

Order of The Golden Bear

ΕΙΣΩΚΟΣ
ESTABLISHED 1900

Usual Place, October 1st, 2024

The meeting was convened at 6:00pm.

Items for the good of the Order:

- A Fellow invites all Fellows to Fenton's Creamery after this discussion.
- A Fellow made three announcements to the fellowship:
 - He requests assistance in leaving the building after meetings.
 - He solicits donations from the fellowship to an unspecified campus/Order fund to help him cover his cost for the Order's semi-annual banquets.
 - He believes a new Alumni Secretary should be appointed.
- A Fellow shares that College Game Day is this Saturday. Another Fellow encourages early participation as the event will take place from 6 AM to 9 AM.
- The Warden invites the Berkeley community to the Arleigh William's Forum on Friday, October 18th, from 11:30 am to 12:30 pm in the Maude Fife Room on Floor 3 in Wheeler Hall. Our esteemed guest speaker will be Jennifer Simon O'Neill.

Items for the good of the University:

The Warden opens the floor for discussion.

- *What is the impact of the transition to the ACC on Cal Athletics?*
- *What is the impact of the transition on student athletes' mental health?*
- *Football game student section behavior regarding the card stunt. How can this be fixed?*
- *How have Cal Spirit groups and tradition been affected*
- *What challenges may lie ahead? How can they be avoided?*
- *The football team has switched sides on the field.*
- *What is the impact on non-revenue sports?*
- *What financial benefits will Cal see from joining the ACC?*

- A Fellow shares their sadness about UC Berkeley's move to the ACC and expresses feelings aligned with Stanford on this issue.
- Another Fellow reflects on the longstanding tradition of card stunts upheld by the University of California Rally Committee. They express disappointment with the consequences of throwing stunt cards, but reaffirm the history and influence of card stunts, noting the successful halftime show during the 2022 Big Game. The Fellow emphasizes the importance of tradition in maintaining the school's brand and encourages consideration of issues beyond simply "getting rid of it."
- A Fellow adds that alternatives to card stunts performance at the halftime of Cal

Football games have not materialized. They encourage the Mic Man to educate the student section on traditions, such as fight songs and participation during games. They also suggest that Cal Athletics' marketing team should take on more responsibility in supporting and encouraging Cal Spirit. Without this, the absence of spirit will become apparent at other events.

- A Fellow questions how to address issues in the ACC that impact Cal Spirit traditions. Based on their experience, decisions are often made solely by Cal Athletics, without input from other spirit groups. They encourage open dialogue to mitigate future problems. Additionally, the Stanford Women's Volleyball team, traveling 33,000 miles, faces challenges regarding mental and physical health. The Fellow asks how these issues can be mitigated and how students can be supported. One of the Stanford trucks has been left out of state, they question the environmental impacts travel will have and its reflection and potentially conflicting with Berkeley's values.
- Another Fellow expresses excitement about College Gameday this Saturday, such as Chancellor Lyons will be handing out food at 4 a.m. for students at Memorial Glade. They view this as an opportunity to tell UC Berkeley's story, alongside notable figures like Nobel laureates and Olympians, in connection with football games. They ask for no camping on Memorial Glade, rather a line for students. The Fellow acknowledges disappointment over the inability to keep the Pac-12 together, despite collaborations with Chancellor Christ. However, they recognize that the ACC offers an opportunity to balance academics and athletics, providing students with a high-quality experience and the ability to compete at the highest level. The ACC shares values Berkeley holds in balancing academics and sports. 12 out of 30 teams have expressed concerns about travel logistics, while other sports, such as golf, continue as usual. The Men's Soccer teams will have one additional trip to the East Coast. Teams are working with nutritionists and academic tutors to accommodate road trips and away games. Stanford's trucks staying in one location are cited as an example of mitigating travel. Card stunts have faced challenges due to the shifting rules from the Pac 12 to the ACC. Coach Wilcox supported the switch from the Cal team sitting in front of the student section and to the other side of the 50 yard line because they wanted our Cal athletes to get out of the sun, which would give them an advantage. They reaffirm that they did not want to squash any opportunities for the UC Rally Committee, ensuring that the University of California Rally Committee's opportunities would not diminish. The football team's GPA and graduation rates, which stand at 91%, are seen as positive benchmarks. When compared to other sports and schools, they feel prideful about student athlete performance and will work through any challenges.
- A Fellow raises concerns about the cost implications regarding the placement of the football team, encouraging a perspective that respects tradition while adapting to new conditions.
- Another Fellow reflects on the Cal Athletics Marketing Team and control of the student section and script of gamedays. They emphasize that the student section is the heart of the stadium and that students deserve to sit at the 50-yard line, a tradition dating back decades. For a time, football games did not take place at California Memorial Stadium and moved to the AT&T Stadium; the primetime 50-yard line seats were empty. Students and alumni have built the California Memorial Stadium and deserve to enjoy it. The notion of throwing things in the stadium is not new. For decades, fruits were thrown and thus are not allowed

today. They encourage not to put more pressure on student groups and censoring the Mic Men. They also mention that mocking humor, a defining feature of the student section, is currently censored, and they are pleased that the Cal Band is playing over the speakers. Concerns are raised about ticket pricing and the need for the community to attend, referencing the movement of other sporting teams such as the Oakland A's, Raiders, and others. Now is the time to encourage greater participation. Another Fellow expresses excitement about the unprecedented decision to host College Game Day. The Fellow recalls their experience of campus life during the pandemic.

- The Fellow highlights the complexity of student organizations, especially regarding administrative skills and funding. They note that game day experiences should be used to improve student engagement. They also mention that after the retirement of an influential figure who was not replaced, suggesting Athletics could improve students' gameday experiences.
- A Fellow discusses the high expectations placed on all UC Berkeley students is standard. All students gain tools for post graduate aspirations and student athletes are no different. They hope to see equitable treatment of all students. They believe pride should remain in sports but also supporting students and minorities in accomplishing their goals. They believe having high rates of success for all students would allow for better student experience.
- Another Fellow expresses appreciation for the card stunts, especially the animation with the designs, and acknowledges the significant time and commitment of the University of California Rally Committee. They believe the attendance of games correlates with team success and encourage keeping the student section at the 50-yard line. They state there is a lack of entertainment in the stadium. Half of the audience goes for the football and the other half go for the entertainment, including traditions, music, and tailgating. They believe students should feel excited to attend and choose to go to a game rather than other events offered on campus. They state that the current contract has limited the opportunity to increase sound and marketing during game days. The residential housing located near the stadium limits noise. They believe if those restrictions were taken off, it would elevate our attendance, student experience, and overall make the game and players better. When the students and band are deafening in the stadium, they believe that the game can be more exciting.
- A Fellow shares their first gameday experience in 1959, describing how student-led cheering once dominated the section. They knew exactly when to move in the student section. Now, professional music has taken over, and traditional Cal songs are rarely heard. They recount how former Chancellor Chan appreciated how diverse students came together to support Cal Athletics, and they highlight the value of family traditions in the stadium.
- Another Fellow adds that in a post COVID and digital world, we need further tactics for engagement and awareness to increase the visibility for students. They state that Cal Athletics have tried and failed new methods while not supporting groups that are already doing the work.
- Another Fellow sees football games less as sports events and more as experiences. They recall when students had in-and-out privileges at the stadium. They see an issue now during games where students leave at halftime and don't return for the rest of the game. They also mention the financial barriers some students face, preventing them from attending. They reference Bobby Tuck, who once led cheers

from a climbing flagpole in the stadium but couldn't do so without a second ticket once getting kicked out for it.

- A Fellow expresses expectations for every Cal student to achieve high graduation rates. They also state to not forget where we came from. They urge others not to forget the school's history and traditions, asking how to improve the behavior of the student section by emphasizing engagement with groups like the Cal Band, Oski, and the University of California Rally Committee. Alumni and students are delayed in entering the stadium and want to leave the stadium as soon as they can. They raise concerns about the alumni experience, noting that after being a 33-year annual ticket holder for Cal Basketball, they have given up their tickets due to a lack of focus on gameday traditions.
- Another Fellow discusses Cal's ranking and the Olympic success of teams like Cal Swimming. They criticize the use of popular music, suggesting it detracts from the atmosphere. They believe natural noise would allow for better experience.
- A Fellow asks about Cal Athletics' business operations. Another student asks how general students, not just athletes, can participate in athletic events.
- A Fellow shares their first time in the student section and the difficulties seeing students under the influence and who will not learn cheers in the student section. These students ruin the experiences for others. They add that students with hidden disabilities also struggle during games.
- Another Fellow emphasizes the need for student support and recognizes the fact that the Cal Student Pass for the student section is sold out. They allow Cal Band to play as much as they want to play. Feedback is heard from all alumni and Cal Athletics is trying to balance the wants for everyone. They stated their appreciation Chancellor Lyons has on Cal Athletics. When he was first asked about Cal Athletics, Chancellor Lyons highlighted the importance of Alumni as mentors, and the faculty's work. They will deeply consider changes in marketing. Regarding the video board in the stadium, a bigger one can't be built. Due to noise standards, the stadium can't have amplified sound. Due to Occupational Safety and Health Administration (OSHA) standards, we cannot have another Bobby Tuck climb the flagpole during football games. A Fellow states that the play piped-in music today differs from music played in 1980. Adding on, they hold pride that Cal produced 23 Olympic medalists, which if UC Berkeley was its own country, it would be the 12th best country in the world.
- A Fellow emphasizes the importance of teaching Cal songs and passing on traditions to future generations, ensuring that UC Berkeley continues to create and uphold its unique traditions. They suggest this should take place during New Student Convocation as a part of Golden Bear Orientation.
- Another Fellow explains the process behind Card Stunts, noting that while marketing focuses on the show, there needs to be more support for traditions such as the Tunnel Crew, another responsibility of the UC Rally Committee with the "Bear Territory" banner at the start of games. They believe in advocating for traditions and that campus leaders should help reinstate them.
- A Fellow shares sentiment in accessibility in tickets and incentives such as giveaways. As a Double Bear, they mention the difficulty of obtaining a student season pass due to being categorized as an Alumni and not Graduate Student. It is hard to be spirited when the world is falling apart. The students of color are most affected by that, especially for students who face financial challenges in affording or accessing student passes. They suggest sharing campus traditions and chants through QR codes and mention a fan-based project aimed at recreating the energy

of concerts within the stadium, though it faces challenges due to high costs and limited options. Also, what happened to the giveaways?

- Another Fellow notes that this group does not represent the broader student population. They reflect on how the drone show went viral on social media and propose partnering with telecom companies to synchronize student phones for a pre-recorded light show. This idea is that once all phones were synced, it would allow a show of pre-recorded flashing of lights in the student section. They suggest modifying traditions into a more "goldfish-friendly" format to better engage students. A Fellow highlights that other schools have elevated their traditions and entertainment. They add on that UC Berkeley students are smart and can remember a song. They point out that hope and community are two key reasons people attend sporting events, offering the Water Polo team as an example of a group that provides both in a way that excites students.
- A Fellow shares a personal story of raising a child who is not a Cal fan, stating that Cal is about community. In comparison to other schools, their spirit is shown through the local restaurants and obsession with sports. At Berkeley, we want to fight the status quo while also fostering a community that supports both academics and athletics. The challenge with sports is that we expect them to do better than what they are doing. This expectation is shared among the entire Berkeley community and examples are found in every department. This Fellow has held season tickets since 2001 and notes that a Dean has recently become more excited about Athletics. They mention that faculty like Professor John DeNero is participating in Cal spirit, which ties academics to spirit. Overall, the cohesive energy of the student section is improving. They want to continue to inspire students and faculty to remain excited about Cal Athletics.
- Another Fellow highlights the fun in songs and movements like "C-A-L" and stresses the importance of bringing cheers back to keep students engaged. They also question how to improve cell service in the stadium, giving an example from a Sharks hockey game where fans could interact using QR codes to get on the jumbotron.
- A Fellow shares their high school experience and reflects on how UC Berkeley's excellence, diversity, and traditions make the campus what it is today. They emphasize the value of going beyond the norm and embracing the Berkeley community. As a solution, they suggest asking for alumni mentorship, seeing it as more than just seeking donations, but also about fostering a mentor-mentee relationship.
- A Fellow asks how Cal Athletics can build on traditions, mentioning that this upcoming game is Latino Heritage Night. They ask if Athletics is working alongside Latinx student organizations and suggest that more specific resources be provided to make students feel proud to attend Cal. What are we offering to support these students after the cultural night?
- Another Fellow proposes making the Mic Man an elected position, rather than one selected by Cal Athletics. They add that proper training should be given to the Mic Man. They note that rallies now cost thousands of dollars due to fees from Cal Performances and encourage more support for the UC Rally Committee and other spirit groups in training and educating students.

Discussion Adjourned at 7:30 PM. The Meeting closed with Song. Notes were compiled by the Chronicler.