

Introduction

1. Question and Answer Session (15 minutes)

2. President's Report (5 minutes)

- Developed archives with Austin David (historian) to create institutional memory
- Committee leaders will be sending out applications this week, focusing on social media outreach, and sending listserv emails

New Business

1. Student Speakers Initiative: Tyler Eddy (10 minutes)

- The Student Speakers Initiative is a project to diversify speakers on campus and use student input. Each student will have 10 votes to give to nominated speakers, and votes rollover semester to semester. Given enough time, minority groups can vote for the speakers they want to see.
- Program no longer needs funding or administrative support, as these two aspects have been fulfilled by invited speakers.
- COS 333 course will be creating a program to support this initiative.
- Tyler is looking to receive input and feedback from the Senate about the continuation of the initiative.
- A one page letter is being written by the Student Speakers Initiative that will be circulated to collect signatures to be sent to Danny Devito and Michelle Obama's foundations to receive resources/support.

Questions about Student Speakers Initiative

- Q: What is the status on the process of inviting speakers?
 - A functional website that allows students to log-in and perform the desired function needs to be developed. It may also be helpful to receive faculty input. There is no longer a strong need for resources from the university. The voting system allows smaller groups to get the speakers that they want to come to campus.
- Q: How can USG support this project, besides disseminating knowledge?
 - This initiative could exist within USG or focus on recruiting a more diverse group of students and some faculty members.
- Q: Can we let this project use USG's Election Runner?

- No
- Q: What incentives would bring speakers to campus?
 - The University does not offer large sums of money for speaking at Princeton. The talks are taped, and speakers receive a recorded version of their talk and professional photographs.
- Q: Could this be turned into a committee?
 - USG cannot presently make a committee for this project.

Suggestions from the Senate:

- Student groups can already invite speakers to campus. Any group can invite any speaker on campus. This program may unintentionally reduce the amount of speakers on campus because student groups may not want to go through the Student Speakers Initiative.
- This would be best adopted as a long term initiative that operates as a student project.

2. Using Data to Improve Communication and Outreach: Andres Larrieu (10 minutes)

- USG does not compile data regarding events. There are no metrics on attendance, numbers of students that take free hand-outs, etc.
- USG sends out newsletters, but there is no data behind when the most optimal time for release is.
- USG lacks metrics and data to maximize the effectiveness of its projects. It may be helpful to establish a role in USG that tracks and measures data.
- Qualtrics is a service that could be used to keep track of USG's data. This service is usually used for surveys, so the effectiveness of Qualtrics for collecting data at events is unknown.
- There is data being collected through prox-swiping at events, such as Lawn Parties and Dean's Date. Implementing prox-swiping at smaller events (e.g. free blankets) may be helpful.

Questions about data collection:

- Q: What data is currently being collected?
 - Prox-swiping data from most USG events exist.
- Q: Where is the data?
 - Data about the newsletter is informally stored in a program. Prox swipe data is kept in ODUS, which can run reports based on that data.

- Q: What data can be extrapolated from prox-swiping?
 - Reports can be generated that focus on class year, major, and other pertinent demographics.

Suggestions from the Senate:

- Getting feedback from students outside of the Senate may be helpful.
- There are platforms that USG could buy to get data about its digital communications. Programs that track how many people open the newsletter and other statistics are available.
- This could be an opportunity to collect feedback on the events in general and how effective USG's outreach efforts have been.
- There may be a lack of feedback on the survey and the potential to get skewed feedback that does not reflect the majority opinion.
- Collecting data should be as natural as possible. Surveys may not receive feedback. Data collection that does not require students to do any additional actions should be implemented.
- Looking at existing outlets for student opinion (e.g. Tiger Confessions) may be helpful.

3. **Transparency Task Force Presentation: Adhitya Raghavan (10 minutes)**

First goal: Getting more students involved

- 1.) USG office hours will be continued.
- 2.) Creating a focus on getting more people to come to Senate meetings and other USG meetings that are open to the public. Targeting people who are skeptical about USG would be especially helpful.

Second goal: Highlight what USG already does

- 1.) Collaborate with Hannah (Director of Communications)
- 2.) Use social media more effectively.
- 3.) Create student spotlight series to highlight what individuals in USG are doing.

- Other goals:
 - Increasing transparency and accountability about transparency task force meetings
 - Making information on the USG website more streamlined,
 - Creation of a graphic for the website and video graphic

- Office hours would be Wednesdays or Thursdays (8:30-9:30pm)
 - 1 or 2 members of a task force who present information about the taskforce or general information about USG.
 - There is a document on the Transparency drive that contains 12 points of information that correspond to the 12 points on the wheel that can be spun by people who stop at the table. When students spin and land on a spot on the wheel, tablers can deliver relevant pieces of information.
 - Students who stop by office hours can also ask questions or make suggestions for USG.

Suggestions for USG office hours:

- USG could count how many students stop by the table and survey the reasons why students are interested in USG.
- Put information about office hours in the newsletter.
- Advertise office hours and invite the student body to present at Senate meetings in the newsletter should be considered.
- USG should be conscious about which Senate meetings it advertises to the public. Some meetings are more relevant to the general student body than others.

4. **Weekly CPUC update: Allen Liu and Sarah Lee (5 minutes)**

- Priorities Committee:
 - Manages budget process
 - Receives feedback about the budget policy issues
 - In solid financial standing, good credit ratings, generous alumni donations
 - 60% is funded by returns
 - The next budget has not been approved by the Board of Trustees, so there is nothing to report at the moment.
 - Priorities Committee Report: Recommendations for FY21 Budget are sent to the President in March and are then presented for board approval in April
- President Eisgrueber's Annual Letter to the Community
 - Addressed construction on campus: art museum renovation, closure of Wilson College, addition of new two residential colleges
 - Letter did not address Title IX reform or the specific vision for renovation.
 - Eisgruber stated that Princeton does not make statements about its endowment when asked about divestment.

5. Committee application timeline discussion: Chitra Parikh (5 minutes)

Suggestions from Senate about encouraging more students to join USG:

- Talking to students because many people know about committees through word of mouth
- Creating posters
- Advertising committees during USG office hours
- Talking to other student groups
- Create space on USG website to advertise committees
- Asking Professors to seek out students who may be a good fit for a USG committee
- Sending emails to listservs

USG Responsibilities

- **USG Table at Activities Fair (Fall, Preview):** Riley
- **USG Preview Open Houses:** Brad and Jacob
- **First Day of School Bagels (each semester):** Ryan and Julio
- **Thanksgiving Break Buses:** Allen, Claire Wayner
- **Town Halls:** Juan Nova
- **Voter Engagement for USG Elections:** Lehman, Dean Dunne, Turquoise
- **USG Office Hours:** JJ, Adhitya, Sarah E, Sahil
- **Ideas Incubator:** Sarah Lee, Aaron, Julia
- **Advocacy and Activism + USG:** Allen, Chitra, Julia, Kevin
- **Elections Open Houses/Publicity:** Everyone!
- **CPUC Question Coordination:** Sahil

Task Force **Members**

- **Mental Health Task Force:** Allen, Chitra, Julia, Sarah Lee, Julio, Allen, Sahil (+Aaron)
- **Town Hall Task Force:** Juan, Kevin, Hannah, Jacob
- **Transparency Task Force:** JJ, Adhitya, Sarah E, Sahil, Hannah, Julia, Juan (+Ceon)
- **Community Dining Task Force:** Sarah E, Riley, Allen, Brad, Turquoise (+Aaron)
- **Study Abroad Task Force:** Jacob, JJ, Tom (+Christian)