Minutes of the SGA Meeting on January 12th

5:31 pm Meeting called to order
- Motion made by Rep. Evan Lucas
- Seconded by Rep. Roma Kaul

5:32 Motion to pass last meetings minutes
- Motion made by Rep. Daniel Chitty
- Seconded by Rep. Rachel Dang

5:32 UTHSCSA Rebranding Presentation
Heather Adkins, Vice President and Chief Marketing & Communications Officer
- About 1½ years ago I was recruited here to address challenges of the perception of low brand awareness for UTHSCSA in the San Antonio and surrounding areas
- Our brand associations did not resonate with anybody and not many people knew what UTHSCSA did or was
- UTHSCSA had never previously invested a dollar in marketing for what we do
- I came here with a goal of establishing a baseline
- We polled more than 3000 internal constituents and found that there is a healthy sense of pride from students, faculty, and staff but there is still a lot of confusion within the organization
- To the answer of the question “when you describe the UT Health Science Center what do you say” many internal constituents replied that it is a medical school even though there are many schools represented within the organization
- Outside of the organization when we asked consumers about the Health Science Center only 6% of those that responded even mentioned our name—these are big red flags for a marketing division
- All of these statistics said that we need to begin to think about our university differently
- After a number of discussions we decided that keeping the acronym UTHSCSA was just not going to work—rather we agreed on the name UT Health, a name that is being used and applied across the UT system
- We are not changing our formal name, degrees and other official documents will still say UT Health Science Center San Antonio
- Goals for this campaign are to grow new revenue sources, build increased awareness in the region, etc.
- We had many days of planning sessions to try to understand our brand and what is meaningful for us
- What we heard was that we are champions for health and ambassadors in our community so this is what the UT Health San Antonio brand is based upon
- The logo that we chose is meant to pay homage to the pride of San Antonio
- Any questions about the rebranding can be fielded at UTHealthUnited.com
- February 1st we are launching a campaign about what makes UT Health special
- There is a whole plethora of campaigns that we plan to launch with the new tagline “UT Healthier”
Question from Rep. Nathaniel Phillips—One of the problems with branding that I see happening most often is that people mistake us for UTSA, is there any specific goal to address this within the campaign?

Answer from Ms. Adkins—UTSA spends about 4.5-5 million dollars per year just to market and this is why they are so well known, our goal will be to set ourselves apart with our campaigns because we have unique services to offer.

Question from Guest—Why is it that we aren’t changing the formal name?

Answer from Ms. Adkins—None of the schools in the system will be changing their formal names, this is being done more for branding, marketing, and name-association within the UT System.

Question from Rep. Nourhan Abdelfattah—I am confused about the partnership with University Health System, what is the link?

Answer from Ms. Adkins—We do have a partnership with UHS, in fact we are their sole provider of exceptional physicians and they are our teaching partner. We are highly integrated in that partnership but we are not one in the same; we also have physicians operating in other health systems across the city. We want to ensure that we, as UT Health, are receiving credit for our exceptional care and provision separate from the University Health System.

Question from VP Jordan Kampschmidt—Is it possible to present the two entities simultaneously but separately at the same time?

Answer from Ms. Adkins—that is our recommendation, both organizations should be represented equally in everything that we do in partnership so that the separation will be obvious.

Question from Rep. Roma Kaul—Is the rebranding affecting CRTC now?

Answer from Ms. Adkins—Yes, the name of CTRC will be changed now that it is associated with MD Anderson. This change is expected to be implemented during Summer or Fall of 2017.

Question from Rep. Nourhan Abdelfattah—are we going to be receiving new ID’s featuring the new brand and logo?

Answer from Ms. Adkins—Right now we are going to have 12-18 months of limbo where both logos will be used. If you want to go get a new badge unfortunately it will cost you $10 but we are not going to force anybody to do that.

In 2017 we will be launching a student journey mapping to show how great students like you find our program and this will be used to recruit the cream of the crop to our programs.

Any other questions or suggestions can be directed to AdkinsH3@uthscsa.edu

6:00 Community Outreach Project Resolution: Discussion and Voting

Resolution sponsored by Rachel Dang, MS2, and Elizabeth Hassan, GS

- Motion to open discussion made by Rep. Rachel Dang
- Seconded by Rep. Roma Kaul
- Resolution read by VP Jordan Kampschmidt
- Question from Rep. Mitchell Faulkner—Where is the organization that we will be working with located and how big is it?
- Answer from Rep. Rachel Dang—It is an advocacy group working in multiple facets and locations but there are usually around 100 grandparents and 200 grandchildren that have been reached in previous events.
• Suggestion from Rep. Daniel Chitty—I think it would be better wording to replace “young adolescents” with simply “adolescents” as that phrase seems redundant
• Motion to close discussion made by Rep. Nourhan Abdelfattah
  Seconded by Rep. Evan Lucas
• Motion to open voting made by Rep. Daniel Chitty
  Seconded by Rep. Caitlin Richards
• Motion passed by majority vote

6:08 Exec Updates, Discussion of next meeting and nominations for new Exec
• Consider running for executive positions, elections will be held next month
• Nominations are officially open from now until we vote next month
• There are 4 positions available—President, Vice President, Secretary, Treasurer
• Details about the positions can be found online in the constitution
• Warning from Dr. Mok—The role of president does come with a time-commitment. This is not to discourage anybody from running but the future president of SGA should be aware of this.

6:16 State of Affairs
• Rep. Alexander Oderhowho (MS1)—There are a couple of complaints from our class including that the microwaves in the medical building are disgusting.
  Addressed by Bridgedette Ynman—These microwaves were placed there by student life after desires for them were expressed by students and they are labeled with “please clean after yourself” labels. There are even work study students that clean them once per day every week but unfortunately they still do not stay clean. Regardless, the feedback is heard and appreciated we just ask that you promote cleaning the microwaves after use to your classmates.
• Rep. Mitchell Faulkner (MS1)—The toilet paper is still an issue, the adapters for the TVs in the library are VGA and nobody uses that anymore—we would like to replace those with HDMI ports, the backdrop of Holly is not conducive for events and does not look good in the background of photographs
  Addressed by VP Jordan Kampschmidt—SGA can look into making adapters available in the library
• Rep. Caitlin Richards—The School of Nursing is hosting a 5K run/walk and we would love for as many people to participate as possible, we will be raising money to put towards graduation for our class and will be donating a portion of proceeds to the American Heart Association
• Rep. Elizabeth Hassan—Are they starting construction on the crosswalk across from the new dental school building? I noticed signs have been posted.

6:38 Break into Committees

7:00 Meeting Closed
• Motion made by Rep. Cody Smith
  Seconded by Rep. Rachel Dang