



**BOARD OF DIRECTORS – MEETING MINUTES**

<b>Meeting Date</b>	August 27, 2019	<b>Time</b>	N/A
<b>Meeting Title</b>	Board Meeting	<b>Type</b>	Email
<b>Meeting Chair</b>	A. Lai	<b>Location</b>	N/A
<b>Recording Secretary</b>	J. Higgins	<b>Call to Order</b>	N/A

<b>Attendees</b>		<b>Regrets</b>
<b>Board</b>	A. Lai, N. Bottger-Malaga, A. Li, N. Kaur, M. Matyashin, S. Chavez, S. Jiwani, B. Jalayer, E. Rubman	
<b>Management</b>	J. Armour, V. Macauley, N. Soave, D. Hodgins and K. Pacheco	
<b>Guests</b>	N/A	
<b>Disclosures of Interest</b>	N/A	

**1. Reports and Presentations for Information:**

<b>7.1.</b>	<b>Executive Report</b>	<b>B. Jalayer</b>
	<p><b>B. Jalayer</b> - Regarding Opt Outs, I'll leave figures to Declan, but we have successfully negotiated with the administration to move the Opt Out date to September 13th rather than September 30th. The figures thus far are promising, and I expect to see a decline in interactions with the portal as tuition has been paid by most students. The risk is that once students arrive, some of the conversations they have revolve around Opt Out, and some students begin to Opt Out. Declan can provide a clearer picture of the landscape. The Gazette is seeing high numbers of Opt Out, but again less than 30% of students have interacted with the portal at our last touch base with the registrar.</p> <p><b>S. Jiwani</b> - Could we get a line-by-line comparison on the opt out rates for each category - and then some simple explanations for those that are seeing the higher opt out rates? (Comparative to the average opt out)</p> <p><b>D. Hodgins</b> - As of right now, we have secured reports from Main Campus and all of the affiliates regarding their opt out figures as of August 15th.</p> <p>The first thing that I would note about the opt-out figures is that the number of students completing the form has been relatively low. As of the 15th, only 18% of students had filled out the form. The low number of students is itself good news, and another area that I am quite happy about is that our internal USC fees are doing quite well. Our "core fees" (advocacy, clubs, student life, peer programs, grants) tend to outperform our other fees, with opt out rates ranging from 31% of forms completed to 70% of forms. Clubs and Student Life in particular are doing very well with only 31% and 41% opt-</p>	

out rates respectively. Keep in mind though, this is only of the students who have filled out the forms, so even our highest opt out rate, which is 70%, is only a 14% revenue loss on that fee. In short, at the current pace we are on track for somewhere in the realm of a 20% average revenue loss on our optional fees, which is WELL WITHIN our acceptable results. Most students have now paid tuition, so I think we are over the hump and it will hopefully slow to a trickle. We will be getting one more interim report for September 1st prior to our final reports.

Some of our other programs are doing very well also. For instance, Orientation is currently on track to book a large surplus of over \$10K as a result of higher than expected opt-ins. As Bardia has said, we have also secured another major win with the registrar's office. The Main Campus Registrar, which is responsible for roughly 80% of our students, has agreed to move the opt out date forward to September 13th. This will hopefully minimize any "back to school effect" that we were worried could result in a second wave of opt-outs. We have asked the affiliates to also move their dates and they have been less receptive, so it is likely that we will have final figures for main campus on September 13th, and final figures for Affiliates on September 30th. In terms of our communications strategy, as we have said we are taking a very low key communications strategy with SCI. We are in effect taking the position that while we are obliged to answer inquiries and keep all of our information accessible, we have no obligation to "advertise" opt-outs to the students. I am of the opinion that most students are broadly happy with the USC, and are content to continue paying fees without taking any action to opt-out.

Campus media have been the 2 most opt-outed fees, and the Gazette has so far experienced an 85% opt out rate. However, due to the low volume of total forms completed, the Gazette remains in a fairly good revenue position, and as of August 15th the Gazette had only lost 15% of theoretical revenue due to opt-outs. I am cautiously optimistic about how opt-outs will continue to go for the Gazette, and I have been actively keeping the Front Office informed.

**N. Bottger Malaga** – In regards to the individual opt-outs for different programming, do we have information about the individuals and which fees in specific they opted-out from? If so, would it be possible to develop a targeted study/survey as to why they opted-out from xyz fee(s)?

**D. Hodgins** - We have been getting some data from the various registrars, but it has been quite inconsistent. Hopefully, when we get final reports we will be able to get some more comprehensive data from all parties. In any case, we will certainly run data analytics on the meta-data and try and pull whatever implications we can. You will certainly receive updates on any insights that we are able to establish. Particularly, it will be interesting to see WHEN students tended to opt out, and how it relates to the calendar and their date of billing. It will also be interesting to see the faculty by faculty breakdown and the year by year breakdown. I am confident that we have pulled the necessary insights for the time being.

I don't know if there are any surveys that we are planning per se, but that would be an operational decision made by Nico under student feedback. We will obviously have to balance privacy concerns, but that will be a discussion for after opt-outs close. That is a decision that from my understanding Nico will make in time, and you will be updated on anything that relates to the scope of the board.

7.2.	Operations Report	J. Armour
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The document mentions that Western Admin are now on board with the Purple Fest line up, despite previously pressuring us to leave the contract. What changed since the emergency meeting?

B. Jalayer - On the topic of why we kept A\$AP, we were initially told by the Agency that leaving the contract could be done under the reasoning of logistical complications. On the day before the announcement of his conviction, the Agency told us because of new developments on their end, that would no longer be possible. This was AFTER we had booked Tyga, and we felt that the public view of us cancelling A\$AP Rocky, while bringing Tyga, who also has some negative history, would have been quite severe and raised questions about why we had done so, and worse than if we kept both. It was an extremely difficult decision, but we felt that with our goal of pulling students from Broughdale, this was our best option, and if we pulled the contracts, we would have incurred massive financial loss, and not attained our goals. Further, the discussion of how we would look in a time of Opt Outs where we have to prove our value, and how if we removed our headlining artist might negatively affect our Opt Out rates. This decision was taken with Administration, including the President of the University. I cannot stress enough how Jeff and myself were in a room with administrators of the highest level for about 10 straight hours discussing this decision, and it was not taken lightly.

**Motion to accept the Executive and Operations Reports.**

<b>Moved</b>	B. Jalayer	<b>Second</b>	A. Lai	<b>Approved</b>	Unanimous
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**2. Nomination Committee**

**BIRT the USC Board of Directors approves Angus Lai and Sagar Jiwani to sit on the Board Nominating Committee for the hiring of a replacement Director.**

<b>Moved</b>	A. Lai	<b>Second</b>	B. Jalayer	<b>Approved</b>	Unanimous
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