

**Student Life Committee Minutes
February 25, 1997**

Present: Anton, Kay, Kukreja, Mileti, Washburn.

Visitors: Haydon, DeGroot

The meeting focused on the main agenda item of ways to enrich the co-curriculum through bringing "big name" speakers to campus. The discussion focused initially on recent visitors. Cornel West was a huge success in part because his visit was co-sponsored by the Tacoma Urban League. Partnering with regional corporations, community organizations, academic departments and university programs (e.g. Women's Studies, Humanities, & Science in Context) was discussed. Serni commented on this option via email:

"I think that our Development people could put some effort into getting either corporate or individual underwriting of a lecture series-one that would host perhaps only two or three a year, like the UW's Jackson School of Government Series. I believe that the lecture industry is poised for great growth in the near future, because everyone from talk shows to print media is pushing "product," and corporations seem to piggy-backing on anything that will allow them to reach "their" market (and in university cases, it's usually an upscale, progressive-looking, well-educated population with potential future buying power) Like with the music industry, history will repeat itself, only instead of supporting concert tours with record sales, they'll do the same with speakers and book sales. One of my former UPS student programs advisees ran the UW Series for awhile, and together with cross-sponsorship with the Seattle PI, it certifiably became a prestige "gig" on the lecture circuit.

"Anyway, that's a wish of UPS that I've had for quite a while. With such a program, I might've been able to get Cornel here three years ago, when I first heard about him. There are others out there who command large lecture fees, but who don't get much interest from students (yet), and who I would love to see booked!"

Jeff Haydon and Gretchen DeGroot commented on the logistical problems that arise with programs that are bigger. The notion of finding "diamonds in the rough" was raised. These up and coming scholars would cost less money and might be logistically easier to manage. Facilities limitations and scheduling conflicts were also raised as impediments to bringing speakers to campus.

The issue of having speakers do more than make a single speech to a broad audience during their visit was addressed. It was noted that some contracts prohibit speakers from making classroom or other appearances during their visit. Gretchen noted that some performers (Holly Hughes) often stay after a performance and have a discussion with students and members of the audience. Before Serni left on his trip he emailed the following about pre/post lecture talks:

"I think pre/post-lecture discussions are both a desirable complement for, and a great compliment to the ASUPS Lecture Series. Currently, programmers find interested faculty members who often invite the "attraction" into one of their classes, schedules permitting. On those very rare occasions when there are no takers, the programmer schedules a brown-bag-type lecture, or master class. All of these options have been easily and voluntarily undertaken. But I'm afraid that requiring the chairperson to actually organize a related -but separate- discussion event might prove too taxing. Increasing even the perception of additional responsibility could serve to further reduce the potential applicant pool. Further, there's an inordinate amount of work that goes into any public event produced by an ASUPS programmer- logistics, promotion, production, contracts, security, crowd control, itinerary changes, to name a few. Add to that mix the fact that the event is only one of several that he/she has planned, and we have an already overloaded student, conducting work equivalent to what a "civilian" event planner would be devoting 25+ hours a week for. I think requiring such an additional responsibility could have a deleterious effect on their already-challenged study and social time. Truth be known, much of the work often gets passed on to me due to academic overloads, personal crises, or unique circumstances that require professional intervention! I think our best bet is for good information about lecture and performer visits being advanced to faculty through

whatever publicity mode ASUPS can muster. As with our experience with the theme years, once faculty know about an event, they often find their own way to get connected with it. One possibility would be to let them know that they can always call me, to get an idea on how to best "package" a symposia or supporting event in synch with a visit. I would be happy to advise them on logistics of room scheduling, promotion, and any advance connections they can possibly make with the lecturer."

Other ideas were generated for intellectual enlightenment. These included: a faculty lecture series apart from the more formal Register Lecture; an endowed lecture series, asking faculty to supply names of colleagues while relieving faculty of logistical arrangements for the visit. It was proposed that ASUPS public relations office develop a guide for faculty and students about how to receive assistance in advertising events. It was also proposed that ASUPS invite faculty at the beginning of each academic year to announce programs/events at the beginning of class and to invite students to make announcements about upcoming events. It was also suggested that the new ASUPS president be advised about ways to improve the infrastructure and resources in the ASUPS public relations office so that it is better equipped to assist in university wide publicity.

Our discussion then moved to communicating these events around campus. Word of mouth, chapter meetings, flyers, posters, email dissemination, Web site postings and other possibilities were discussed. these issues will be expanded upon at our next meeting: March 11, 1997, 2:00 p.m. in Wheelock 202.

Respectfully submitted:

Barry S. Anton