

4-11-2013

Minutes, Arts & Sciences Finance and Service Committee Meeting, Thursday, April 11, 2013

Arts & Sciences Finance and Service Committee

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Recommended Citation

Arts & Sciences Finance and Service Committee, "Minutes, Arts & Sciences Finance and Service Committee Meeting, Thursday, April 11, 2013" (2013). *Finance and Service Committee Minutes*. Paper 20.
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Minutes of the April 11, 1013, Finance and Service Committee

Attending: Micki Meyer, Eric Zivot, Elise Ablin, Bob Moore, Paul Reich, Joe Siry, Cynthia Snyder, Leon Hayner, Mary Faith Birthisel, and Rick Foglesong (invited guest)

The meeting began at 12:30. Minutes taken by Paul Reich.

Old Business

Micki Meyer noted that Rollins has now been designated as a Fair Trade College.

New Business

Rick Foglesong addressed the committee on the impact of the SunRail on the college community and the steps Rollins can take to enhance the relationship between the school and this commuter initiative.

Rick began by noting that the SunRail is good for college and for the larger metropolitan area. Students, faculty, and staff will now have opportunities to connect to the school through the Winter Park SunRail station. These connections could allow access to more affordable housing for members of the college community and could lead to increased access to athletic fields removed from campus.

As part of a group of local stakeholders, Rick asked F&S to support a number of initiatives (reproduced below from his handout) he believes will help enhance the effectiveness of SunRail in reaching the college community:

- One, developing a protocol for selling fare cards to employees using pre-tax dollars...and doing this asap—as a model for other employers.
- Two, providing employee *addresses* to reThink, an FDOT consultant, so they can map these addresses to determine potential transit ridership.
- Three, providing employee *names and addresses* to reThink for the purpose of creating focus groups in support of a social-marketing campaign.
- Four, aiding a social-marketing campaign directed toward our employees by a) giving some employees 1-2 hours of time-off for 1-2 focus groups; b) allowing the social-marketing campaign to communicate, using campus email or other media, with potential transit riders among our employees; and c) otherwise supporting this initiative.

The committee discussed these initiatives and had some confidentiality concerns about numbers two through four. A motion was made and approved to direct Bob Moore to send a letter to Jeff Eisenbarth in full support of initiative one; support of initiative two with employee names removed from personal addresses; and support of initiatives three and four provided these initiatives do not violate any existing laws regarding the disbursement of this information. Furthermore, our support of these measures is conditional on the assurance that employees will be able to opt-out of unsolicited correspondence.

The meeting adjourned at 1:45.