



THE STUDENT COOPERATIVE ASSOCIATION, INC.

INDIANA UNIVERSITY OF PENNSYLVANIA

HADLEY UNION BUILDING • 319 PRATT DRIVE • INDIANA, PENNSYLVANIA 15701 • (724) 357-2590

STATIC (STUDENT ACTIVITY COMMITTEE)

NARRATIVE OF CHANGE, GUIDING PRINCIPLES, MISSION, ORGANIZATION, AND OFFERINGS

A Narrative of Change: The Conception of a Singular Student Programming Organization

The Entertainment Network (TEN) and the Black Emphasis Committee (BEC) have a long, and storied, history at Indiana University of Pennsylvania (IUP), each being conceived in the turbulent 1960s.

TEN always had primary responsibility for offering events to students after classes and work have ended for the day. TEN was originally administered by the Center for Student Life (CSL) as part of the larger programming initiatives of the university, including University Concert Committee (UCC), Ideas and Issues, and OnStage. During the Fall 2003 semester, the organization transitioned to the Student Cooperative Association (Co-op) by directive of the then Vice President of Student Affairs and Co-op Board of Directors to differentiate and strengthen student-centered programming as opposed to the largely community-centered programming of the other initiatives. TEN, throughout each of its identities (the Student Union Board, the Activities Board, and TEN), always remained the primary programming organization for all of campus, and has provided both large and small-scale programming.

BEC was originally conceived as a student governance body that would provide a voice for underrepresented, African American students at IUP. Structured as a parliamentary board alongside the Student Congress (the forerunner to Student Government Association, SGA), BEC did not start programming social and educational events until the early 1980s. By the 1990s, BEC completely realigned its mission, and transitioned to serving the IUP community as a programming board, focusing on programs and events of particular importance to African American students, but open to and welcoming of all IUP students. BEC, until the Spring 2009 semester, was housed in the African American Cultural Center (AACC). However, at that point in its history, BEC transitioned to the Co-op to strengthen the organization and its programming, and to house both campus programming boards together.

TEN and BEC, since the transition of BEC to the Co-op in January of 2009, have operated (and have been treated by Co-op and university management) as sister organizations, sharing the common goal of providing high-quality, student-centered programming to all members of the IUP campus community. This relationship started by sponsoring collaborative programming and events during the 2009-2010 academic year. Soon, the individual boards trained together each semester. Then, the boards began meeting together on an event-basis, which quickly transformed into a set monthly meeting. Finally, in October of 2015, the boards decided to host weekly collaborative Executive Board meetings, rather than separate individual ones.

On November 18, 2015, TEN and BEC finalized plans to form a new, collaborative programming body, named the Student Activity Committee (STATIC). The boards unanimously voted to dissolve both TEN and BEC on May 6, 2016, at which point STATIC will take over as the major, student-centered programming organization of IUP, housed within the Co-op. The Executive Boards identified five environmental and organizational factors that necessitated this permanent shift in the programming board structure at IUP, including:

- Declining dedicated staff support, in that the Director of Program Services position was eliminated, and that the Director of Student Activities and Assessment position would continue as sole advisor to both organizations, in addition to his other job responsibilities.

- Restructuring of the AACC and the university's strategic initiative to establish a Multicultural Center on campus, which would encroach upon programming, especially multicultural and educational programs, traditionally sponsored by BEC.
- Eliminating duplicitous services offered by both individual programming bodies, as well as redundancies, including Executive Board positions and pressures upon the resources, both monetary and time, within each individual organization.
- Declining enrollment at the university, which directly impacts the amount of student activity fees generated for use by the Co-op to fund and provide programs, services, and facilities, and which may cause more criticism of redundant or duplicitous spending by separate organizations.
- Acknowledging that BEC's name and mission does limit the traction it can generate with all IUP students, beyond its core constituency of African American students, especially considering that BEC does not limit its programming to IUP's minority student populations.

STATIC's Guiding Principles

The Student Activity Committee (STATIC) will be guided by a number of principles, including:

- **Student-centered** - STATIC will provide the IUP campus community with programming that is meaningful to its current constituent demographic, and will operate and conduct business in ways that eliminate barriers to student attendance and participation. STATIC will conduct market research to guide its decision-making processes, so as to remain a student-centered board.
- **Student-led** - STATIC will provide students opportunities to lead and to shape their environment through the selection, production, promotion, management, and evaluation of activities and events. STATIC will remain a student organization, not an administrative function. The staff advisor will provide guidance, mitigate risk, and ensure that the board follows university and Co-op policies and standards.
- **Collaboration** - STATIC will not operate in a vacuum, and will work for programmatic success with other university and Co-op organizations, offices, and entities. The STATIC Executive Board will work in a team environment, and will embrace a variety of opinions and ideas in accomplishing its organizational mission. The team members will support one another, and will conduct business accordingly.
- **Diversity** - STATIC will embrace the individuality of its members, as well as the campus community of IUP as its target audience. STATIC will plan and manage a variety of different program types and genres. STATIC will support multicultural initiatives and will provide culturally-focused programming, and will continue the proud history of diverse programming of both TEN and BEC.
- **Quality** - STATIC will provide its audience of the IUP campus community with high-quality recreational, social, cultural, and educational activities and events, and will provide excellent customer service. STATIC will strive to limit poor experiences for guests, patrons, and performers, and will prevent such by mitigating risk, identifying appropriate programs, and remaining organized in its operations.
- **Affordability** - STATIC, as a mindful steward of student activity fee dollars, will provide its financiers, namely those IUP community members paying the student activity fee, with affordable programs and opportunities, whether small-scale or homegrown programs or large-scale, nationally-touring music or entertainment events. STATIC will support the value-added experience of co-curricular programs.

- **Flexibility** - STATIC will operate nimbly in the IUP campus community, as well as in the national college entertainment environment. STATIC will accept that it has no 'sacred cows,' preventing any short or long-term changes that would ensure on-going programmatic success or effective stewardship of student activity fee dollars. STATIC will remain dedicated to meaningful assessment and evaluation.
- **Professionalism** - STATIC will conduct itself as a professional organization, and will continue to serve its members as a pre-professional career opportunity. STATIC will interact with guests, patrons, and performers professionally in communication and interaction. STATIC will devote itself to education and training, and will remain a member of the National Association for Campus Activities (NACA).

STATIC's Mission and Purpose Statements

The Student Activity Committee (STATIC) will have the following mission:

"The Student Activity Committee provides high-quality, student-centered, diverse entertainment to the IUP campus community."

The Student Activity Committee (STATIC) will fulfill the following purpose:

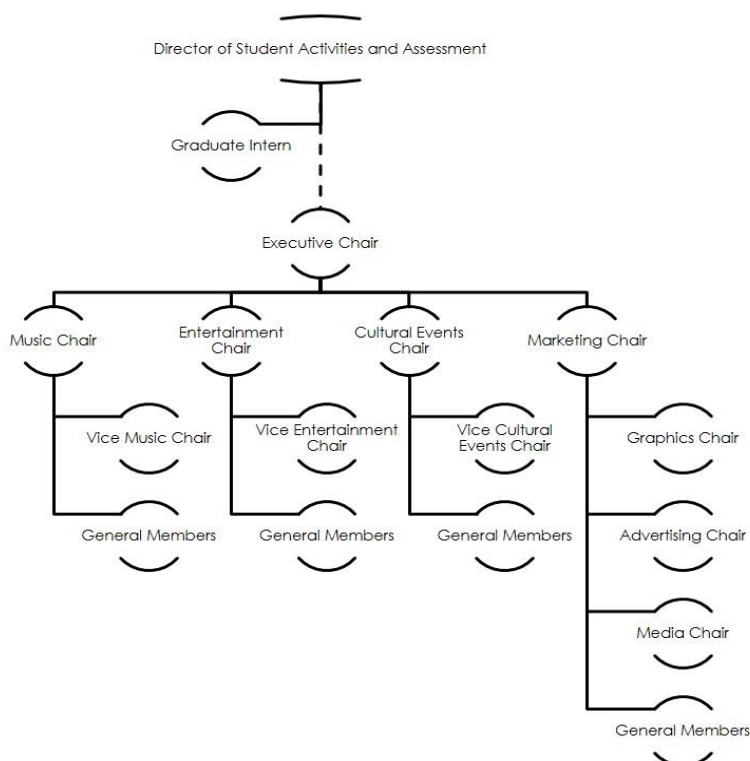
"STATIC provides activities and events of a recreational, social, cultural, and educational nature to the students of IUP and gives students opportunities to shape their environment through the selection, production, promotion, management, and evaluation of those activities and events."

STATIC's Organizational Chart

The Student Activity Committee (STATIC) will have the following organizational structure:

STATIC (Student Activity Committee)

INDIANA UNIVERSITY OF PENNSYLVANIA



STATIC's Offerings to the IUP Campus Community

The Student Activity Committee (STATIC) will provide similar offerings to the IUP campus community as its predecessors, TEN and BEC. STATIC will offer:

- Concerts and other music events, to be coordinated by the Music Subcommittee.
- Comedy and speaking events, as well as other non-music events, such as novelty or interactive events or trips to recreationally-relevant off-campus locations, to be coordinated by the Entertainment Subcommittee.
- Events of a culturally-relevant focus, such as student showcases, holiday or monthly celebrations, or trips to educationally-relevant off-campus locations, to be coordinated by the Cultural Events Subcommittee.
- Support for large campus programming initiatives, such as Welcome Weekend, Homecoming, Halloween, St. Patrick's Day, and other departmental programs, to be coordinated by the Executive Board.

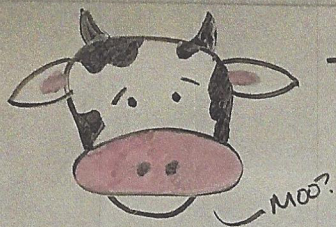
These programmatic offerings may be large-scale, major campus events, or small, homegrown programs. STATIC recognizes these differences through the following programmatic definitions:

- **Large-scale, or major, campus events** - These programs attract, or have the ability to attract, 250 guests or more. Generally, these programs require the booking of nationally-touring artists and incorporate three or more vendors, including production (sound, lights, and rentals), safety and security personnel, catering, or professional labor. Total costs for these programs exceed \$10,000 per event. These programs also require the reservation of multiple rooms in a single venue or across multiple venues. Finally, these programs generally require three to six months of planning to execute, from start (brainstorming) to finish (evaluating).
- **Small-scale, or homegrown, campus events** - These programs attract, or have the past practice of attracting, between 50 and 250 guests. Generally, these programs do not require artist or performer booking, and instead rely on student-showcased entertainment. Additionally, these programs require only one or two vendors, usually small production or a small security set. These programs usually only require one programming space, and can be effectively planned in three to six weeks. Total costs for these programs range from \$500 to \$5,000 per event.

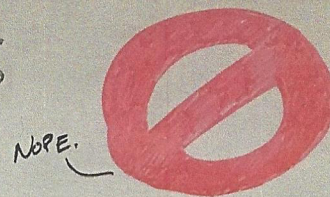
STATIC, following the history of its predecessors, TEN and BEC, will provide the vast majority of large-scale, major events of a student-centered nature at IUP. Other past major event programmers include the Kovalchick Complex (community-focused events), LivelyArts (fine arts-focused events), Welcome Weekend (first-year-focused events), and the Athletics Department (athletic events). All other programming organizations offer small-scale, or homegrown, campus events. However, STATIC appreciates the importance of both large-scale and small-scale programming across the university community.

STATIC's programming schedule will generally incorporate the following:

- | | | |
|------------|---------------------|--------------------|
| • Concerts | 5 or 6 per year | 15.9% of offerings |
| • Comedy | 3 or 4 per year | 9.7% of offerings |
| • Speakers | 2 per year | 7.3% of offerings |
| • Films | 3 or 4 per year | 9.7% of offerings |
| • Trips | 4 or 5 per year | 12.8% of offerings |
| • Novelty | 5 or 6 per year | 15.9% of offerings |
| • Cultural | 4 or 5 per year | 12.8% of offerings |
| • Campus | at least 5 per year | 15.9% of offerings |



THERE ARE NO SACRED COWS



PRESERVE



Weekend/GMs

Reputation

CONCERTS

Job Descriptions*

Variety of events*

Proactiveness

Weekly meetings

affordable prices

friendships

hands-on involvement

Unity

Student-led/student-centered

ENHANCE



crowd (have diversity)

social events

MERCH

General Members

Communication (GMs + Exec Board)

Promotions/Advertisements

Chain of Command

different kinds of entertainment

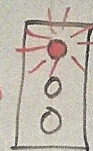
image

Teamwork

Campus Image

Collaboration \Rightarrow one

TRANSFORM



small office

Comedy shows ***

DANCE CAMP

Agenda/mission*

Involvement

GM management/Rewards*

Strict concert/comedy
mentality

Diversity

Stigma

ethnicity.

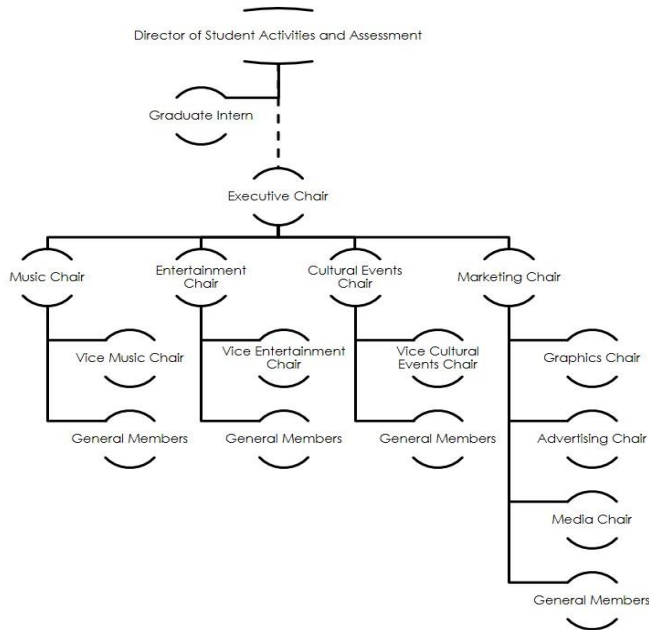
Roles

hiring practices/requirements

BUILDING STATIC FROM SCRATCH: PLANNING FOR TRANSITION AND CHANGE

STATIC (Student Activity Committee)

INDIANA UNIVERSITY OF PENNSYLVANIA



Action Steps - Spring 2016

1. Identity and Branding

- Name
- Logo
- Tagline
- Promotional Items

2. Executive Board Selection

- Establish timeline
- Advertising search and distributing applications
- Identify selection committee members
- Conduct interviews
- Hire and shadowing

3. Constitution and University Recognition

- Update Constitution
- Apply for updated University recognition for a new organization

4. Internal Updates

- Update Operations manual and ALL subsequent paperwork
- Search out and confiscate all old TEN / BEC identifiers
- Lobby for combined office renovation
- Purchase new infrastructure, as identified

STEP 1: IDENTITY and BRANDING

Name Pros and Cons:

ONE (Our Network for Entertainment / Organization for New Entertainment)

SPIN (Student Programming Network)

STATIC (Student Activity Committee) - RECEIVED 10 YEAS, 1 NAY

WOE (We Only Entertain)

IUE (I Usually Entertain)

HEY (Hype Entertainment for You)

LIVE (Let IUP View Entertainment)

AND (A New Demand)

SNAP (Student Network for Activities and Programming)

Logo Sketches:

Tagline Ideas:

New Promotional Ideas:

STEP 2: NEW EXECUTIVE BOARD SELECTION

Establish Timeline:

Including 1.) Advertising and applications available, 2.) Establishing search committee, 3.) Conducting and preparing interviews, 4.) Identifying hiring criteria, and 5.) Hiring and shadowing starts

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
February 7	8 ADVERTISE HIRING	9	10 FINAL APP. REVISION DUE	11 APPLICATIONS AVAILABLE	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	March 1 APPLICATIONS DUE	2	3 FINALIZE INT. SCHEDULE	4 SEND INT. SCHEDULE	5 -----
6 -----	7 -----	8 -----SPRING-----	9 -----	10 -----BREAK-----	11 -----	12 -----
13 -----	14 INT. QUESTIONS FINALIZED	15 [-----	16 -----	17 -----	18 --INTERVIEWS--	19 -----
20 -----	21 -----	22 -----] FINAL DECISIONS	23 DECISIONS CONFIRMED	24	25 DECISIONS RELEASED	26
27	28 SHADOWING BEGINS	29	30 FIRST MEETING W/ NEW TEAM	31	April 1 RECOGNITION DEADLINE	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
May 1	2 FINAL TRANSITION	3 -----	4 -----FINALS-----	5 -----FINALS-----	6 -----	7 TEN & BEC DISBANDED

STEP 3: UNIVERSITY RECOGNITION

Draft and Submit Constitution and Other Recognition Documents:

- **Identify workgroup:** B. Richardson-Jones, K. McLeod, E. Eady, D. Redding, and Z. Clark
- **Set first reading date (for feedback):** Wednesday, February 17, 2016
- **Set second reading date (for approval):** Wednesday, March 2, 2016
- **Submit to CSL, SGA, and Co-op:** by Friday, March 1, 2016
- **Complete official recognition:** by Friday, April 1, 2016

Identify P.E.T. Areas:

- **PRESERVE:**
- **ENHANCE:**
- **TRANSFORM:**

STEP 4: INTERNAL UPDATES

Revise Operations Manual (and all subsequent paperwork):

- **Identify workgroup:**
- **Set first reading date (for feedback):**
- **Set second reading date (for approval):**

Identify P.E.T. Areas:

- **PRESERVE:**
- **ENHANCE:**
- **TRANSFORM:**

Remember to seek out and confiscate the old (anything with TEN or BEC on it):

What we need (to acquire or purchase) in order to succeed:

STEP 5: LIFT-OFF and FINAL CONSIDERATIONS

What are we forgetting?

What do we need to complete over the summer?

How will the new staff interact?

What are our new strengths, weaknesses, opportunities, and threats?



THE STUDENT COOPERATIVE ASSOCIATION, INC.

INDIANA UNIVERSITY OF PENNSYLVANIA

HADLEY UNION BUILDING • 319 PRATT DRIVE • INDIANA, PENNSYLVANIA 15701 • (724) 357-2590

STATIC to replace TEN and BEC as IUP's official student programming organization

STATIC achieved official university recognition on April 5, 2016

TEN and BEC will dissolve as of May 6, 2016

INDIANA, PA (April 6, 2016) – Starting with the 2016-2017 academic year, student programming at Indiana University of Pennsylvania (IUP) will forever change. The two long-standing student programming organizations, The Entertainment Network (TEN) and Black Emphasis Committee (BEC), will be replaced by one larger, collaborative organization, known as the Student Activity Committee, or STATIC. STATIC will continue to provide both large-scale (concerts, comedians, and speakers) and homegrown (films, trips, novelty, and cultural) events for the IUP campus community, as well as support for major campus programming initiatives, such as Homecoming and Welcome Weekend.

TEN and BEC were both originally conceived in the 1960s to meet the demand for entertainment and social activities for students at the university, and have remained active on campus ever since. The Student Cooperative Association assumed advisorship of TEN in 2003, transitioning from the Center for Student Life, and BEC in 2009, transitioning from the African American Cultural Center, so as to centrally house organizations responsible for large, campus-wide programming efforts. Yet, due to various environmental and organizational factors, the Executive Boards of TEN and BEC voted to dissolve the organizations as of May 6, 2016, and create a new organization as a replacement.

STATIC submitted recognition materials and its constitution to the Center for Student Life and Student Government Association (SGA) on March 18, 2016, and received official university recognition by unanimous vote of the SGA General Assembly on April 5, 2016. Selection for the STATIC Executive Board occurred throughout February of 2016, coordinated by graduating Executive members of TEN and BEC. Final decisions were confirmed by the TEN and BEC Executive Boards on March 23, 2016. Serving as the inaugural STATIC Executive Board, membership includes Danielle Redding (Executive), Asante Stevenson (Music), Maren Fadley (Vice Music), Jada Brentley (Entertainment), Abigail Plowcha (Vice Entertainment), Elisha Eady (Cultural Events), Callie Campbell (Vice Cultural Events), Constance Brown (Marketing), Karen Plate (Graphics), Jade Williams (Advertising), and Shantall Taylor (Media), as well as thirty general board members. Zach Clark, Director of Student Activities and Assessment of the Student Cooperative Association, will continue to advise the organization.

For more information on STATIC and the transition from TEN and BEC, visit www.coop.iup.edu/ten or www.coop.iup.edu/bec, or follow the organizational social media accounts, including Facebook (facebook.com/TENIUP or facebook.com/blackemphasiscommittee), Twitter (@10atIUP or @BEC_IUP), and Instagram (@10atIUP or @BECIUP). STATIC's first confirmed events will occur during IUP Welcome Weekend 2016, including the Drive-In Movie on Friday, August 26, and Happening at the HUB on Saturday, August 27.

Contact:

Zach Clark, Director of Student Activities and Assessment
Student Cooperative Association, Indiana University of Pennsylvania
(724) 357-1393
z.n.clark@iup.edu

####

The Student Activity Committee (STATIC) is a student-centered, student-led major campus event programming organization at Indiana University of Pennsylvania (IUP). STATIC's mission is to provide high-quality, student-centered, diverse entertainment to the IUP campus community. STATIC provides activities and events of a recreational, social, cultural, and educational nature to the students of IUP and gives students with opportunities to shape their environment through the selection, production, promotion, management, and evaluation of concerts, comedians, speakers, trips, novelties, and more. STATIC sponsors approximately thirty major events each year for the IUP campus community.

S.W.O.T. ANALYSIS - STATIC CREATION

<p>Strengths</p> <ul style="list-style-type: none"> • New ideas • Strong reputation • Larger org - more opportunities • Committees will increase GM involvement • Fresh start • Greater reach / ability to serve • Vice Chairs increase help at events • One name - no competition • Mission to serve all populations on campus • Strong budget • Diverse people and programs • Timing of the new organization 	<p>Weaknesses</p> <ul style="list-style-type: none"> • Trial run - new organization • Marketing new identity • Bigger board, bigger problems • Campus expects so much from this org • Overlook it since people are unfamiliar • Familiarity is low • Scheduling conflicts, resource conflicts • Rough rollout • Clashes / conflicts • New Executive Board members • Campus pushback to new organization
<p>Opportunities</p> <ul style="list-style-type: none"> • Take advantage of diverse populations • Eliminate confusion of identity • Ground up mentality • Experience • General member involvement • Variety of people • Open-minded to change • Bigger and better • Increased outreach • Better brainstorming abilities 	<p>Threats</p> <ul style="list-style-type: none"> • Professionalism • Inexperience of new members • TEN + BEC = STATIC, but not true • Internal hire limits • Pressure to keep TEN and BEC structures, low buy-in from campus • Lower involvement • Committee structure is new - will it work? • Identity crisis • Failing to gain support from campus • Strong Executive Chair • STATIC turns into TEN vs. BEC • Racial tension