Thank you for taking the time to read the 2015-2016 annual report of the Auburn University Student Government Association. On behalf of the Student Government Association’s Executive Council, Cabinet, and Student Senate, it has been an honor and privilege to serve this incredible university that we call home. The accomplishments of our year are reflections of the hard work and dedication of countless Auburn students and administrators who desire to give voices to students and see our university improve each and every day.

SGA’s mission is “serving and promoting the individual student; unifying all that is Auburn.” At the start of our term, we spent time creating a vision for how we wanted to fulfill this mission. We formulated five strategic priorities – improving students’ facilities, promoting students’ finishing in four, enhancing student engagement, expanding co-curricular education, and enhancing students’ athletic experience. In addition to projects that helped accomplish these strategic priorities, this report includes many other programs and projects that were completed throughout the course of the year.

We are grateful to have had the opportunity to serve a university we so deeply love and appreciate. Though a short amount of time in Auburn’s long history, we hope that our time serving through student government has left Auburn an even better university than it was a short year ago. We are excited to see SGA continue to serve, promote, and unify students, and we are grateful for how this organization has shaped our time at Auburn University.

No matter your role in the Student Government Association, thanks to each of you for your contribution in serving our school. This year was a team effort, and we count it a blessing to have gotten to walk alongside and befriend you all.

God Bless & War Eagle!

Walker Byrd, President 2015-2016
Student Government Association
GOALS FOR THE YEAR

VISION: “SGA WILL BE APPROACHABLE AND ENGAGED WITH THE STUDENT BODY, CULTIVATING AN ENVIRONMENT FOR STUDENT SUCCESS AND ENHANCING THE AUBURN EXPERIENCE.”

THE SGA EXECUTIVE BOARD WILL STRIVE TO:

1. IMPROVE STUDENT FACILITIES
   See the Auburn Memorial to fruition
   Initiate Student Activities Center renovation
   Begin conversation for Student Center expansions

2. PROMOTE STUDENTS FINISHING IN FOUR
   Update class registration model
   Evaluate final exam experience
   Promote Student Success Advising Center
   Increase implementation of Open Educational Resources

3. ENHANCE STUDENT ENGAGEMENT
   Improve International Students’ Auburn experience
   Implement “This is Why” Campaign
   Develop Auburn Answers application

4. EXPAND CO-CURRICULAR STUDENT EDUCATION
   Increase student financial literacy
   Provide financial counseling resources
   Promote mental health awareness

5. ENHANCE STUDENTS’ ATHLETIC EXPERIENCE
   Improve game-day experience
   Provide athletic programming
BY THE NUMBERS...

87 STUDENTS RAN IN THE SPRING ELECTIONS

150 STUDENT LEADERS IN SGA

8,880 STUDENTS VOTED IN THE SPRING ELECTIONS

AUBURN CLASS RING SALES INCREASED BY 75%

24 ORGANIZATIONS PARTICIPATED IN THE HOMECOMING PARADE

6,000+ NAMETAGS WERE DISTRIBUTED ON HEY DAY
60,000+
Shakers were distributed in the student section.

45
Freshman mentored to be Auburn’s future leaders.

2,000+
Nametags were distributed through the Say Hey Dining campaign.

18
Auburn women participated in the Miss AU program.

1st
Place finish in mascot national championship by Aubie.

216
Students applied for cabinet.

1,000+
Auburn Answers submissions have been processed this year.

46
Student organizations requested organizational seating.

60,000
Dollars raised for the Auburn Memorial.
MELL STREET CLASSROOM BUILDING & EINSTEIN BROS BAGELS

The Academic Affairs team worked with library faculty and staff members to determine plans on the layout of classrooms, study spaces, and structural layout of the new Mell Street Classroom Building. Construction is scheduled to be completed in summer 2017 and will feature the dining venue Einstein Bros. Bagels, which was selected by the student body in the spring 2015 elections.

MENTAL HEALTH TASK FORCE

SGA initiated a Mental Health Task Force comprised of 37 students, faculty, administrators and community members who examined the holistic statues of mental health at Auburn University. The Task Force met during Fall 2015 and formulated a proposal that will be presented to upper university administration in late February 2016.

EXTERNAL AFFAIRS

The External Affairs team restructured Lobby Board to be divided into federal, state, and local committees. The External Affairs team coordinated voter registration drives, Lobby Day, and Higher Education Day and visited Montgomery to shadow lobbyists. Over 40 students attended Higher Education Day last April and over 50 are estimated to attend this year. Through the efforts of the External Affairs team, over 400 students were registered to vote this year.

AUXILIARIES

This year SGA partnered with Parking Services and the Beat Bama Food Drive to create incentives for students to donate canned goods. During the last two weeks of the Beat Bama Food Drive, students had the opportunity to eliminate the cost of a parking ticket. Students could donate up to 25 cans and for every can donated, $2 would be removed from the ticket. The student organization who donated the most cans to BBFD had the opportunity to receive five “park anywhere on campus” passes to be used during final exams week.

BETTER RELATIONS DAY

The Better Relations Day team provided a one-day conference that engaged student leaders from Auburn, the University of Georgia and the University of Alabama. The day included large group discussions on issues facing college students, a campus tour, collaborative small group discussions, team building activities and opportunities to network and build camaraderie with fellow student leaders at peer institutions.

GUIDEBOOK

SGA developed a guide on the Auburn Guidebook app to provide students with a new platform to access the latest updates and events from SGA. A guide for Auburn Answers will be installed in the upcoming semester.

MELL STREET CLASSROOM BUILDING & EINSTEIN BROS BAGELS

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AUBURN ANSWERS

Two new Auburn Answers kiosks were added to Foy and the Lowder Lounge this year. Nearly 1,000 submissions have been processed by Auburn Answers this year.
FIND LECTURE
The 2015 final Lecture was given by
Dr. Stuart Wentworth on the topic of
“Electromagnetics and Life: A Strained
Analogy.” The student body voted in the
spring elections and selected Tracy Richards
to present this year’s Final Lecture in April.

WEAGLE WATER
STATIONS
In response to Auburn Answers submissions
requesting more Weagle Water stations,
new water stations were installed to existing
water fountains on campus. The Weagle
Water signage was replaced with an
updated logo at all of the stations.

STATE OF THE STUDENT
BODY ADDRESS
This year was the first year that SGA and UPC co-sponsored the State
of the Student Body Address. Four student leaders, three from SGA,
including SGA President Walker Byrd, were given the opportunity to
speak to the student body at large about the direction of the university
and the student body. President Walker Byrd was able to present goals
and visions for the year in SGA to the student body as a whole.

CHARGING STATIONS
Through the suggestions submitted through Auburn Answers, the
Facilities team pursued and installed mobile charging stations in the
library and in the Student Center.

HEY DAY
Over 6,000 nametags were passed out to students at Hey Day this
year. This year’s theme was “Say Hey Beyond Today” and featured
performances by student artists, the Auburn University Cheerleaders,
Tiger Paws, AU Rhythm, AU Cappella and Aubie the Tiger. The
Hey Day team has continued to develop the “Say Hey” campaign
which encourages students to say hey and thank on-campus dining
employees for their service.

AUBURN MEMORIAL
The Auburn Memorial has been an initiative SGA has pursued for the
past 8-9 years. Over the past year the Auburn Memorial gained traction,
and this year SGA was able to pursue the Board of Trustees’ approval
in order for the project to break ground in March. The Auburn Memorial
will stand to honor Auburn University students, faculty, staff, alumni, and
all members of the Auburn Family who have passed away. The memorial
will serve as a visible and permanent location for the Auburn Family
to posthumously memorialize those with a connection to the university.
CAMPUS DINING
Dining changes this year included the use of more local food, a greater variety of food trucks, a Chick-fil-A wait line shortened from 12 minutes to 5.5 minutes, and food options at Plains To Plate that are entirely gluten-free.

CAMPUS SAFETY WALK
Over 50 students and 12 Police officers took part in safety walk this year. SGA submitted a report to Facilities and will be working with them in the future to improve campus safety.

GOTCHA BIKE PROGRAM
SGA worked with Parking Services to implement a Bike-Share Program through the Gotcha company. Students can download an app which allows them to rent a bike to use on campus. On-campus bike racks provide the details that students have two hours to rent the bike for free and after those two hours, students are charged $3 for every hour that the bike is not returned. Students can return the bike to any of the Gotcha bike racks.

FRESHMAN FORUM
Freshman Forum coordinated Up All Night where SGA members passed out scantrons, 260 dozen donuts and 100 gallons of Orange Juice to the student body during final exams week.

TIGER SCHEDULER
The Tiger Scheduler class registration tool was implemented this year, providing students with a more interactive class registration process. Tiger Scheduler allows students to create a class schedule that is more compatible with their scheduling needs.

HOMECOMING
Over 24 on and off campus organizations participated in the annual Homecoming Parade. This year, the Homecoming team partnered with UPC to bring the “Plainsfest” concert to Auburn. The concert featured artists Matt Wertz and Parachute.

INTERNATIONAL STUDENT RELATIONS
Two cabinet positions were created this year in order to bridge the gap between SGA and international students on campus. Our two directors of international students established a partnership with Auburn Global to welcome international students and hear their concerns.

ORGANIZATIONAL SEATING PROGRAM
The OSP program distributed over 60,000 shakers in the student section for every home football game this fall. The GPA based program had 46 applicants for organized seating. A New Member Block Seating area was established in an effort to alleviate traffic flow and prevent seat saving issues.
AUBURN RINGS
Through the collaborative marketing efforts of OCM, the Alumni Association and SGA, the Auburn Balfour Class Ring sales increased by 75 percent. The Finance and Balfour teams improved student engagement through providing incoming freshmen with Ring Pops at every Camp War Eagle session, increased the marketing of Ring Sales Week, Ring Night and both Ring Ceremonies, and created an official rings@auburn.edu email account was to provide students with more information about Auburn Class Rings.

SALARY REVIEW BOARD
This year the Salary Review Board was called to initiate a review of student leader’s payment packages. We collected reviews from every Student Activity Portfolio executive officer who receives a salary. In the upcoming year, the Salary Review Board will evaluate the salary reviews and produce an updated payment package for each executive officer.

CAPITOL ON THE PLAINS
Over 50 students attended Capitol on the Plains this year. The event featured Congressmen Mike Rogers and Gary Palmer who spoke on a variety of issues that affect students.

ELECTIONS
Through the work of the Elections and Marketing teams, there was a successful voter turnout in elections this year. In the Miss Homecoming elections, 4,584 students voted. The Elections team promoted declarations of intent for minor and major candidates through a “You Can Be the Change” campaign. SGA promoted spring elections week with a “Why I Vote” theme that encouraged students to see the importance of elections and participate in voting. Through these efforts, 8,880 students voted in the spring elections, resulting in a 34.03 percent voter turnout.

UNDERGRADUATE RESEARCH AMBASSADORS
The Undergraduate Research Ambassador program was created in 2015 as an evolution of the Undergraduate Research Board. These 12 ambassadors serve students in many different areas of campus as they seek out research opportunities, hold office hours for walk-in appointments, and speak to prospective Auburn students at different events. The Academic Affairs team began discussions with Academic Support Services to begin developing ways to integrate all academic resources into one convenient online portal.

FINANCIAL LITERACY
SGA worked with student focus groups, faculty, staff and administrators from the Office of the Provost to discuss current student financial practices and to create a Financial Literacy Survey for students.
CAMPUS SAFETY APP
SGA worked with the Office of Public Safety to bring the Rave Guardian safety app to campus. This app adds another layer of safety to student life at Auburn with important features such as location services, a panic button and tip texting.

ATHLETICS
The Game-Day experience team created a committee to evaluate the current game-day experience for students at all athletic events. The Athletic Programming team enhanced communication with administrators within the Athletics Department in order to improve the student game-day experience. SGA communicated student feedback to administrators and pursued changes in developing the student ticketing system for athletic events. The Athletic Programming team also organized 10 summer pep rallies for Camp War Eagle sessions to welcome incoming freshmen to the Auburn Family. The pep rallies featured the Auburn University Pep Band, Cheerleaders, Tiger Paws and guest speaker Bruce Pearl.

MISS AUBURN UNIVERSITY SCHOLARSHIP PROGRAM
Eighteen Auburn women participated in the “Rockin’ and Rollin’” themed Miss AU program this year. Susanna Bagwell was crowned Miss AU 2015-2016.

VERIZON AMBASSADOR PROGRAM
The Verizon Chairperson and five Verizon Brand Ambassadors enhanced student engagement and improved the marketing of Verizon’s services on campus. Through the work of the Verizon Ambassador program, Verizon has played a part in over 10 events this year, including: Verizon Loves Auburn Day, basketball games, A-Day, Camp War Eagle, Better Relations Day, Honors College Service Week, Graduate Student Orientation, Hey Day, and The Big Event. The ambassadors also played a vital role in marketing the launch of Verizon’s new app, Go90.

NEW CROSSWALK
The Auburn SGA Facility team has partnered with the Facilities Department to fund a project for the improvement of the intersection at Wire Road and Heisman Drive. Plans have already been set and the project is expected to be completed by the end of the summer.
The Code of Laws and Rules Committee completed an audit of the SGA Code of Laws in order to ensure that the laws were current and easy to understand.

The Diversity and Multicultural Affairs Committee gathered information and produced the inaugural SGA Diversity Report. The DMAC committee assigned committee members to diverse and multicultural student organizations on campus in order to ensure student representation in those groups. The committee also passed a commendation for Susan Kiechel who worked to improve gender equality in Auburn Athletics.

The Budget and Finance Committee improved the organization of accounts and created a tracking system for the SAP accounts. The B&F Committee also worked to enhance communication and transparency between SAP’s and SGA.

The Student Affairs Committee began the year by reorganizing and having a centralized purpose to establish open and frequent communication with student organizations in order to better represent the student voice. The committee promoted the Green Dot Program and passed a resolution in support of the program. The committee also brought to light student concern on the transparency from university schools and colleges in regard to the allocation of student professional fees. Senators passed a resolution to recommend better transparency of Student Professional Fees.

The Academic Affairs Committee passed a resolution and suggestions to implement a university-wide Course Outline Bank.
On behalf of the 2016-2017 SGA Executive team, we could not be more excited and humbled to take on these roles and serve this incredible university. Auburn University does an incredible job of supporting students and providing them with many unique opportunities to learn and grow together both in and outside of the classroom. As the Student Government Association, we are tasked with enhancing the student experience as much as possible. Over the next year, we will work to ensure that SGA fully represents each and every student. We are looking forward to the year ahead and the opportunities we will have to enhance the collegiate experience at Auburn.

*War Eagle!* Jesse Westerhouse,  
*SGA President 2016-2017*
SERVE, PROMOTE, UNIFY.

WWW.AUBURN.EDU/SGA

AUBURN UNIVERSITY IS AN EQUAL OPPORTUNITY EDUCATIONAL INSTITUTION/EMPLOYER.