

**Executive Committee Meeting Minutes of July 17, 2013**

I. CALL TO ORDER: President **Xiong** calls the meeting to order at **12:11 PM.**

II. ROLL CALL

<u>Members Present</u>	<u>Absent Members</u>	<u>Guests</u>
Michelle Xiong	Thamer Alhathal	Randy Saffold
Erik Pinlac		Raymund Cruz
Katrina Mayol		Jordan Leopold
Marie Ibarra		
Stan Hebert		

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

**Motion: (Mayol) approves the Agenda.**

**Motion Carries**

IV. ACTION ITEM- **Approval of the July 10<sup>th</sup>, 2013 Minutes**

**President Xiong approves the minutes of July 10<sup>th</sup>, 2013**

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. INFORMATION ITEM– **Discount Program Strategy – Ibarra**

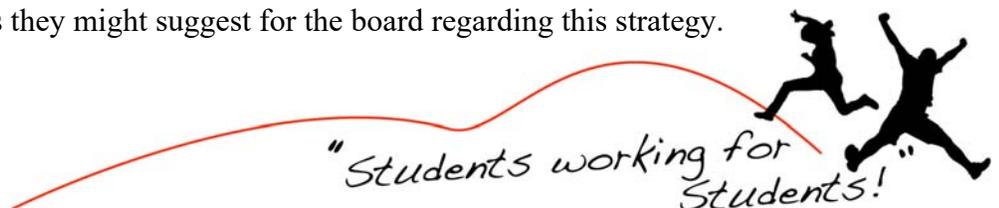
VP **Ibarra** presents a Discount Program Strategy:

- Explains that the objective is to build a stronger connection aiming to unify and benefit both the students of CSU, East Bay and downtown businesses in Hayward.
- Presents the members list of Hayward’s Chamber of Commerce contact list and a list of other businesses that still need contact information
- Explains the benefits that this discount program would have for the Chamber of Commerce, CSUEB, and Hayward businesses
- Hopes to be launched by the end of August

VP **Mayol** states that she can provide a contact to Le Paradis

President **Xiong** states that the next step is to go out and contact these businesses. She states that housing and student life need to be present in the meeting where they finalize this so they’re trying to gather as much information as possible before they have this meeting.

**Hebert** informs them of Bronco Billys having a student discount program and suggests meeting with them to find out how their discount program works in collaboration with the University, and things they might suggest for the board regarding this strategy.



President **Xiong** mentions how their discount program would be a CSU East Bay discount and include staff and faculty as well

**Leopold** states that he previously worked at Bronco Billys and if contact information is needed, he can provide it.

**11:28**

VII. INFORMATION ITEM – **ASI Lobby Guide – Leopold**

**Leopold** provides strategies on how to Lobby effectively:

- Get to know your legislator(s)
  - Attend events that legislator(s) host
- Make personal connection
- Get to know the aids, more likely to have more interaction with them than the actual legislator
- Do's and Don'ts on letters
- Do research on which legislator(s) is on which committee
- Be mindful of their time
- Have printed material available (ex. Letters, statistics)
- Prepare to give pros and cons of bills
- Name supporters and contributors to bills
- Name supporters and opponents of a bill and their effect
- Effective communication (ex. Handshake, make eye contact, mannerism)
- Break the ice: relate to them (ex. Sport teams, Greek organizations)
- Try to look through their prospective
- Be familiar with the US Legislative process
- This guide can benefit anyone who wants to lobby effectively
- Guide will be available on ASI website when it is finalized

President **Xiong** explains that the reason why we should have this guide is for students to be prepared when meeting with a local official and be more knowledgeable about the legislative process.

**Herbert** suggests forwarding this guide to the Chancellor's Office in Sacramento to look through it and edit anything that needs to be changed.

**29:36**

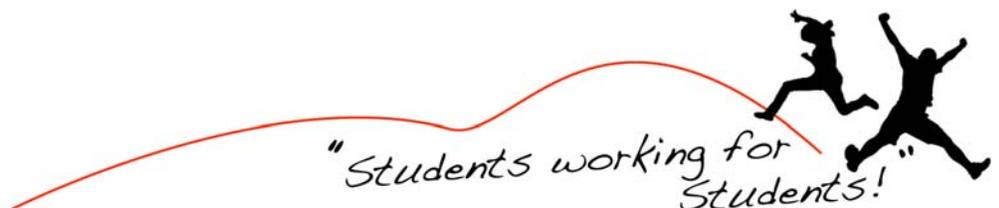
VIII. DISCUSSION ITEM – **Increase Student Loan Rates – President Xiong & Leopold**

President **Xiong** suggests creating a forum about Student Loan Rates and informing students that they are increasing drastically.

ED **Saffold** suggests producing some kind of flyer or media form to update the students

**Leopold** suggests contacting Marketing for visual aids to inform them about Student Loan Rates

VP **Ibarra** suggests a town hall meeting instead of a forum



**Herbert** discusses

- Parents might be more interested in this information
- High Student Loans can impact student's future like buying a house
- Focus on what we can do to deal with this issue
- Identify scholarships offered on campus as an alternative to student loans
- Get Financial Aid Department involved in informing the students on the new rate

President **Xiong** discusses the rates: 6.8% if loan was taken out this summer quarter or semester. But loans taken before this summer stay at the same rate.

**38:38**

IX. **DISCUSSION ITEM – ASI Board Fall Retreat**

President **Xiong** discusses the Fall Retreat on September 13, 14 and 15, 2013. Retreat is in Alamo, CA - Westminster

VP **Pinlac**: topics to discuss on retreat are being developed, and will be presented to Committee once finalized

ED **Saffold**: staff also attends retreat. He suggests that in-service training does not have to be all done at the retreat. A series of in-service trainings can be scheduled in the beginning of the fall quarter.

**42:46**

X. **ACTION ITEM – Hosting CSSA**

ED **Saffold** suggests this item will be treated as a discussion item, since it is the first time the Board is hearing it.

President **Xiong** will bid to host CSSA meeting for October 11-13, 2013.

- Should not be more than \$3,000 which can be pulled from program council with board initiative.

ED **Saffold** suggests if CSUEB wins the bid, President **Xiong** can still give an option to the board of declining to host.

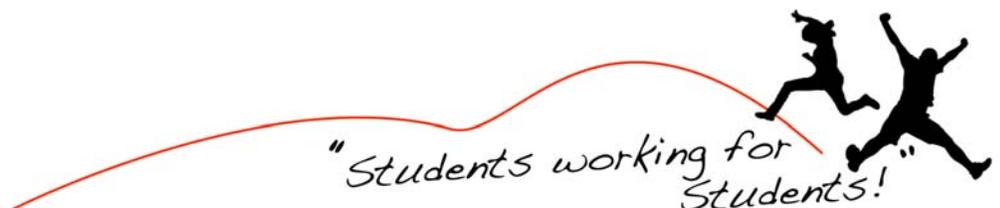
The host campus does not receive fees, the other campuses pay. The fees go to CSSA. Campuses pay for their hotel. CSUEB will pay to keep the union and other food services on campus open.

**Herbert** mentions how this is a good opportunity for students to know more about CSSA and have our campus more exposed to representatives.

**Motion: (Pinlac) to authorize our CSSA representative to bid for a CSSA meeting to be hosted by CSUEB.**

**Motion Carries.**

**56:00**



XI. ROUND TABLE REMARKS

**Herbert:** wants to compliment ASI and the Diversity Center for hosting a discussion on the Florida State vs. Zimmerman case, it is to be held on Thursday, July 18, 2013. This is a Brown Bag event so students can bring their lunch and join the discussion at noon.

**Pinlac:** is in the process of recruiting Director of Recreation, Programs and Marketing

**Ibarra:** some board members are a part of the human design for social innovation courses to learn information and apply it.

**Saffold:** The Committee set up to interview candidates for the Raw Director of Recreation Programs and Marketing position did phone screenings today. The Committee thinks Skype interviews are not as effective as a person-to-person interview, so they might switch. As a result of this they might lose one of their top candidates. The full committee believes this is something we have to do to get the best candidate for now and for the future. The current RAW Directors are still transitioning offices, but everything is going well.

**Xiong:** Thursday, August 1<sup>st</sup> St. Mary's student body president wants to visit. She states that she is coordinating a tour and asks if anyone is available to do it with her at 9 AM. Freshmen orientation is that day as well, earlier that morning.

XII. ADJOURNMENT

Meeting Adjourned at **1:14 PM**

Minutes Reviewed by:

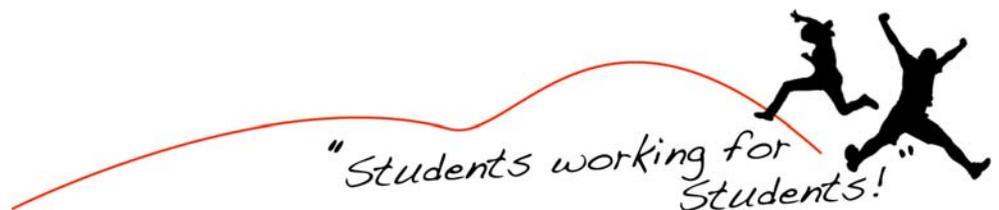
**ASI President**

**Name: Michelle Xiong**

Minute Approved on:

**8/7/13**

**Date:**





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