfortunately, many of the members of this committee found their time primarily occupied by other projects within USG. As a result, no major progress was made on any of the committee's goals this year. In the coming year the USG will re-evaluate and restructure this committee in order to improve its output and continue work on one of the student body's highest priorities.

TASTE OF PRINCETON

Status: Completed

Members: Erin Byrne '13 and Farrah Bui '14

Campus Collaborators:

Cannon Dial Elm

Quadrangle

Cap and Gown

Terrace

Charter

Tiger Inn

Cloister

Tower

Cottage

2D

Ivy

Brown

IFC

Real Food

Goals and Execution: Taste of Princeton is a project run every semester to give freshmen a preview of being in an eating club or a member of another dining option for upperclassmen. This project is the direct heir to the Taste of Prospect initiative from past semesters, and had largely the same goals. However, this year the project expanded to offer meals at Co-ops, and the name was changed as a result. President Tilghman's office once again graciously covered the costs of the meals provided.

Data:

- 452 students signed up for meals in eating clubs
 - 362 (80%) students ate their meals
- 29 students signed up for meals in co-ops
 - 27 (93%) students ate their meals
- 13.2% overall increase in sign-up rate.
- 11 eating clubs participating
- 3 Co-ops participating
- Provided below is a table of the attendance of freshmen at each eating club and Co-op

Eating Club/Co-Op	Attendance
Cannon Dial Elm	24
Cap and Gown	33
Charter	79
Cloister	12
Colonial	34
Cottage	20
Ivy	6
Quadrangle	67
Terrace	33
Tiger Inn	40
Tower	14
2D	10
Brown	10
IFC	3
Real Food	4

Evaluation: This project was somewhat delayed due to slow responses from participating eating clubs. In addition, Co-ops suggested that Sophomores be included for Co-op dining to allow them to broaden their recruiting initiatives. We also suggest that this event be run once a year instead of once a semester in order to reduce burden on eating clubs and other affiliated organizations.

FOOD AND DINING YEAR IN REVIEW

For information on the following projects, please see the USG Mid-Year Report:

- Take-Out Boxes
- First Day of Class: Free Bagels

COLLABORATION WITH EXTERNAL OFFICES

STUDENT ACTIVITY FUNDING ENGINE (SAFE)

Status: In progress

Members: Elan Kugelmass '14 and Bruce Easop '13

Campus Collaborators:

Diana Davies

Vice President for International Initiatives

Goals and Execution: The purpose of SAFE is to provide a common forum for matching students with funding options from around campus. The school currently has many different options for students seeking funding, such as academic departments. However, it is often difficult for students to find all the possible funding options available to them. SAFE hopes to solve this problem by providing an easy to use search engine that will collate possible funding sources and match students with funding they are eligible for.

Evaluation: Currently, SAFE is moving into closed trials with the administration and selected students. The USG's primary role will be to help publicize the project and work with the administration to provide feedback for improvement.

COMMUNITY SERVICE REORGANIZATION

Status: In progress

Members: Stephen Stolzenberg '13 and Zhan Okuda-Lim '14

Campus Collaborators:

Pace Center

Pace Council for Civic Values

Shirley Gao '13

PCCV Co-Chair

Janie Lee '15

PCCV Co-Chair

Don Dailey

Assistant Director of Pace

History and Goals: Following the resignations of both USG Community Service Chairs at the beginning of the academic year, USG decided to take a closer look at the role of the Community Service Committee (CSC). The CSC was created in 2010 under President Michael Yaroshefsky to promote Community Service on Campus. The CSC, following Princeton's unofficial motto "Princeton in the Nation's Service," promoted Community Service through one-time service events. These required a large committee that essentially repeated the efforts of PACE center initiatives.

In Yaroshefsky's second term continuing into Easop's first semester as President, the committee shifted its focus from events to the CCC, or Campus Community Challenge, an initiative which by logging student hours, hoped to spur students on to do community service through prizes and a big name

\$7K INITIATIVE

Status: Completed

Members: Stephen Stolzenberg '13 and Charissa Shen '14

Campus Collaborators:

College Community Fund (CCF)

Goals and Execution: The goal of this project was to work with the 6 Residential colleges to sponsor the \$7k challenge, an event where groups of students create proposals for potential events to use \$7,000 - \$1,000 from the USG and each Residential College. Screened proposals would then be voted on by the student body. At the end of last semester, USG handed off the idea for the event to College Community Fund (CCF) and gave them complete creative control to change it to fit their needs. USG did this, because we believed that the student body could benefit from the event and the new funding model, regardless of whether USG was involved. The CCF took submissions for a \$1,000 prize and a \$5,000 prize for events that promoted inter-college connections.

Data:

- \$1,000 up for grabs
- \$5,000 up for grabs
- The CCF received 5 or 6 proposals

Evaluation: USG is pleased that the event will take place. Hopefully, the competition will be run again and more ideas will be submitted in the future. The event(s) that are funded by the prize will act as promotion for next year's competition if the event is continued into next year. Unfortunately, the student voting aspect, which was meant to create buy-in for the event, did not occur. USG hopes that the CCF will include this aspect in the future.

CAREER SERVICES PROJECT

Status: In Progress

Members: Erin Byrne '13, Sarah Wiley '13, and Shawon Jackson '15

Campus Collaborators:

Beverly Hamilton-Chandler

Director of Career Services

Goals and Execution: This project is currently focused on helping publicize and revamp the Alumni Careers Network, a project run by the Career Service Office that focuses on connecting students and alumni together in order to help students find opportunities and information on careers they are interested in. The project hopes to help improve the project and build more sustainable relationships between alumni and students. Key ideas are improving information provided by alumni in order to better serve student interests and what traits should be prioritized when trying to pair students and alumni.

Evaluation: This project's ability to progress has been tied to the ongoing Career Services Evaluation and implementation that the office has been running internally. We consider this project very important, as Career Services is one of the offices with which students interact with and rely on the most. We will continue to work with career services in order to improve their accessibility and provide students with the services they see as necessary.

ACADEMIC FEEDBACK PROJECT

Status: In progress

Members: Andrew Blumenfeld '13, Shawon Jackson '15, Dillon Sharp '14, Sarah Wiley '13, and Yifan Zhu '15

Campus Collaborators:

Polly Griffin	Registrar's Office
Dean Clayton Marsh	Dean of the College
Dean Elizabeth Colagiuri	Dean of the College
Office of Information Technology (OIT)	

Goals and Execution: The purpose of this project was to address small issues of academic life at Princeton not covered by ALTA (The Academic Life Total Assessment). Specifically, this included: encouraging professors to post past and/or practice exams on Blackboard, revamping the SCORE website so that it is more user-friendly, surveying students who dropped a course after add/drop period to get their feedback on courses, too, and creating a course suggestion website.

For the posting of past/practice exams on Blackboard, we first solicited feedback from 10 Princeton professors in an array of academic departments, to learn what objections they may have to doing so. Based on the feedback, we decided that USG can only encourage, but not require, professors to post past or practice exams online. Afterward, we collaborated with the Office of Information Technology Office to create a folder on Blackboard where professors can upload these tests, if they so choose. Currently, USG members are also working with the Registrar's Office to provide recommendations on how to enhance SCORE. Our members are participating in monthly videoconferences with an outside vendor to provide feedback. Additionally, our members are working with the Dean of the College to develop best methods for surveying students who drop a course after add/drop period. While the feedback would be useful, we want to ensure we maintain the anonymity – if possible – of the students completing these surveys.

Moving forward, our Information Technology (IT) committee will be creating a site where students can submit course suggestions. Then, other students will be able to vote on which ideas are their favorites. Top responses will then be shared with Administration to be considered as a new course Princeton should start.

Evaluation: In the future, we look to move our academic-related projects under USG's Academic Chair. Given the overlap between all academic projects, it is ideal that one person oversees the progression of all of these projects, to make sure members are not doing redundant work.

COLLABORATION WITH EXTERNAL OFFICES YEAR IN REVIEW

For more information on the following project, please see the USG Mid-Year Report:

- Blackboard Syllabi

INTERNAL USG INITIATIVES

USG PLAYBOOK

Status: In progress

Members: John McNamara '14

Goals and Execution: The USG playbook is designed as an internal document that will give future USGs advice on past projects, and what ideas have succeeded and failed throughout the institutions history. Executive Secretary John McNamara has been put in charge of reorganizing and updating the playbook to provide up to date information on the USG's activities over the past year. The overall goal of this reorganization was to shift the playbook to focus on best practices for specific positions within the USG, as well as give a more "behind the scenes" look at projects and their difficulties.

Evaluation: Currently, the playbook is incomplete, and one of the major challenges for the future of this document will be continuously updating in future USGs. We are currently looking at ways to incentivize participation in the playbook as well as what information is most crucial to making the document useful.

CONSTITUTIONAL CLEANUP

Status: Completed

Members: Elan Kugelmass '14, Stephen Stolzeberg '13, Zhan Okuda-Lim '15

Goals and Execution: The goal of this constitutional reform process was to clean up various inconsistencies and errors within the USG Constitution, particularly as they related to voting. In the past there has been some questions about what the threshold of yes votes was in order to pass votes. In order to resolve this issue U-Councilor Zhan Okuda-Lim was asked to read through the constitution and suggest changes to the Senate at large. Vice President Stolzenberg and U-Councilor Kugelmass also worked to reform the constitution by removing grammatical errors and making the meaning of certain passages more clear in keeping with current practices within the Senate.

Evaluation: The suggested constitutional changes were passed by the Senate in order to make it easier to vote and understand whether votes would pass. Future reforms should not be necessary and confusion within the Senate about the outcome of voting processes should now be reduced.

INTERNAL USG INITIATIVES YEAR IN REVIEW

For more information on the following projects, please see the USG Mid-Year Report.

- Retreat Improvements
- Funding Request Form Revisions
- Project Planning Form Expansion

APPENDIX A: USG JARGON DICTIONARY

7k Initiative: A project started last semester designed to distribute money to students applying from outside the USG for projects.

AllOurIdeas Survey: A survey sent out to students to gather project ideas for the USG.

ALTA: The Academic Life Total Assessment, a survey sent out the students to survey opinions and feelings on academic life on campus.

Blackboard: The online tool used by Princeton to distribute and manage course materials and assignments.

Bonfire: A celebration of the Princeton Football Team's victories over both Harvard and Yale, which featured a massive bonfire where effigies of a Bulldog and John Harvard were burned.

Campus Rec: The primary administration on campus for organizing and managing recreational activities such as the annual dodgeball tournament.

CCA: The Campus Community Affairs Committee, which deals with issues between undergraduate students and the wider Princeton community off-campus.

CCC: The Campus Community Service Challenge, a USG-organized effort to encourage community service on campus.

Clash of the Colleges: An event at the beginning of freshmen year, where freshmen from different residential colleges compete.

COMBO: The Committee on Background and Opportunity Report, which surveyed students on their social and personal habits and feelings.

Core committee: The committees laid out in the USG Constitution, which include the Social Committee, The University Student Life Committee, the Academics Committee, and the Campus and Community Affairs Committee.

COS333: A computer science class focused on creating programs and applications for use on Princeton Campus.

CPS: Counseling and Psychological Services

Executive committee: An organization of committee chairs and executive officers who meet regularly for meetings to discuss the USG agenda and activities.

Garden Theater: A movie theater on Nassau Street with which the USG has partnered with in order to provide free movies to Princeton students.

GSG: The Graduate Student Government.

Hurricane Sandy: A major hurricane which struck New Jersey, dealing serious damage to Princeton and the campus.

IT Committee: A USG committee organized to provide programs and services for the USG's Information Technology needs.

JoinUSG: An initiative launched by the USG to encourage students to join the organization.

Late Meal: A service offered to students so that they can use their meal swipes in dining halls in Frist Cafeteria when the dining halls are usually closed.

LPs/Lawnparties: An event held twice a year on the street where the USG partners with the eating clubs to bring bands to campus.

Month of Service: An initiative from the 3C Committee to create a month of service where people could log their community service hours for prizes in order to encourage on-campus service. The 3C Committee also hosted service events on campus during this time.

ODUS: Office of the Dean of Undergraduate Students, a branch of the university administration devoted to working with students on social and entertainment issues.

OIT: Office of Information Technology, a branch of the university administration devoted to administering Princeton's information technology.

PAM: Prospect Avenue Map, a program created by the IT Committee to visually show events and parties among the eating clubs.

Pequods: An on-campus business which provides printing services to Princeton students.

Presidential Search Committee: A committee formed by the administration to find a new president for Princeton with the retirement of President Tighman.

Princeton2016/2017: Websites created by the USG to help introduce incoming freshmen to Princeton campus from the perspective of current students.

Priorities Committee: The university committee which recommends a budget each year to the administration.

Project: The internal USG term for different initiatives undertaken by members of the organization.

Project's Board: A branch of the USG devoted to distributing funds to different student groups on campus for events.

P-Votes: A student organization on campus which attempts to get students to vote.

Senate: The primary USG voting body, where different bills may be passed and budget requests are approved.

SGRC: The Student Group Recognition Committee, which evaluates applications from new student groups seeking official recognition.

Stakeholders: An internal USG term for groups and people outside of USG with an interest in topics the USG is working on.

Talk to USG: A video initiative to create videos featuring USG officers discussing topics of interest to them as well as themselves.

Taste of Prospect/Princeton: A USG project that provided freshmen with the opportunity to eat at eating clubs and co-ops.

Tiger Ride: A USG project which provided cheap bus service during Thanksgiving break to major East Coast cities.

Tigerapps: The umbrella term for all applications created by the IT Committee.

Tigerdeals/Princeton +: A discount program created by the CCA Committee to provide Princeton students with deals for local businesses.

USG DVDs: DVDs offered by the USG for rental by students.

USG Playbook: An internal USG document designed to pass down best practices within the USG for each position.

USLC/ULC: The University Student Life Committee, formerly known as the Undergraduate Life Committee. This committee deals primarily with administrators in order to change policy.

USSCo- mentioned in MYR: The University Student Summer Storage Coalition, which works to help provide students with cheap summer storage.

APPENDIX B: FULL PROJECT INDEX

This index collects projects completed throughout both spring and fall 2012. Projects completed in spring 2012 were reviewed in the Mid-Year Report, and page numbers that are **Bolded** refer to that project's location in the Mid-Year Report.

- \$7K Initiative, pg. 62
2016 Intro Video, **pg. 23**
7K Initiative, **pg. 36**
- Academic Calendar Focus Groups, pg. 10
Academic Feedback Project, pg. 63
All Our Ideas Survey, pg. 30
ALTA, **pg. 11**
ALTA Implementation, pg. 8
ALTA Implementation Committee, **pg. 11**
Application and Funding Data (Projects Board),
pg. 33
Athletics Committee, pg. 49
- Battle for the Bonfire: Buses to Yale, pg.46
Bonfire 2012, pg. 47
- Candidate Outreach Efforts, pg. 38
Career Services Project, pg. 62
Clash of the Colleges: It's Time to Serve!, **pg. 28**
Collaboration with Administration on Student
Technology Initiatives, **pg. 22**
Comedy Show: Wyatt Cenac with Frist Campus
Center, **pg. 15**
Committee on Background and Opportunity
(COMBO) III Report, pg. 45
Community Service Reorganization, pg.60
Communiversality, **pg. 13**
Constitutional Cleanup, pg. 65
- Database for Student Applications, pg. 43
Dean's Date Silent Disco, pg. 16
- Elections Initiative, pg.13
Elections: Spring 2012, Fall 2012, and Winter
2012, pg.35
Electoral Reform, pg.39
Expanded Hours in Dillon Gym, Stephens Fitness
Center, and Dillon Pool; Increased and Stable
Funding for Stephens Fitness Center
Equipment, **pg. 16**
Expansion of Gender-Neutral Housing, **pg. 17**
Expansion of University Student Life Committee
to include Graduate Students, **pg. 17**
Extra Long Beds For Tall Students, pg.19
- Fall Lawnparties, pg. 15
Festival of Princeton, **pg. 15**
Food Committee, pg. 58
Freshmen Academic Expo, **pg. 11, 9**
Frist Holiday Lights, pg. 49
- Hoodie Allen at Richardson Auditorium, pg. 17
Hurricane Sandy Relief Effort, pg. 59
- Implementation Group Applications, pg. 42
Integration and Expansion of Tigerapps
Platform, **pg. 20**
Introduction of Technical Backend Structure,
pg. 21
- Jersey Shore Buses Pilot Project, pg. 14
JoinUSG, **pg. 24, 31**
- Mental Health Initiative, **pg. 32, 52**
Mile Markers and Blue Lights on Tow Path,
pg. 17
- New Parking Policy, **pg. 18**
- Office Supplies at Printer Stations, **pg. 17**
- Presidential Search Committee
Applications, pg. 43
Princeton Lunch, **pg. 12**
Princeton Restaurant Week, **pg. 13**
Princeton2017, pg. 56
Prospect Avenue Map (PAM), **pg. 23, 31**
Pursuit of Mappyness (POM), pg.24

Restocking USG DVDs, pg. 57

Sexual Culture Awareness Initiative, pg. 53

Social Media: Facebook and Twitter, pg.30

*Spring Lawnparties: Childish Gambino and Timeflies, **pg. 14***

*Spring Dean's Date, **pg. 15***

Student Activity Funding Engine (SAFE), pg. 60

Student Events Calendar, upgraded, pg. 25

*Student Group Clean-Up, **pg. 34***

Student Room Guide, revamped, pg. 25

Suggestions Box, pg. 29

*Take-Out Boxes, **pg. 34***

*Talk to USG Videos, **pg. 24, 29***

Taste of Princeton, pg. 58

Tiger Ride: Thanksgiving 2012, pg. 55

TigerApps Launch Page and Toolbar, pg. 23

*TigerDeals, **pg. 12***

*TigerDeals Window Clings, **pg. 13***

*Upperclassmen Trips, **pg. 15***

USG DVD Site, upgraded, pg. 26

USG Movies Committee, pg. 54

USG Open House, pg. 44

USG Playbook, pg. 65

*USG Summer Storage Coalition (USSCo), **pg. 35***

USG Website Redesign, pg. 26

*USG-ULC Group Fitness Classes, **pg. 18***

APPENDIX C: MEET THE USG

EXECUTIVE COMMITTEE



Bruce Easop '13
President



Stephen Stolzenberg '13
Vice President



Lillie Cartwright '14
Treasurer



Steven Rosen '13
Academics Chair



Adi Rajagopalan '13
Undergraduate Life
Committee Chair



Benedict Wagstaff '14
Social Chair



Carmina Mancenon
Campus and
Community Affairs
Chair



Josh Chen '13
IT Committee Chair



Gregory Smith '15
Projects Manager



John McNamara '14
Executive Secretary



Andy Martens '13
Communications
Director



Carla Javier '15
Student Engagement
Chair



Haebin Kim '13
U-Council
Executive Committee
Representative



Elektra Alivisatos '14
U-Council
Executive Committee
Representative

SENATE



Andrew Blumenfeld '13
2013 Senator



Erin Byrne '13
2013 Senator



Dillon Sharp '14
2014 Senator



Charissa Shen '14
2014 Senator



Deana Davoudiasl '15
2015 Senator



Shawon Jackson '15
2015 Senator



Madhu Ramankutty '15
Senate Secretary



Sarah Wiley '13
U-Councilor



Katherine Clifton '15
U-Councilor



Farrah Bui '14
U-Councilor



Gavin Cook '15
U-Councilor



Elan Kugelmass '13
U-Councilor



Zhan Okuda-Lim '15
U-Councilor



Paul Riley '15
U-Councilor



Yifan Zhu '15
U-Councilor



Isabelle Song '14
Chief Designer

APPENDIX D: USG 2011-2012 OPERATING BUDGET

Committee	Item	Spring '11	Fall'11	Spring'12	Fall'12
USG General	Ivy Council Expenses	\$0.00	\$0.00	\$0.00	\$0.00
	Senate Pilot Programs	\$13,872.50	\$28,030.00	\$20,612.50	\$14,576.25
	Senate Retreat	\$2,000.00	\$500.00	\$2,000.00	\$2,000.00
	Liz Duffy Fund	\$750.00	\$0.00	\$750.00	\$0.00
	Advertising	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00
	Web Services	\$2,000.00	\$1,000.00	\$2,000.00	\$2,000.00
	Dean's Date	N/A	N/A	N/A	\$14,000.00
	Service Projects	\$6,000.00	\$6,000.00	\$6,000.00	\$0.00
Staff Salaries	Office Staff	\$3,500.00	\$2,500.00	\$3,500.00	\$3,500.00
Social	Concerts & Entertainment	\$70,000.00	\$60,000.00	\$70,000.00	\$73,290.00
Projects Board	Student Group Events	\$35,000.00	\$35,000.00	\$35,000.00	\$35,000.00
UFO	Film Series	\$17,500.00	\$17,500.00	\$17,500.00	\$18,000.00
Academics	General Funds	\$500.00	\$500.00	\$500.00	\$500.00

Office/System					
	Phone	\$300.00	\$300.00	\$300.00	\$0.00
	Supplies	\$4,200.00	\$3,500.00	\$4,200.00	\$6,200.00
	Office Renovations	\$2,000.00	\$0.00	\$2,000.00	\$0.00
	Technology Maintenance	\$750.00	\$1,200.00	\$1,200.00	\$1,200.00
Elections					
	Campaigning Expenses	\$500.00	\$500.00	\$500.00	\$500.00
	Meet the Candidates	\$300.00	\$300.00	\$300.00	\$300.00
ULC					
	Activities Fair	\$3,000.00	\$3,000.00	\$3,000.00	\$3,000.00
CCA					
	Communiversy	\$2,000.00	\$500.00	\$2,000.00	\$0.00
	Total	\$166,172.50	\$162,330.00	\$173,362.50	\$179,066.25

ACKNOWLEDGEMENTS

COMPILATION BY:

Greg Smith '15, USG Projects Manger
Bruce Easop '13, USG President
Stephen Stolzenberg '13, USG Vice President

COVER DESIGN BY:

Isabelle Song '14, USG Chief Designer

AT A GLANCE DESIGN BY:

Richard Martens '13, USG Communications Director

