



ASI Executive Committee 2018/2019

Savana Doudar
 President & CEO

Kenny Tran
 Executive Vice President

Michelle Tran
 VP of Student & University Affairs

Lucas Dias
 Chair and Chief of Staff

Advisors

Annie Macias
 Executive Director

Ashley Fennell
 Asst. Director, Government Affairs
 & Initiatives

ASI Executive Committee Minutes 19-06

Tuesday, October 23rd at 9:00 am
 ASI Conference Room USU 3700
 Posted: Friday, October 19, 2018

ITEM	SUBJECT	PRESENTER
01	Call to Order The meeting was called to order at 9:07am.	Lucas Dias Chair & Chief of Staff
02	Roll Call Present: Savana, Kenny, Michelle, Lucas, Annie Absent: Ashley	Lucas Dias Chair & Chief of Staff
03	Recognition of Guests Kim Pierce, Julianna Castro, Allie Garcia, Mei Mirow, Ryan Callanta, Olaf	Lucas Dias Chair & Chief of Staff
04 Action	Approval of Agenda Savana motioned to approve the agenda Michelle seconded. Motion carries	Lucas Dias Chair & Chief of Staff
05 Action	Approval of Minutes Kenny motioned to approve the minutes. Savana seconded. Motion carries	Lucas Dias Chair & Chief of Staff
06 Information	Open Forum None	Lucas Dias Chair & Chief of Staff
07 Information	IP Team Updates Description: IP Team will share updates about the ASI rebranding process that was originally discussed at ASI Retreat in August. Fiscal Impact: None See attached documents reviewed. Ryan provided an overview of the Internal Productions Team work about the ASI rebranding efforts. Annie had questions about reviewing the use of other platforms outside of Instagram. Julianna shared information on the potential software tools she is piloting with CAB.	Kimberly Peirce Interim Associate Director Ryan Callanta Digital Media and Communications Coordinator
08 Information	ASI Budget Guiding Principles Description: Review of the updated budget guiding principles. Fiscal Impact: None See attached document reviewed. Kenny presented the Budget Guidelines developed in the Internal Operations Committee. Annie noted that one header would be better to say "programmatic expenses" rather than program and services.	Kenny Tran Executive Vice President
09 Action	Update Signature Authority Description: The Committee will review and vote on an updated signature authority. Fiscal Impact: None Annie provided the updated policy to include Clint Roberts's new title as AVP for Business and Financial Services, add the Aux Manager and the ED to banking documents.	Annie Macias Executive Director

	Michelle motioned to approve the policy. Savanna seconded. Motion carries.	
10 Information	Goals Update Description: Update our goals, focusing on holistic wellness. Fiscal Impact: None' Savanna provided an update to the Hollistic Wellness Building conversation with President Haynes. She explained the differences between a fee referendum and an Alternative Consultation Route and discussed the need for a feasibility study prior to raising the fee. Annie further shared that her meetings with VP Checa, AVP GCA, AVP Roberts, Sara Quinn and Katy Rees resulted in discussions about timing for a feasibility study and the actual alternative consultation process to raise the USU fee. Michelle asked questions about the work that she engaged the Student Advisory Committee to collect feedback from students on Holistic Wellness.	Savana Doudar President
11 Information	Graduation Initiative 2025 Symposium Description: Updates on the Graduation Initiative 2025 Symposium. Fiscal Impact: None Savanna provided a high-level overview of the Symposium and shared a presentation that discusses the 6 pillars of the Graduation Initiative.	Savana Doudar President
12 Information	Reports Lucas mentioned that Cougar conversations had a great number of participants and everyone left with new information. Savana had nothing to report. Kenny mentioned that he is working on ASI visibility by tabling and discussed reviewing the ALF guidelines. Michelle mentioned that she will be bringing two bills to Lobby Corps from the most recent CSSA meeting.	Lucas Dias Chair & Chief of Staff
13 Information	Announcements Annie discussed that Vikki G. would be out until early December.	Lucas Dias Chair & Chief of Staff
14 Action	Adjournment – Kenny motioned to adjourn the meeting, Michelle seconded.	Lucas Dias Chair & Chief of Staff

I, Lucas Dias, 18/19 ASI Chair & Chief of Staff, hereby certify that the above minutes were approved by the Executive Committee of Associated Students, Inc., at a regularly scheduled meeting held on December 7, 2018

Lucas Dias

1/25/19

Lucas Dias

Date

ASI: REBRANDING UPDATE

WHAT WE HAVE BEEN UP TO!

- 1) COLLECTION AND ANALYSIS OF RETREAT DATA
- 2) GATHERED SOCIAL MEDIA INVENTORY
- 3) SWOT ANALYSIS OF ASI BRAND WITH DR. PERREN
 - 4) WE ESTABLISHED OUR ASI VOICE AND TONE
- 5) RESEARCHED AND FOUND A SOCIAL MEDIA MANAGEMENT TOOL

1 WHAT WE FOUND

WE WANT STUDENTS TO KNOW THE ASI BRAND OVER THE ENTITY BRANDS

2 INVENTORY DATA

WE PULLED DATA FROM ALL ASI ACCOUNTS AND COMPARED STATISTICS

90% OF OUR FOLLOWERS FOLLOW ALL THREE IG ACCOUNTS (BOD, CAB, CP)

OF POSTS THE FIRST 2 WEEKS OF SEMESTER:
BOD: 2 CAB: 12 PANTRY: 3

4 VOICE AND TONE

VOICE	DETERMINED	ADVOCATE	INNOVATIVE	WELCOMED
	HARDWORKING	HELPFUL	SPECIAL	FRIENDLY
	PROFESSIONAL	DIRECT	UNIQUE	OPEN
	GOAL-ORIENTATED	INFORMATIVE	CREATIVE	ENJOYABLE

VOICE: ASI'S BRAND PERSONALITY
TONE: VARIATION OF VOICE, BUT VARIES DUE TO AUDIENCE, SITUATION AND CHANNEL

3 S.W.O.T. POINTS

DISCUSSED THE DIFFERENT TYPES OF INFO WE SHARE AND THE PURPOSE OF EACH SOCIAL MEDIA ACCOUNT

ESTABLISHED OUR WHY? ON SOCIAL

DISCUSSED HAVING TWO ACCOUNTS INSTEAD OF MERGING ALL INTO ONE. (BOD/CAB ACCOUNT AND CP ACCOUNT)

WHY IT MAKES SENSE TO MERGE ALL:
SERVE: COUGAR PANTRY
ENGAGE: CAMPUS ACTIVITIES BOARD
EMPOWER: BOARD OF DIRECTORS

5 TAKEAWAYS

NARROWED SOFTWARE DOWN TO TWO (HOOTSUITE VS. AGORAPULSE)

TRIAL PERIOD TO TEST BOTH FOR +/-

6 UP NEXT:

DESIGN TEAM ROLES AND STRUCTURE
ESTABLISH BRANDING GUIDELINES
ROLE OUT PLAN FOR REBRAND
WEBSITE REMODEL

INTERNAL PRODUCTIONS TEAM

MEI MIROW ALLIE GARCIA
OLAF ZIELINSKI JULIANN CASTRO
KENNETH TRAN
ADVISOR: KIM P CHAIR: RYAN C

Associated Students, Inc.
California State University San Marcos
Budget Guiding Principles
As of October 12, 2018

Transparency

The ASI budget should be timely, simple to understand, and be easily communicated to the campus community and stakeholders.

Adaptability

The ASI budget allocations should be consistent with ongoing ASI initiatives and flexible with new initiatives, while keeping in mind mandatory cost increases.

Operational Expenses vs Program Services

The ASI budget allocations should review the percentages of the operational expenses and program services to ensure a sustainable ratio exists between the two categories.

Operational Expenses are the costs of supporting the student services and programs that ASI provides; such as cost of copy machines, telephones, auditing services, bank charges, etc. Operational Expenses are found in the Management and general categories under the audited financial statements.

Program Services are the costs of ASI programs and services such as Campus Activities Board, Cougar Pantry, 24/5 Library Zone, etc.

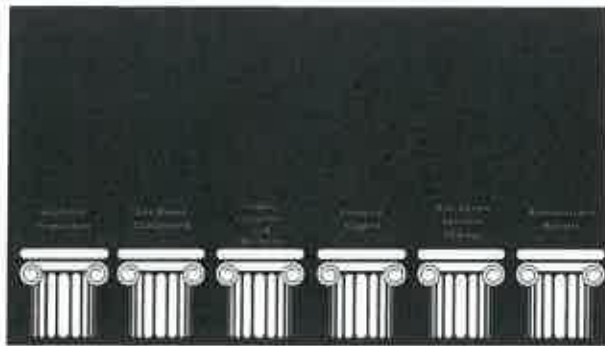
Maximize Student Opportunities

The ASI budget will prioritize student employment opportunities and direct funding support such as ASI Leadership Fund, Student Emergency Fund, Sustainability Projects Fund, etc.

Graduation Initiative 2025 Symposium

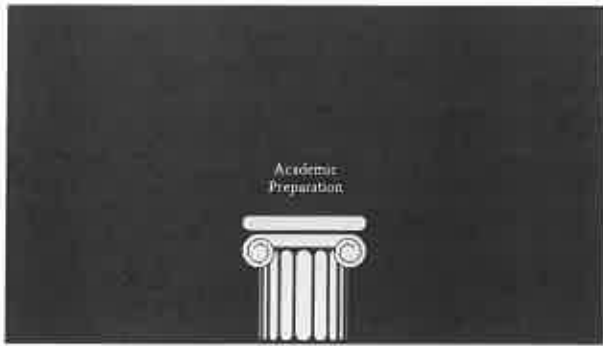


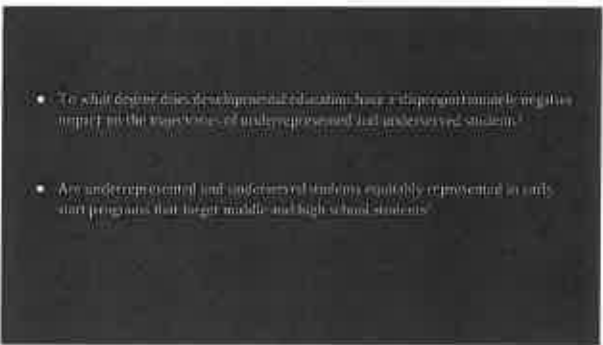
6 Pillars of the Graduation Initiative





- Fostering equitable relationships between students and faculty
- Creating safe, welcoming, and inclusive campus climates
- Increasing the retention of students
- Encouraging equity in high-impact practices (strategic, data-informed, research with faculty)
- Diversifying the OLC transfer pipeline







- Are the needs and life circumstances of underrepresented and underserved students prioritized in advising and enrollment management processes?
- Are CCC transfer students prioritized in the enrollment pathways and policies?



- Do underrepresented and underserved students experience CCC campuses as safe, welcoming, and inclusive environments?
- Are campus climates regularly assessed? And, what are the actual changes that are a byproduct of assessment findings?
- Are faculty/staff trained on unconscious bias and implicit bias, racial microaggressions, and culturally responsive pedagogy?



- Disadvantaged and underserved students have an equitable opportunity to complete their degrees in a timely fashion regardless of their financial status.
- Disadvantaged and underserved students have timely access to their financial aid awards.
- Drive your team together and support in completing applications and processes that are necessary to receive all of the aid for which they are eligible for.
- To help aid provided to support students who experience challenges or unforeseen emergencies.



- Are student outcomes and other key institutional data sources relevantly disaggregated by race, ethnicity, gender, etc.?
- Are qualitative and nontraditional data sources that illuminate students' voices used to inform decision-making?
- Are underrepresented students equitably represented on decision-making bodies?



- Are there intentional efforts to identify and eliminate unnecessary bureaucratic processes that serve as barriers to underrepresented students?

Solutions

Embedding equity in institutional strategic plans
Buy-in and a sense of urgency from campus leadership
Transparent commitment to CCC transfer students
Equity-oriented institutional research
Ensuring all CSU campuses are safe, welcoming, and inclusive
Reconceptualizing developmental education

Our institutions need to start meeting our students where they are.
