**Student Affairs and Campus Life Advisory Committee Minutes**

Meeting time, place and date:

Wednesday, 19th 8:00am

Committee members present:

* Christopher Ryder (Chair)
* Laura Wilson
* Veena Ravishankar (Secretary)
* Cate Brewer
* Ginny Morriss

Ex-officio:

* Cedric Rucker, Associate Vice President & Dean of Student Life
* Juliette Landphair, VP for Student Affairs, Student Affairs

Nonvoting student members:

* Kayla Estes
* Kaylee Deardorff

Introductions

* Kayla Estes
* Paige Shiplett, Assistant Director of Marketing and Social Media Coordinator

Approval of Minutes

- Approved

November- Approved

Officers’ Reports (if applicable)

Other Reports

Items of Business, including Motions

* Fake photos and fake accounts can be used for hateful message on yikYak. It is anonymous and affects students. Even though the damage wanes away but the student(s) affected by it negatively carry it with them for a while.
* These platforms had ancestors such as College confidential. YikYak went up and down in terms of popularity.
* It is also used for positive purposes to advertise events, socialize and get together.
* Are there any legal sides to this platform use?
	+ Certain rules should be followed on platform, if it is crossed account gets suspended and have to get in through a phone number.
	+ It is a very fine line to discern threat, hate speech vs hate crime
* Interactions with YikYak from student perspective:
	+ There are positive events, but also a negative side to it
	+ Started off positive beginning of the semester, but it got negative as certain groups/individuals got targeted more.
	+ Instagram is also being used more in parallel, misconnections is also huge. Fun poked on UMW not having Greek life and football team
	+ This adds to all sorts of mental health issues
* Students are engaging more right now online and did not feel well rested enough and sad
* Some UMW memes are very famous as well
* Reputation control:
	+ being a perspective student will highlight the negativity
	+ student retention and student mental health/experience is of major concern
* How to increase the positivity?
	+ Knowing is important in first place, trying to understand what they are trying to communicate
	+ Bring it up to concerned parties if such things occur
	+ Can be addressed ground up, different departments have different aspects to help
	+ Very few reaches higher level authorities and there is accountability. Can also involve law and enforcement.
	+ In large, it is a social issue
* Topics for next couple of months
	+ Chief diversity officer

Adjournment and next meeting details

The meeting adjourned at 8:51 am.

Next meeting time February 23rd 8:00am