

Princeton USG Senate
Meeting 7
March 20th, 2022
8:00 pm EST



Introduction

1. Question and Answer Session (2 minutes)
2. President's Report (Mayu Takeuchi, 2 minutes)

New Business

1. Committee Updates (10 mins each)
 - a. Austin Davis (Academics)
 - b. Audrey Zhang (Sustainability)
 - c. Madison Linton (Social)
2. DEI Referendum Vote (Braiden Aaronson, 15 mins)
3. Budget Proposal: Princeton Perspectives Project - \$1000 (Stephen Daniels, 2 mins)
4. Internal Resources working group Update (Dillion Gallagher, 15 mins)
5. Mental Health Referendum Update (2 mins)
6. Attendance Report (Charlotte Selover, 2 mins)

President's Report, March 20
Mayu Takeuchi

From week of Mar 14

- Weekly meeting with Dean Tom Dunne, 3/14
 - Discussed efforts to increase engagement in USG elections, especially running to serve on Class Government and U-Council
 - Discussed strategies for advocating for mental health resources
 - Checked in about progress of task forces and accountability mechanisms to ensure effective work
- General Elections Open House, 3/14
 - Went great!
 - Thanks to Sarah, Stephen, Isabella, Dillion, Mariam, Audrey, Braiden, Eric, and Adam, and Hannah for repping USG at the open house!
 - Had 100 boba teas - all gone, which meant we shared elections info with at least 100 people
 - Had sit-down 1:1 and small group conversations about our roles on USG
- Elections, generally
 - Referendum open house
 - Audrey & I put up posters – thank you Sarah for designing them and Dillion and Hannah for reviewing!
 - I've had about a dozen one-on-one conversations with students so far, including calendly sign-ups and at the open house
 - Developed a video, to be posted on Instagram
- Strategy for mental health referendum
 - 1:1 meetings with VP Calhoun and 15 USG Senate members to discuss the substance of our advocacy for the mental health referendum
 - Updates to be shared by Stephen at 3/20 Senate meeting
 - The referendum is just one tool in our overarching strategy to advocate for better mental health resources for students
- Town Hall, 3/15
 - Went well!
 - Approximately 15 administrators and 60 student attendees
 - Covered topics including the reasoning behind the recent updates to guidelines (monthly testing, masking optional) and support and resources for immunocompromised students
 - Thanks to Hannah & Sarah for coordinating, and to Charlotte, Braiden, and Alen for taking notes!
- Meeting about Move-Out/Resale+ with Kristi Wiedemann (Office of Sustainability) and Sean, 3/16

- Discussed strategy for institutionalizing the Move-Out/Resale+ program for future years (donating dorm items at the end of spring, sold at lower cost at the beginning of fall → affordability and sustainability benefits)
 - Recognized significant and increasing student demand for the program
 - Will convene meeting in mid-April with key administrator stakeholders
- Communication with Emma Parish and others (Office of Admissions) about the Princeton Pals program
 - Announced in March 20 newsletter
 - An opportunity for '26 to be paired with current students – exciting!
- Meeting with Emily Singer and Mary Buckley (Office of Admissions) and Walker
 - Planned steps for creating a Welcome Video for the Class of '26 from the USG
 - Since the meeting, Walker and I have contacted select USG members to schedule a filming session in late March
 - Vision: a friendly/personal ~3 minute video where USG members share their favorite moments from their Princeton experience, followed by me encouraging Princeton Pals
- Meeting with Jessica & Maddy, University Office of Communications, 3/16
 - Discussed opportunities for me to share a message via central Princeton accounts as we head into the later half of the semester
- Meeting with Madi re: Lawnparties Updates, 3/17
 - All moving forward smoothly, including with artist bids, taking into consideration pre-Lawnparties survey feedback
 - Thanks Madi and to the Social Committee members for all your thoughtful work to bring together our first Spring lawnparties in three years!
- Meeting with Caitlin re: role of historian and archival projects, 3/18
 - Planned for projects to move forward: developing a landscape analysis assessing the archival materials currently available
 - Will check in in two weeks to assess progress
- Meeting with Audrey, 3/18
 - Great presentation to the Princeton Sustainability Committee (administrators, faculty, and students convened to discuss campus issues relevant to sustainability) this past week! Audrey shared updates about the work of the Sustainability Committee
 - Thanks Audrey and to the Sustainability Committee members for all your hard work to build sustainability our campus culture!
- Meeting with Avi, 3/19
 - Discussed priorities and progress of the USLC
 - Avi advocated to bring mental health as a focal theme of the upcoming USLC meeting on March 28 – amazing! USG, GSG, and the USLC working group will

be presenting updates. Either I or Hannah will be presenting updates on behalf of the USG.

- Moving forward conversations about disciplinary processes
- Thanks Avi and to the USLC for your continued efforts to better represent and advocate for student interests!
- Meeting with Austin, 3/19
 - Discussed priorities and progress of the Academics Committee
 - Anticipating an exciting update at the March 21 CPUC meeting!
 - Thanks Austin and to the Academics Committee for your ongoing work especially on long-term initiatives!
- Meeting with Braiden, 3/19
 - Discussed DEI referendum and opportunities to institutionalize DEI in the work of USG
 - Planned towards meeting with the Office of Institutional Equity & Diversity
 - Thanks Braiden and to the DEI Committee for your thoughtful work to weave the principles of DEI into all aspects of our work as USG!
- Meeting with Isabella, 3/20
 - Checked in about progress and priorities of CCA, planned a follow-up conversation
 - Thanks Isabella and to the CCA Committee for your innovative ideas and plans for connecting us with our local community!

Upcoming items for week of Mar 21

- Meeting with VP Calhoun and Dr. Chin, 3/21
- Weekly meeting with Dean Dunne
- CPUC 3/21
- Meeting with Jed Marsh, Office of Institutional Research, 3/22
- Meeting with Michelle Minter and Shawn Maxam, Office of Institutional Equity & Diversity
- Meeting with new President of the Inter-Club Council
- Meeting with Cecily Swanson and Mary Alexander to begin planning Academic Expo for Class of '26

USG Movies Committee Spring 2022 Mid-Semester Report

Committee Members:

Addele Hargenrader	addeleh@ 2024	Garden Theatre
Melina Huang	melinah@ 2023	Social Media
Sam Liu	stliu@ 2022	Partnerships & Outreach
Will Rehm	wrehm@ 2024	Garden Theatre
Charles Roth	charlieroth@ 2024	Outdoor Movies, Garden Theatre
Cheyenne Zhang	cz10@ 2022	Chair

Committee Meetings:

- Thursdays @ 4:45pm (Previous: 2/4, 2/12, 2/15, 2/24)

Garden Theatre:

Spring 2022 Garden Theatre Data:

Event	Registered	Waitlist	Attended	% Attended	\$
2/18 (Fri) – The Big Sick	66	0	31	46.97%	\$279
2/19 (Sat) – Pride & Prejudice	163	0	90	55.21%	\$810
2/24 (Thu) – Belfast	62	0	35	56.45%	\$324
2/25 (Fri) – tick...tick...BOOM!	49	0	24	48.98%	
2/26 (Sat) – tick...tick...BOOM!	30	0	18	60.00%	\$387
3/3 (Thu) – The Batman	287	8	119	41.46%	
3/4 (Fri) – The Batman	207	71	109	52.66%	
3/5 (Sat) – The Batman	209	43	136	65.07%	\$3,429

Takeaways from Data:

- Average attendance is currently **53.35%**, up from last semester's 48.59% - Total spending of **\$5229** for the first half of the semester
- The Garden Theatre was able to start Thursday showings again for us this semester; seem to be the most popular (**Thursday > Friday > Saturday**)
- New releases have the most attendance (and also are the most expensive); unfortunately, not too many in the spring that overlap with student interest / Garden Theatre availability
- Other: Spring 2022 Undergraduate Student Body Movie Poll had **559 responses**

Goals Moving Forward:

- Capitalize on having Thursdays again!

- Increase attendance:
 - Instagram engagement
 - Reminder emails
 - Continue to tweak allowed capacity on CampusGroups
 - Aim to have movies not available on streamers
- Work on marketing (have started using listservs in addition to USG newsletters)

Outdoor Movies:

**Note: Due to winter weather, we have not held any Outdoor Movies in the first half of this semester*

Last Semester:

- Mean Girls, Knives Out, Shang-Chi and the Legend of the Ten Rings

Upcoming:

- Planning to hold 3-4 from early April to mid-May, with the first one being a larger kickoff event

Outreach/Partnerships:

Last Semester:

- Eternals @ AMC Marketfair

Upcoming:

- Dr. Strange in the Multiverse of Madness @ AMC Marketfair
- California King — feature film by Princeton alum, to be released in April - Ivy Film Festival — collaboration with the Ivy League's premiere film festival - Possible guest speaker

Social Media:

Instagram: @princetonusgmovie

This Semester:

- Currently 800+ followers; started from 0 in November 2021
- Weekly stories + posts promoting our events
- Recently transitioned to a more “meme”-focused style
- Ongoing giveaway series has already greatly increased engagement; will run for the next couple of weeks

Upcoming:

- Continue giveaway series to further increase following and thus attendance at our events