

**ASI Board of Director's Special Meeting Minutes of December 4, 2013**

I. CALL TO ORDER: EVP **Pinlac** calls meeting to order at **12:12 PM.**

II. ROLL CALL

Members Present

Michelle C. Xiong  
Erik Pinlac  
Thamer Fahad Alhathal  
Marie Alexandra R. Ibarra  
Katrina-Mari Mayol  
Jamelia Drake-Smith  
Gaozong Yang  
Edward Andreini  
Kathy Cutting  
Landon Patton  
Jordan S. Leopold  
Chris Gallagher  
Raymund Cruz  
Stan Hebert  
Randy Saffold  
Marguerite Hinrichs  
Mitch Watnik

Absent Members

Ellen Griffith  
Kenrick Ali  
Sara Judd  
D. McKinney

Guests

III. ACTION ITEM - **Approval of the Agenda**

**Motion: (Xiong) to approve the agenda.**

**Motion Carries.**

IV. ACTION ITEM- **Approval of the November 20, 2013 Minutes**

**EVP Pinlac approves the November 20, 2013 Minutes.**

V. PUBLIC COMMENT – **Public Comment is intended as a time for any member of the public to address the board on any issues affecting ASI and/or the California State University, East Bay.**

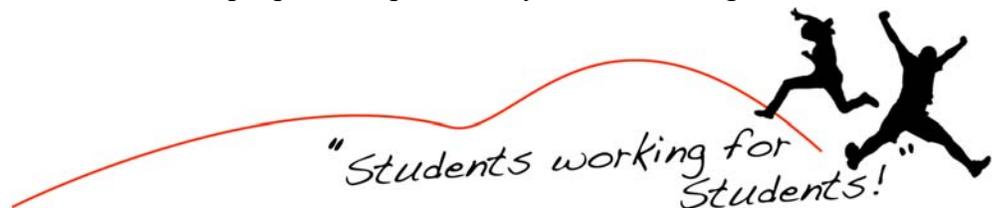
No Public Comment.

VI. OLD BUSINESS

A. **DISCUSSION ITEM: ASI Town Hall**

EVP **Pinlac** yields the floor to VP **Mayol** and she addresses the following:

- They've received a lot of people's scripts but they're also missing some.



- They're still trying to figure out how they're going to record the videos so she isn't going to push the members for a deadline of their scripts.
- Met with Victor from Marketing, and the idea was to start filming this week but this didn't happen, so the timeline will be delayed.
- She needs to meet with ED Saffold regarding the equipment because she was going to film it herself and Victor was going to work on the editing over winter break.
- Once she figures everything out she will email them about it.
- Some people haven't turned in anything. If they don't move at the pace that the Internal Affairs Committee is moving at then they'll be left out of the video.

**07:19**

**B. DISCUSSION ITEM: Board Office Hours**

EVP **Pinlac** addresses the following:

- These were in the Code of Conduct and this quarter they weren't enforced as much.
- During the upcoming quarter, he wants to have their office hours posted online as well as on the board with the agendas.
- Depending on your position, the office hours would be between 4-6 hours.
- President **Xiong** states that the reason for putting the office hours online are so students can know how to contact you. The office hours will be placed next to their picture and bio on the ASI website. Office hours can be 3-6 hours depending on their position. Office hours don't necessarily mean that they have to be in the office, they can also be outside tabling. It's to let students know what they're doing and how to contact you. She would like them to get this in to her before they all leave for winter break.
- **Mayol** states that she made signs that they can put up if they're in the public during their office hours. The signs say "Ask me about ASI." There are three of them.

**09:49**

**C. ACTION ITEM: Compensation for Academic Senators**

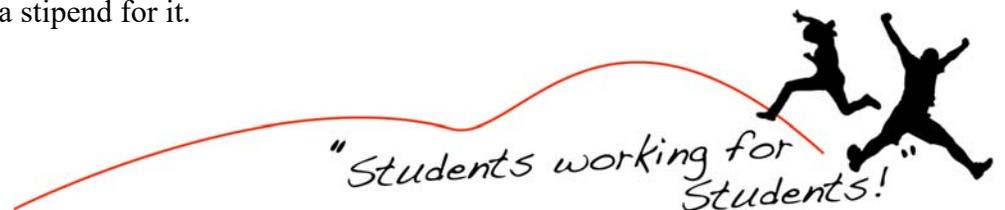
EVP **Pinlac** states that they're going to move forward with New Business and come back to this item.

**09:59**

Board returns back to this item at **28:44**

EVP **Pinlac** yields the floor to President **Xiong** and she addresses the following:

- Last year the ASI Board decided that they were going to compensate the academic senators; however last year's Board never voted on it.
- It was brought to her attention by an Academic Senate member that they weren't getting a stipend for it.



- She spoke with ED **Saffold** and EVP **Pinlac** and they decided that the Academic Senate members should get a stipend for being a part of the Academic Senate. The stipend would be \$300/month.
- The action item is saying that they will pay the Academic Senators and putting this on their remuneration policy.
- **Watnik** asks if there was some mechanism in place, where if they don't show up they don't get paid.
  - The committee finds the clause that states this and reads it aloud.
  - The committee discusses how senators can be removed.
  - ED **Saffold** states that they need to add that Academic Senators will not be compensated, in addition to their stipend, for any meetings they attend.

**Motion: (Xiong) to adopt the BOD 2013 7R remuneration policy resolution that approves compensation for Academic Senators.**

ED **Saffold** suggests that this compensation begin in January.

Friendly amendment to motion was made to add in the resolution that the compensation will begin January 1, 2014.

**Motion: (Xiong) to adopt, with the proposed edits, the BOD 2013 7R remuneration policy resolution that approves compensation for Academic Senators.**

**One abstention.**

**Motion Carries.**

**41:25**

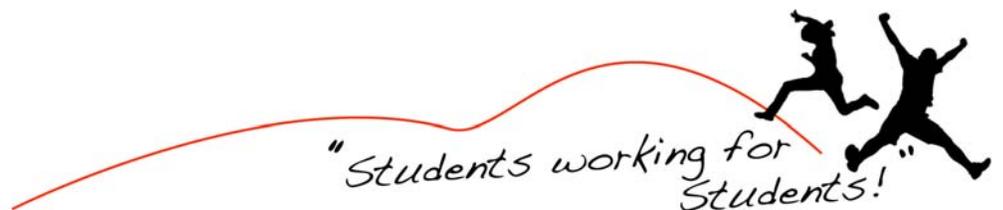
## VII. NEW BUSINESS

### A. **INFORMATION ITEM: Brew with the ASI Board**

President **Xiong** addresses the following:

- She got this idea from Santa Clara's ASI.
- It's basically a come and have coffee with your ASI Board.
- The purpose is to allow students to interact and engage with the ASI Board of Director's.
- The objective of this is to gather information and feedback, and it also allows them to ask students questions about things they'll be working on in the winter.
- This is a way for them to connect with the students as well as gather information and issues on campus.
- The dates for this are: Tuesday, January 7<sup>th</sup> from 9:30am-11:30am and Wednesday, January 8<sup>th</sup> from 9:30am-11:30am. Following this they'll go into tabling.
- They want 4 gallons of coffee, hot water for cocoa packs, and tea. The total cost of this would be \$67.88 and this includes the creamers. This is through Aramark.
- Along with this they'll be sending out a tabling sign up form and a form asking whether they can be a part of the Brew with the ASI Board.

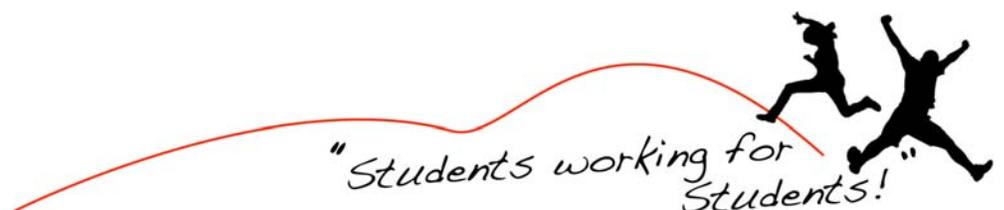
**12:30**



**B. INFORMATION ITEM: ASI Photo Booth –Katrina Mayol**

EVP **Pinlac** yields the floor to **Mayol** and she addresses the following:

- Her and her family went to the Musubi Festival for Hospice Hawaii. The photo booth that they were in at Hospice Hawaii was a fun and attractive interactive booth, it included props and hats.
- Based on the video by the Pioneer Newspaper, students have a lack of knowledge as to what ASI does. Students don't even know what ASI stands for and they don't know that they pay a quarterly fee to ASI. They don't associate the RAW or Diversity Center with ASI. Most students in the video just mentioned that they get free scantrons from ASI. They are unaware of the services that ASI provides to them.
- This idea is a way for them to present all of the great things that ASI does in a fun, interactive way.
- How would they go about doing this?
  - First thing is to set up a photo booth with a backdrop and props. They can have a campaign like the "I Am ASI" campaign and call it "We are ASI."
  - Students stop by and want to take their picture.
  - ASI Board Member or Representative gives a short 2 minute "elevator speech" on what ASI is and what we provide.
  - Tell students that in order to get their picture, they will need to add/like us on Facebook; have laptop stations for them to like us on Facebook and other social media sites.
  - Allow students to take their picture with props – VP **Ibarra** will be asking the theater department if they can borrow props.
  - Ask students to tag themselves in the pictures and share. This will create discussion and intrigue amongst students.
  - Each picture will have other social media links posted similar to Hospice Hawaii.
- What this achieves:
  - Advertises ASI and its purpose in an interactive way.
  - Increases followers on Facebook (436 likes on 12/2) and other social media sites.
  - Students will tag and/or post their picture on their own Facebook and will serve as free advertising for ASI (instead of printing fliers). These pictures will show up on their friends' feeds.
- From the retreat, they had a common goal to make ASI more visible and this is her idea of doing it.
- This is NOT the only solution to getting ASI more visible on campus.
- They need to be consistent and persistent with their efforts in reaching out to students.



- **Cutting** asks if this is something that they can do while they're tabling. With her Environmental Affairs tabling, she is going to have students take a picture with their pledge on a dry erase board.
- The committee discusses whether or not they should be forcing people to like the Facebook page before participating in the photo booth.
- **Gallagher** states that he had a similar idea for the tailgating event he's doing. He's taking a backdrop from athletics and allowing students to come up and take a picture with the backdrop and post the picture with a hashtag. Students that do this will get a prize.
- The committee discusses whether or not these pictures would have to go through a third party before being posted on the Facebook page.

**28:43**

**C. INFORMATION ITEM: Resolution on Against Hate Crimes**

EVP **Pinlac** yields the floor to President **Xiong** and she addresses the following:

- With the incident that happened at San Jose State, she decided that ASI can support San Jose State as well as this campus, so they wrote a resolution against hate crimes.
- Reads the resolution.
- The Board makes changes to the resolution as necessary.

**45:45**

**VIII. ROUND TABLE REMARKS**

**Xiong:** Reminds them that they have their in service this Friday with Aramark from 10-11:30am in 307ABC.

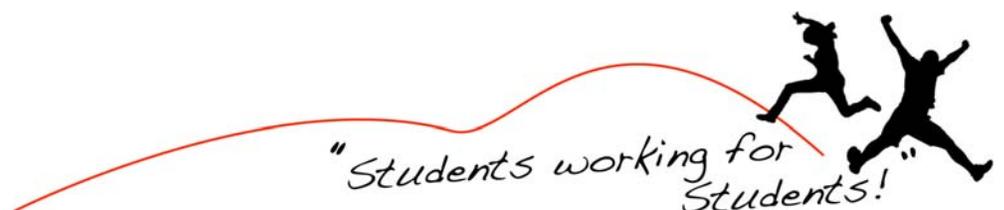
**Saffold:** Reminds them that as they ask questions to Aramark that they stay in their lane and ask questions about the changes that Aramark is making.

**Yang:** Met with the university librarian and the new representatives of the PLUS (Peer Land Undergraduate Studies) Program. The PLUS Program is basically tutoring for high risk classes. She's currently trying to investigate other classes that might need tutoring and she will be meeting with the people Thursday about expanding the program.

**Cruz:** Late Study Night Live is tonight at 8pm and invites them to come. Thanks them for their help.

**Watnik:** Commends the Diversity Center for a great program last week and also commends the Board for their attendance at the event and for bringing attention to that discussion.

**Hinrichs:** Reminds them that this Friday is Transfer Orientation Day for the winter students and wishes them good luck on finals and Happy Holiday's.



**Saffold:** Marketing department is under different leadership right now, Victor Z is stepping in to help them coordinate everything for the Board. Victor Z has been tasked with helping to distribute the work to the other graphic designers. They only have one printer and one machine for that printer because they're currently locked out. They have met twice with the university IT support and they're planning on taking over their major jobs. In phase II of Associate Director search, they got the okay yesterday from HR to invite 3 candidates and the candidates are all local to California. These candidates will be coming on the 9<sup>th</sup>, 10<sup>th</sup>, and 11<sup>th</sup>. They'll have a public forum with the candidates, staff, and some Board members. The final schedule for the interviews will be produced today. They'll be opening a search for a Marketing Coordinator after they bring in the Associate Director.

**Hebert:** They will host their first MLK Unity Breakfast on January 14<sup>th</sup> at 8am in the Multipurpose Room. ACE is planning for Industry Job Panels; it's a continuation of the program that ASI launched last year. The idea is to have four of them in the winter and four in the spring. These Job Panels will be more focused on the academic colleges and will be a little more limited, about 40 students per panel.

**Ibarra:** wishes them Happy Holidays and good luck on finals. Thanks them for showing their support and for promoting the benefit show that will be this Sunday, December 8<sup>th</sup> from 2-5pm. 2-3pm will be the preshow and 3-4:30pm will be the benefit show and they have a lineup of 14 acts. They also just got 15 auction items for the show.

**Gallagher:** The Warriors Tickets are on sale and the game is January 28<sup>th</sup>. It's a \$15 ticket; get a shirt, get to go courtside during pregame, and it is Asian Heritage night. They only have 50 tickets. Friday is the tailgate from 4-5:30pm.

IX. ADJOURNMENT #

Meeting adjourned at **1:13 PM.**

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**Minutes Reviewed by:**

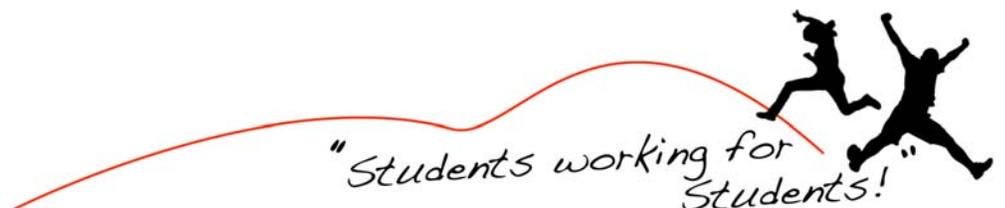
**ASI Executive VP/Chief-of-Staff**

**Name: Erik Pinlac**

**Minutes Approved on:**

**1/15/14**

**Date:**





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