Agenda
October 27, 2020 ~ 7-8pm ~ Microsoft Teams

Attendees
Executive Branch Members

Introduction

<table>
<thead>
<tr>
<th>Time</th>
<th>Questions</th>
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<tbody>
<tr>
<td>5m</td>
<td>7:05pm</td>
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<tr>
<td></td>
<td>How is your day? How about them Browns?</td>
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Discussion

<table>
<thead>
<tr>
<th>Time</th>
<th>Topic</th>
<th>Member</th>
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<tbody>
<tr>
<td>5m</td>
<td><strong>Speed Updates – Name your top priority this week</strong> Order -&gt; JP, Rocco, Tre, Roy, Austin, Nick, Jason, Jon, Stevie, Kevin</td>
<td>Everyone</td>
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<tr>
<td>5m</td>
<td>7:15pm</td>
<td>Emily</td>
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<td>20m</td>
<td>7:35pm</td>
<td>Everyone</td>
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<tr>
<td>15m</td>
<td>7:50pm</td>
<td>Anne</td>
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<tr>
<td>5m</td>
<td>7:55pm</td>
<td>Everyone</td>
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<td></td>
<td><strong>Questions/Discussion (See attached.)</strong></td>
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<td></td>
<td><strong>Compensation – How To/Fixes</strong></td>
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<td><strong>Pluses and Deltas – USG, Branch, this meeting, etc</strong></td>
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Minutes – Executive Branch Meeting October 27, 2020

Attendees: Executive Branch Members
Medium: Microsoft Teams
Date: 27 October, 2020 @7-8PM

I. Introductions

II. Swear in Sean & Caliyah

III. Questions/Discussion (See attached.)

a. You and your fellow college students have done an excellent job of promoting safe behaviors to fight the pandemic. You’ve done it well and you’ve done it safely. What lessons learned can you share?
   i. Nick: Communication in general, whether that be safety measures or trying to coordinate a meeting
   ii. Kevin: We have to be more selective with what we’re sharing as there is so much information being thrown at us at once.
   iii. Stevie: Your peers and friends will listen to you, it comes across better from a friend then it does from the news or something like that.
   iv. Sean: Biggest realization was that the virus affects all of us and not just the people in the news

b. How do you think your fellow students prefer to get information about important issues? Be specific about the types of communication channels – and the frequency of communications. [If needed, prompt them.]
   i. Caliyah: Our generation responds better to things when they’re posted on social media as they spend the most time on their phones through social media; Instagram most popular
   ii. Rocco: Important not to cause sensory overload
   iii. Nick: Important to distinguish between updates and critical situations
   iv. Caliyah: A lot of students don’t check their emails as much as we might, using GroupMe or text alerts could be a possibility. Reminding people to be vigilant about washing their hands and covering up every week, and critical updates every two weeks. Think we should be posting more on our story about these kinds of things.

c. If you could tell people to remember one thing about keeping themselves and their family and friends safe, what would it be? And why?
   i. JP: You’re not protecting just yourself, but you’re also protecting everyone else around you, and their friends and family.
   ii. Nick: Actions have consequences, and to always keep that in the back of your mind.
iii. Kevin: Wear a mask to protect others, the fear of getting it I don’t think is working so well. Protect your family and your friends

iv. Caliyah: About being asymptomatic, you can still spread it without knowing it. Letting people know that if you’re going around without a mask, that you may feel fine but you may not be symptomatic.

d. Are there places where we can put messages about slowing the spread that you think will get noticed more than others? Any ideas are good to share.
   i. Austin: Bathroom mirrors, as it’s familiar to students and a common place to be preoccupied but able to read something at a quick pace. Possibly going up the steps as we have the new vinyl showcases for information.
   ii. Roy: Places with plenty of traffic, student athlete building, student union

e. What could we do that would motivate you to share information with others about the importance of staying safe over the upcoming fall and winter holidays?
   i. Austin: Possibly disseminating it to student leaders of orgs to give to their students, might be more likely to intake that information versus if someone else was going to give that information to them.
   ii. Nick: Painting a picture of a grim holidays, it would get through to people if they were able to see that if they don’t act now the holidays would be in jeopardy. Sure we could figure out a use for funds in presidential covid funds for motivation.
   iii. Rocco: Think that the amount of buy in from people who want to share information has been kind of capped out. It’s getting the people that are already sharing to reshare that same information to someone else.
   iv. Caliyah: I am the president of SAAS, means apart of BEC so I could also spread that word around. As far as incentives go, money would be good or even a raffle would be good as an incentive for students.

f. We know the coronavirus is a serious health matter. Do you think the messages we share need to be more serious to get noticed, or can we have a more casual tone in how we talk about this?
   i. JP: Agree with Nick’s point, more serious message would bring a more serious response.
   ii. Sean: As a young college kid, a stricter message is almost always detrimental to me (i.e. kids with more strict parents turned out worse than kids with more lenient parents). Original thing that came to mind was a delivery that is more strict, it is received with a more hostile response.
   iii. Nick: Question is almost impossible to answer, as it will be different for everyone. Mix of serious and laxed would be ideal. Finding the happy medium between the two would be ideal. Trying to appeal to everyone with both a casual and serious message would give the chance to adapt what you say and how you say it.
   iv. Austin: Technical thought, from an educators stand point we are all different learners. My shoe isn’t going to fit everyone else’s shoe. Having a far right, a left and a middle
would be ideal. Consistently rotating between the two serious and cartoonish message to enhance the tactic that we use.

v. Rocco: Serious tone comes in situations where there are rules implemented, I think in other places it’s more of a less serious tone. Need a softer or more inviting tone to encourage that change within a person if they’re not following things.

vi. Kaliyah: Balance, can’t too much of one thing and not enough of the other. Too much seriousness can create an anxiety, and too much lax can create a disconnect between the message trying to be portrayed.

IV. Compensation – How To/Fixes

a. Kevin: Make sure you are inputting exact number of office hours you are required to do
   i. 8 – Nick
   ii. 6 – Directors
   iii. 4 – Majority of everyone else

b. Need to have those in by **Sunday at midnight**

c. Anne: Struggling to get some hours on boarded. Had conversation on Friday with manager of payroll, rough convo, need to get this done.

V. Pluses and Deltas

a. Pluses
   i. JP: Communication is a big plus, especially with these questions
   ii. Austin: People rallied behind me with this project, very short time frame so it is greatly appreciated.

b. Deltas
   i. JP: Make sure we’re continuing these good conversations and safety stuff with your constituents about good habits and safety.