**SGA Meeting Minutes
January 15th, 2019**

At 7:02PM, the meeting commenced. Alex Scales led the invocation, and Anna Katherine Drew led the Pledge of Allegiance.

Anna Katherine introduced the guest speaker, Nancy Rewis, Vice President of Marketing and Communications.

Nancy began by addressing some questions and concerns: Why the rebranding process? The old marketing message for the college was inconsistent. Then Nancy shared some challenges and objectives with the new rebranding. Nancy emphasized that focus groups were held with current students and alumni. There was quantitative research conducted through the avenue of surveys that were sent to current students, alumni, faculty, staff, prospect families, and students that chose not to attend Berry. Nancy presented the new logo and showed what the logo does not replace. The new logo only replaces the box with the old Experience it Firsthand logo. The new logo is rooted in history and the heritage of the college. The new: Learn it well, keep it always is not a tag-line, instead it is a way to describe what students get from attending Berry. Cameron Jordan then began to discuss social media and some questions about some recent decisions. Cameron addressed why Berry has been deleting comments on social media posts. He gave some history that the guidelines for deleting negative comments has been in place for about 6 years but they have not been enforced. Cameron noted that the decision to now enforce the policy was not the best and they will not continue to take this approach when it comes to social media. He emphasized the face that the social media icon is not the entire logo, it is just a part of it. Cameron shared that the alumni office will reach out to alumni to inform them of the rebranding process. Nancy and Cameron then opened up to the body for questions. Rebecca Rowe asked why a new color was added. The new color is an accent color, not a primary one and this new accent color will resonate well with prospective students. A member of the body inquired about who was involved in the focus groups about the rebranding. Campus leaders were brought into the discussion. Shelby Newland asked how many alumni and students were asked to help with the research on the rebranding. Nancy said around 5,000 surveys were sent out to students, alumni, and prospect families, with alumni being the first to receive them. A member of the body requested some explanation of the Berry Compact. Nancy said the Berry Compact puts into words what the student receives by attending the college and what is expected of them if they do. She emphasized that this is nothing new, this is just putting it into words for prospect families. Emma Duke inquired about the petition signed by 3,000 people against the new logo and what steps they are going to take to address the petition. Nancy said they have not been presented with the petition so there is nothing to comment on. Jack Boyette asked if there are any policy changes in the work or is the administration content with appearing as if the college is progressing by adopting a new logo. Lindsey Taylor stepped in and said she would be happy to have discussions with students about this concern. Matt Hamblin inquired about why the marketing and communication academic departments were not used in this process if Berry places importance on them. Nancy said that some faculty were involved and on the committees. A member from the body presented the concern of the new blue logo looking childish, especially on LinkedIn profiles. Cameron mentioned that the blue logo is no longer the social media icon, a more traditional one was presented. Hannah Hardwell inquired about why the new logo uses a san serif font, when those specific fonts are used to represent more elementary things, not a college logo. Nancy said that is more a question for the artistic firm that designed the logo but the font can be seen on the side of Ford which enhances the heritage of this choice. A member of the body asked if similar reactions to rebranding in the past took place. Cameron mentioned yes similar reactions have taken place but this time it was much different due to the huge presence of social media. Erika Sprecher inquired about why the shield in our new logo is similar to Covenant College’s. Nancy emphasized that our shield is original to Berry due to it being on the side of Ford. Margaret Ashton made the suggestion that we do not have to fix what is not broken. Nancy made the point that the logo is only one aspect of the college and we had to decide how to showcase the benefits of Berry. Joseph White inquired if there was any concern about financial dissatisfaction due to the rebranding. Nancy said no concern at all. Matt Hamblin asked if the new: learn it well, keep it always; is not a tag-line then why does it read like one. Nancy mentioned that this is a theme of the college put into words. Matt followed up with, if a logo has to be explained, it is ineffective and how can ours be set apart? Nancy said through the testing of the new logo, prospect families did not question it and did not feel as though they needed an explanation of it. Nancy and Cameron closed by thanking the body for their questions and they will stay after the meeting for any further questions.

**Officer Reports:**

**David Driskell, Treasurer**

David announced that the body will be voting on BSA’s budget to be passed on for the Deans approval. The budget passed with a majority vote.

David reminded clubs that no allocations from the fall will roll over to the spring semester.

David encouraged clubs to appeal for additional allocations if they feel necessary.

David reminded clubs that he will be holding them accountable to their spending.

**David Lindsey, Secretary**

David asked the body to review the minutes. The minutes passed as typed.

David announced that standings will be sent out to club presidents by next week.

David listed the SGA Credits that will be offered soon: helping take down decorations in Kilpatrick and participating in the Soup Off.

**London Elrod, Vice President of Service**

London announced that the 2 blood drives will take place on February 12th and April 15th.

**Nate Maiwald, Vice President of Administration**

Nate announced that the Executive Board elections will take place soon.

Nate announced that a sign up for helping take down decorations in Kilpatrick is in the back.

Nate gave his weekly weather report. Wednesday will be sunny with a high of 51 and a low of 31 with sunny skies.

**Anna Katherine Drew, President**

Anna Katherine presented the body with the executive board office hours to be voted on by the body. The office hours were passed.

Anna Katherine reminded the body that we are always looking for speaker recommendations.

Anna Katherine announced the Groundhog Day celebration will take place on February 1st.

**Old Business**

Ryan Brigance brought up the bike rack repairs.

**New Business**

Emma Porter inquired about cleaning the outside of the buildings especially Ford.

**Class President Reports**

Senior Class President Maddie Jordan, Junior Class President Bailey Dingley, Sophomore Class President Bryce Nethery, and Freshman Class President Savannah Kelley had nothing to report.

**Committee Reports**

None.

**Announcements**

Margaret Ashton from SAVE announced that there will be an ECO Fair on Friday in Krannert from 5-7pm.

Shelby Newland from EasyBaked Improv announced their show at 9:30PM in Evans Auditorium on Thursday night.

Emily Kaszubowski from BCVS announced the coat drive for Salvation Army and that MLK service day will be from 8am to 12pm.

Megan Hill from KCAB announced that there will be a Skate Night on Saturday night with the theme: Wiggin Out.

Maddie Jordan, with a second from Alexi Bell, moved to adjourn at 8:02 PM.