Student Fee Advisory Committee
February 13, 2013
Meeting Minutes

Present: Robert Gomez, Elizabeth Pace, Naaz Mirreghabie, Meerae Park, Justin Chung, Andrea Gaspar, Traci Ishigo, Myron Lozano

Absent: Vishal Patel, Jason Lee, Melody Wang, Patrice Kiiru

Staff: Karen Mizumoto

1) Student Survey Update
   a) Justin has been in contact with OIT and OIR regarding survey security and health confidentiality issues.
   b) Justin received an email from Leslie Millerd Rogers (Chief of Staff for VC Student Affairs) on Thursday, February 7, requesting a meeting to discuss survey issues on Friday, February 8.
      i) Student Affairs concerns include: IRB, FERPA issues, use of a third party survey platform (Survey Monkey) containing confidential information.
   c) Justin called OIR, Registrar's Office (FERPA specialist), OIT regarding confidentiality concerns. Both OIR and the Registrars' Office said they didn't anticipate issues re: IRB. Justin explained to OIT what we were doing, what data was being requesting, etc., and OIT concluded asking for student identifier data (student IDs) and mental health issues (HIPPA), password sharing may be issues. Justin communicated to OIT that SFAC would be willing to nix mental health data and student ID#s and would just ask for optional email data, which OIT agreed was acceptable.
   d) Justin wrote to Leslie Millerd Rogers to see if Student Affairs had any remaining concerns, but has not heard back from her yet.
   e) Marguerite Bonous-Hammarth has offered to come to today's SFAC meeting to discuss the student survey process and content in more depth including the possibility of using a sample group (pilot), questionnaire methodology and rewording some of the questions to get more valuable response data and to get a higher response rate.
   f) Naaz has provided notes to the 2/8/13 meeting with Student Affairs

2) Evaluation of Budget Surveys/Questionnaires
   a) Justin would like to develop a methodology for evaluating budget surveys and questionnaires. The framework would be starting with 'big picture' issues with medium and drilled down levels to look for when evaluating the surveys/questionnaires. (Big Picture -> Medium -> Drill down). The framework and issues to identify can be modified as the surveys/questionnaires are being reviewed.

i) **Big Picture Issue #1:** What is the unit's mission/purpose?
ii) **Big Picture Issue #2:** How has the unit prioritized funding?
iii) **Big Picture Issue #3:** How is the unit currently serving student needs?
   (1) Medium: How much is the unit spending in order to serve student needs?
   (2) Medium: To what extent (quantitatively) is the unit serving student needs?
      (a) Drill Down: What are the staff-to-student ratios?
   (3) Medium: What is the unit's staffing picture?
   (4) Medium: What is the demographic breakdown of the students served by the unit?
   (5) Medium: How is the unit spending previous SSF allocations?
iv) **Big Picture Issue #4:** Can students get that service elsewhere?
v) **Big Picture Issue #5:** Do they need more funding?
   (1) Medium: What is the contingency if the unit gets funding cuts?
vi) **Big Picture Issue #6:** Are there unmet student needs?

b) Meerae will develop a form for evaluating SSF funding requests including:
   i) How much is the unit asking for?
   ii) How much did the unit receive last year or earlier?
   iii) Why do they want more?
   iv) What are they going to use it for?
   v) Do they have realistic other sources of funding? (i.e., carry forward, revenue, other)
   vi) Are they over capacity? Are their services being overly taxed? Is it changing?
   vii) What is the staff-to-student ratio?
   viii) Is student need changing?
   ix) Is there unmet student need?
   x) Are there other important/mitigating factors?
   xi) What is the $ request ÷ # of student served?

c) Example: Veteran Services
   i) How much is the unit asking for? $17,000
   ii) How much did the unit receive last year or earlier? [Check 2011-12 (and previous years') annual report(s); Karen will also send Justin and Meerae a workbook with spreadsheets list the requests and recommendations from the last several years.]
   iii) Why do they want more? $12K for student assistants $5k for resource guide
   iv) What are they going to use it for?
   v) Do they have realistic other sources of funding? (i.e., carry forward, revenue, other)
   vi) Are they over capacity? Are their services being overly taxed? Is it changing?
   vii) What is the staff-to-student ratio?
   viii) Is student need changing?
   ix) Is there unmet student need?
   x) Are there other important/mitigating factors?

        xi) What is the $ request ÷ # of student served? $2 * 46 * 15 * x = 20; x = \$8.70$

   d) Decision Points:
      i)   What are student priorities?

   e) A timeline will need to be developed for evaluating the budget submissions.

3) Student Survey Marketing Update
   a) Ring Road has been reserved for Survey Tables (Traci will coordinate sign up times).
   b) Start publication of survey.
   c) Release survey link (with blessing from Student Affairs?).
   d) Delay launch to 2/22/13.

4) Marguerite Bonous-Hammarth, Student Affairs Researcher in Residence met with the committee to provide expertise regarding survey methodology and survey construction.
   a) Marguerite's concerns/recommendations include:
      i)   Quality of survey questions
      ii) Sensitive issues/questions such as mental health questions may have a large amount of bias in the answers and may have a low response rate due to trust issues; there may be other reliable data from other sources
      iii) Asking nonbiased and objective questions
      iv) Draw from other sources to obtain similar data
      v) Adjusting order of questions
      vi) Run a pilot survey (Marguerite can help with the evaluation process)
      vii) Make questions more human centered
      viii)   Use more student-familiar language on referendum
      ix) Understand the purpose of survey
      x) Explore alternatives to the student survey (i.e., small group surveys, forums)
      xi) Using two surveys in EEE (one for undergraduates and one for graduates)
      xii) Removing identifiers (student IDs)
   b) Naaz will follow up with Marguerite on some of these issues.

5) UCCSA Guest Speaker
   a) Justin will arrange to have a conference call with UC CSA CSF Director Louise Hendrickson, 3:30 pm on 3/6/13 to discuss systemwide campaigns and other student fee issues.
   b) Karen will check with Student Center event services to get a projector and phone for the conference call.

6) Meeting adjourned.