

**Board of Directors Meeting Minutes of December 15, 2021**

I. CALL TO ORDER at **12:01 PM**

II. ROLL CALL

**Present:** Kristtina Caro, Angelica De Leon, Kabir Dhillon, Jose Simon Carmona, Zaira Perez, Tyler Luevano, Jasmine Domino, Arazeli Barragan, Neilah Peku, Tayla Beasley, Martin Castillo, Erik Pinlac, Mark Almeida, Steve Spencer, Sarah Nielson

**Late:** Andrew Yunker, Ashmita Ahluwalia, Mirna Maamou

**Excused:** Joshua Gay

**Absent:** Justin Withers, Marguerite Hinrichs, Andrew Pajes,

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

**Motion** to approve the agenda of December 15, 2021, by **A. Barragan**, second by **J. Domino**, motion **CARRIED**.

IV. ACTION ITEM - **Approval of the Minutes of December 1, 2021**

**Motion** to approve the agenda December 1, 2021, by **A. Barragan**, second by **J. Carmona**, motion **CARRIED**.

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

No public comment.

**3:37**

VI. UNFINISHED ITEMS

A. ACTION ITEM - **ASI Professional Staff Salaries | CLOSED |**

The Board of Directors will take action on adjustments to professional staff salaries.

[Gloria Romero Open Meetings Act of 2000 - 89307](#)



**Motion** to move the Board of Directors to take action on adjustments to professional staff salaries in **CLOSED SESSION** by **K. Dhillon**, second by **A. De Leon**, motion **CARRIED**.

**Closed session** enters at **12:05 PM**

**Closed session** returns at **12:12 PM**

**K. Caro** states that the ASI professional staff salaries have been approved.

4:20

B. ACTION ITEM - [Resolution on Spring Semester BOD Meeting Times & Setting](#)

The Board of Directors will take action on the Resolution on Spring Semester BOD Meeting Times & Setting

**Motion** to move the Board of Directors to take action on the Resolution on Spring Semester BOD Meeting Times & Setting, by **A. De Leon**, second by **J. Domino**, motion **CARRIED**.

**K. Caro** presents the schedule for the Board of Directors meeting times and locations. The meetings will be every other Wednesday from 12pm-2pm, in person at the New University Union and PR. I have discussed about this with Sneh and Erik and currently working on room reservations. There will also be a hybrid approach for the meeting if any member will be joining through zoom. The meeting dates will be January 26, February 9, February 23, March 9, March 23, April 13, April 27, and the last meeting will be on May 4, 2021.

**T. Luevano** asks regarding the hybrid approach to the meetings. Do we need to reach out to let the chairperson to let know who will be attending the meeting online via zoom?

**K. Caro** states to inform her a week or 2-3 days before the meeting takes place and in case of an emergency only then on same day.

**K. Caro** asks if there is discussion or questions.

**Motion** to approve the Board of Directors to take action on the Resolution on Spring Semester BOD Meeting Times & Setting, by **ALL**, motion **CARRIED**.

7:30

C. ACTION ITEM - [Women in Leadership Event](#)

The Board of Directors will take action on the funding request for the Women in Leadership Event that will occur in the Spring Semester.

**Motion** to move the Board of Directors to take action on the funding request of \$200 for Women in Leadership Event that will occur in the Spring Semester, by **A. De Leon**, second by **K. Dhillon**, motion **CARRIED**.

**A. De Leon** states that she and Sneh Sharma will be finalizing the event dates. The dates will be finalized after taking the feedback of members from the last meeting on the structure of event and the \$200 will be used for small giveaway items and snacks for the event.

**K. Caro** asks if there is discussion or questions.



**Motion** to approve the Board of Directors to take action on the funding request of \$200 for Women in Leadership Event that will occur in the Spring Semester, by **ALL**, motion **CARRIED**.

9:45

**D. ACTION ITEM - Removal of the ASI Vice President of University Affairs**

The Board of Directors will take action on the Personnel Committee's recommendation to remove Jose Simon Carmona from the position of ASI Vice President of University Affairs.

**Motion** to move the Board of Directors to take action on the Personnel Committee's recommendation to remove Jose Simon Carmona from the position of ASI Vice President of University Affairs, by **K. Dhillon**, second by, **J. Carmona**, motion **CARRIED**.

**K. Dhillon** states at the last board of directors meeting, the reason behind recommending removal is down to Simon's performance, specifically on the execution of the event it is on us. To this day it's on us has not been successfully executed this task is six months overdue. The event hasn't been communicated to me regarding the plans to execute this event in Spring Semester. There aren't any plans of it as of the current moment. The event has not been communicated with me. The event is originally planned to execute in Spring, but nothing has been finalized yet. There have been multiple times when this conversation was brought up that the SS has not been planned. We have offered support to Simon but still there has been no progress and furthermore the social justice and equity committee has been appointed. The committee has not met, and Simon is the chair of that committee. The question I present to this meeting is, "Do you believe Simon has the capacity to serve in this position and if Simon does not have the capacity? I believe we need to have a Vice president University affairs who does have the capacity and will lead the Senate. He will lead the event it's on us and lead campaigns effectively and execute well. In terms of improvement, if Simon's performance hasn't improved so far, what indication would indicate that it's important that his performance would improve so far? I think Simon has been given numerous chances and multiple various support to execute its on us and be solid in his role as Vice President affairs and his performance has not improved. I don't see much improvement.

**K. Caro** asks if there is discussion or questions.

**A. De Leon** states prefacing everything, this is a hard conversation to have. Going back to the last meeting to the question I ended, we talked about this was evaluating the thing were involved in as students in our lives for instance currently. If we have the capacity and space to give our all in everything we are doing. I appreciate we all are amazing student leaders who want to give back to students and that often times look a little different. This is what I am taking in account today even, so I wish to hear what everyone is thinking of. As for me,



do we think this is something that could happen in this moment of our lives and is what I wanted to mention.

**Z. Perez** asks does Simon have a plan of improvement?

**J. Carmona** states yes, in the week of the Board Meeting I met with everyone and Kris. In terms of improvement, I have a formal document which I was going to be sending after or before my removal, at any rate today. In terms of what's going to happen for each day of the event, assuming that one event will be happening online and the other in-person. I have expected dates. I spoke with Steve Spencer and Heather in terms of sending a follow up email to members and an official email to clarify the days of the event, to be in communication and there was going to be weekly or bi weekly meetings. To explain further, I would need to confirm the material that was made during the week. I do not want to give false information.

**N. Peku** says that I have had good experiences while working with Simon, I would like to point out that in life unexpected things come up that can get in way of our work ethic which is normal. Simon did have something happening and I am confident that Simon will make better changes.

**A. Ahluwalia** states that I was informed that Simon was planned a meeting with everyone. Does Simon have a date or more detailed plan? I am aware that Simon was sending out an email, but I don't recall getting an email regarding the project.

**J. Carmona** states yes, I can look at the document because I have the week of March 7 that I want to schedule, I would confirm that.

**M. Castillo** states I want to remind the Board that this is not personal. We have had good interactions with Simon. I agree with what Anjelica said, whether we have the capacity at any given time, a given year, with everything this is happening in the world, to do the things that are expected and there in writing for a reason. Please note that the vote, I will speak for myself that my vote is not personal. It is about the actual role that each of you have been asked to do.

**J. Carmona** states that for each event for It's On Us, will be taking place in the week of March 7. Each state has its own corresponding days. For example, Monday is post senate photo showing solidarity for Sexual Assault Awareness, Tuesday is for promoting give away, Wednesday is social media bus AKIG blast and Thursday is destroying showing backs. Each of these days have a corresponding thing happening, and for behaving nice will be happening during the week of February 11<sup>th</sup>. I have each day planned and need to figure out the in terms of collaborating with student athletes and with pilot because they are my main point of contact.



**M. Maamou** emphasizes what Martin and AJ has stated. This is not personal to which I completely agree and understand that life does happen, and it can get in the way but that does not speak about one's character or work ethic. Which brings us to the point that when things happen in life which is unfortunate because we have to reevaluate, and this is what AJ said and it is okay. When we know we are not able to handle this specific thing though I understand life does happen. It excuses what and how it will affect a person's performance and it is a bad reason however it does not get rid of the needs that is to the Board. The position is in charge of our Senate which is my biggest concern. Another point is, I believe in Simon's plan but it's still the words which are I expect to, or I plan to whereas I should already have the plan and what to do on the event and be this is what's sent out and this is the data. A solid plan rather than potential things. It is not personal. I care for everyone deeply. This is about putting a size interest and what the student voted for.

**A. Ahluwalia** says as Mirna said, after going to personnel and our last meeting, I expect a more detailed plan and also think March 7 is very into Spring Semester. The Hey Be Nice and It's On Us event would be very close together and this should have been planned three months prior. If the event wasn't executed well, later in March we would not have much time to evaluate further.

**K. Dhillon** emphasizes with AJ, Martin, Mirna, and Ashmita has to say. The moment when Simon got the recommendation for removal on November 17, 2021, there should have been communication soon if not that week about the plan. There is not a solid plan about the event but a loose plan which is unacceptable. At this point, it's been six months but It's On Us still hasn't been done and if this had been any other job Simon would have been terminated immediately. In the real world, when you have a task pending for this long, it is not acceptable. The other thing you need to factor in this is ASI, it is not a club or organization where one is serving in an officer position and it more volunteer basis, You are receiving a scholarship in this position and at the end of those scholarships are funded though student fees. On the communication part, life does happen and it's not anyone's fault for what they are going through in personal life and it's understandable and explains why the performance is not as it should be. However, when there is no communication with anyone, it becomes an issue, and the work is not getting done which is not acceptable. At this point, there is no signs of improvement and no solid plan to staged.

**N. Peku** asks for Simon's response to the discussion.

**J. Carmona** states everything said is completely valid. There is no concrete plan and the things happening are expected and planned to do. I understand the perspective of everyone and in terms of this meeting coming up and the previous meeting, It was hard to navigate and did not want to use that as why there hasn't been a solid plan. I should have taken the



initiative for that that. I do not want to make excuses because I was not able to do anything. I understand the meaning of business and professionalism and everyone's perspective. I am taking everything into understanding and how I will be applying that into the real world. I appreciate the ability to defend myself, but I am here to take note of everything.

**Z. Perez** asks do you think you can take role on right now? I understand what everyone is saying about take a step back and allies everything, understand your mistakes and come back stronger. I understand this role, it is a big role and coming into like that must have been a shock because for me the past two years and especially this year. Sometimes you have to work your way up to and get used to things which can be difficult when you are in charge of big events that contribute to ASI. Do you think you are ready to take on this role for the rest of the semester?

**J. Carmona** states I appreciate your point of view and asking the question. It is disheartening to think about this. It's On Us has a special place in my heart and it is easy to say what it means to me rather than showing what it is. I recognize that each individual have their own way of executing. I do believe I have the capacity to do the events and in the way they should be done. I don't have any excuse as to why the event was not executed correctly, especially with its on us, the background I come from is something I hold dear and its easier to say then when I can show it but given the opportunity I will show it. Mirna and Ashmita have a valid point in terms of there is no solid plan and executing properly, if given the opportunity I will do it. At this point, I need to solidify everything and execute properly and navigating whether I might be removed. If given the opportunity to know where I stand and I am able to fully execute. Thank you for asking.

**Z. Perez** asks I understand that you have plans for upcoming events. Do you plans since you have not met with the committee? Do you have any current plans and also with Senate? I understand it is difficult to meet within the Senate, but do you have any plans in play right now for the areas of improvement?

**J. Carmona** states I was one of the first to have a fully cut committee official done but I did not respond to the email, in terms of that which is why I communicated with Zaira about when I send the acceptances and when do I do this. I was in the navigating place whether or not should I ask that. I was in shock that my committee is not doing what they supposed to be what I had done prior to planning. Since it is brought up now, given the opportunity, I have to communicate with them and be excited to take on projects. The first thing I wanted to do in this role was to make resolutions and talk to cultural organizations and that is where I start with social justice with my committee. My plan is resolutions in terms of what can we get back to distribute to students, especially with everything that's happening on in COVID and resolution on public health issues to promote social justice and public health. For



academic Senate, I believe AJ has designated for the resolution. In terms of that, we have not fully done it or expressed what we were working on, and we had data on that but were not executed. There were moving parts and that were not fully able to control at moment. It is not on having a bad mental state but on not being able to navigate and my job was delegating which I needed to learn. Was there another question?

**Z. Perez** asks if you are given a second chance, do you think you would have a concrete plan? I think we need to see the initiative to act on it than I haven't planned.

**J. Carmona** states given a second chance, I would call Sneh and get working book for these dates and confirming with Eric, AJ and Kabir, taking in consideration about the short amount of time which needs to happen before I call Sneh. I was planning to send out the email and preserve that room. I agree with concrete plan, instead of saying I will, I should. I am not giving excuses and navigating in terms of where I stand in the next week.

**K. Caro** asks if there are any other questions or discussion. I want to add that I am very appreciative of Simon. You were one of the main people who pushed me to come into taking on this role as a Chair. I know we had conversations about this, but when we were talking, doing our Senate check-ins and I know speaking one on one with all of our Senators, I can really tell that Simon is very passionate about student leadership. I know I was not here for everything else that happened before but from what I have seen from being in my position, I am confident that Simon will take all of this, and he will make it happen. He has been a very good Co-Chair ever since going into this position. No matter what happens just know that I believe in you, I support you.

**N. Peku** chimes in again and I also want to clarify what I meant by interactions earlier in more so whenever I needed help, Simon was there to help me and guide me. He was always very responsive and helped me out. I wanted to chime in and say that I appreciate you for all the help that you gave me when I had questions and was confused. I went to you and felt comfortable going to you because I knew that you would respond in a timely manner when I needed it. Being descriptive, I came into ASI not knowing how things worked and you helped me a lot with figuring things out with navigating which is what I meant by interactions earlier. I think I wanted to make that clearer, so thank you and I appreciate you.

**Jose Simon Carmona** has abstain from voting.

**Motion** to approve the Board of Directors to take action on the Personnel Committee's recommendation to remove Jose Simon Carmona from the position of ASI Vice President of University Affairs, by **12 AYES** and **3 NAYES**, motion **CARRIED**.

37:09

**E. ACTION ITEM - ASI Committee Appointments**

The Board of Directors will take action on appointing applicants for ASI Committees.



**Motion** to move the Board of Directors to take action on appointing applicants for ASI Committees, by **K. Dhillon**, second by, **M. Maamou**, motion **CARRIED**.

**K. Dhillon** states that Nolan is one of our First Year Mentees. As we know by the CSU Policy, first year students, whether they are freshman, sophomores, or graduate students are not permitted to be involved in ASI Committees, the Board, or Senate due to the policy. Once the eligibility check is performed, Nolan would be eligible for the Finance Committee. He is a Business major, and a lot of his experience would directly translate into this committee. It would be a great opportunity for him to work with Mirna and to learn more work about ASI with the Finance Committee.

**K. Caro** asks if there are any questions or discussions then adds that I had a talk with Nolan and as a First Year Mentee myself, and I want to add that what I miss from being a mentee is having the hands on experience. I believe giving Nolan the opportunity to join the Finance Committee will be great for him as an Accounting major which would work well with him. He is passionate and wants to be involved in ASI which I love that about him. I know he will do great things going further.

**Motion** to approve the Board of Directors to take action on appointing applicants for ASI Committees, by **ALL**, motion **CARRIED**.

40:18

VII. NEW BUSINESS ITEMS:

A. ACTION ITEM: **ASI Executive Director Hiring | CLOSED |**

The Board of Directors will take action on hiring the next ASI Executive Director.

[Gloria Romero Open Meetings Act of 2000 - 89307](#)

**Motion** to move the Board of Directors to take action on hiring the next ASI Executive Director in **CLOSED SESSION** by **K. Dhillon**, second by **A. De Leon**, motion **CARRIED**.

**Closed session** enters at **12:42 PM**

**Closed session** returns at **1:00 PM**

**K. Caro** states that the Board of Directors has made an action to extend an offer to one of the candidates for ASI Executive Director.

42:33

B. ACTION ITEM: **ASI Executive Director Transition Plan | CLOSED |**

The Board of Directors will take action on the ASI Executive Director Transition Plan.

[Gloria Romero Open Meetings Act of 2000 - 89307](#)



**Motion** to move the Board of Directors to take action on the ASI Executive Director Transition Plan in **CLOSED SESSION** by **K. Dhillon**, second by **A. De Leon**, motion **CARRIED**.

**Closed session** enters at **1:02 PM**

**Closed session** returns at **1:05 PM**

**K. Caro** states that the Board of Directors has approved the ASI Executive Director Transition Plan.

43:15

C. DISCUSSION ITEM- **Vice President Search Call**

The Board of Directors will discuss the Vice President Search Call with the Isaacson, Miller team.

**Motion** to move the Board of Directors to take action on tabling this item until 1:15 PM, by **K. Dhillon**, second by, **A, De Leon**, motion **CARRIED**.

**Motion** to move the Board of Directors to enter into **RECESS** until 1:15 PM, by **K. Dhillon**, second by, **A, De Leon**, motion **CARRIED**.

**Recess** enters at **1:05 PM**

**Recess** returns at **1:15 PM**

**Rachel Ellenport** introduces themselves with the Isaacson, Miller team.

**R. Ellenport** joins with their colleague, Stef Kane, we are working with Cal State East Bay to help recruit the next Vice President for University Advancement and have been doing so. For the last couple of weeks, we have been speaking with a number of stakeholders including yourself to understand what the aspirations are for this next VP, how you currently work with the team, how that relationship might be enhanced, what you think some challenges and opportunities are. We are looking for context, such as what makes East Bay such a special place and why someone would want to want to pick up and leave a role that they are currently in and should be successful when coming here and how can they be impactful. I know that is a lot and Stef and I will help guide the conversation we are grateful for your time and thoughts but are really eager to hear from you as you lend us some thought to the importance of this role.

**K. Dhillon** asks to repeat the question.

**R. Ellenport** answers I would love to hear your general thoughts about the Vice President for University Advancement as a leader on campus and what would you expect to see in this individual in terms of traits or experience. Please feel free to also talk about how you currently engage with the advancement team.

**K. Dhillon** believes the VP for Advancement works for advancing the university and does a lot of work for fundraising. I think fundraising is an important thing for this university. I



think for one, we would love to have more donors for fun events and buildings. This is coming from the Future Directions Committee having excitement for this campus and advancing it as what this university could be versus its current identity which there is a lack of identity. In the past I have interacted with the VP of advancement through various committees, but never directly. I think there is an opportunity with the new Vice President having that direct interaction with ASI. We also have a Senator of Alumni Relations that is not necessarily related to investment, but I think there are opportunities for creating that connection and seeing how there can be more partnerships between ASI and the Vice President.

**A. De Leon** adds I would love to see someone in this role that understands what we stand for as a university. I think Kabir mentioned in terms of identity, and I know there are other CSU that are known for specific things. I would love to see a VP that gathers different ideas of what East Bay is going to be known for in the future 10 years or even 20 years. I would love to see someone that has a concrete plan on when it comes to formulating it. I would want them to understand on recognizing the students that we have on campus. I know that they work a lot in terms of gathering recognition for the university on a nationwide level and a statewide level. I would love to see a VP that understands the students where they are at specifically, the diverse set of students that we have, and making sure that we are giving them the recognition that they deserve when they come to East Bay. Also making sure that they come from a place of an ally background. They know what students we have on campus and how to give them that recognition. In terms of fundraising, I think our students deserve a lot more so having someone that is really strong in that strategy would be great.

**K. Dhillon** adds we want to see more interaction with students. For one, most students do not know who sits on the cabinet and I think there is an opportunity to have more engagement with current students. There is that excitement of wanting to be here at East Bay and wanting to push this university into the future and creating that brand new image.

**A. Yunker** adds we want to have more awareness and recognition for the things that we do period. From my experience, that most of us on here are humble and honest people. We already have that giving back characteristic and having someone with that as well as awareness on meeting up with students and connecting with them.

**M. Almeida** hears everyone talking about spirit and pride within the institution whether that is showing up and being able to describe our mascot. Right now, we are Pioneers but whatever it may become and live through the true spirit to Cal State East Bay. University Advancements are responsible for a process of marketing the larger university for putting us on the map. Every time we talk we notice there is a lack of school pride, and this position could really bring some of that through whether they create buildings. The Athletics facilities



plays a huge piece in bringing people to campus, especially community members. To point out those pieces because I constantly hear even in our Future Directions Committee from student voice, where is our sense of pride here at Cal State East Bay.

**E. Pinlac** states as an alumni and someone who has worked here for over 10 years I would say that Cal State East Bay is what I call every person's university because we really serve everyone. I think that if you go into the city of Hayward or any local city, and you talk to someone, chances are they know someone that went here. This is every person's university, there is that social mobility that we should focus on on how to transform lives in that way. What I mean through social mobility is as if when they go here, get their degrees and they are better citizens that earn more money and give back to the community.

**A. De Leon** adds I know that our student enrollment rates have been fluctuating especially more on the lower end. I would love to see someone in this position that has another idea or plan to boost that in terms of prospective students coming into the university. I think that would be really great to see someone coming into this role and making sure they have an idea for that because it is frequently talked about. We need that point of person that would really strategize that in terms of that as well.

**S. Kane** moves to the next question on what this person will do and what they are in charge of. I think it would be really interesting for us to hear that and how you want to interact with this person based on having heard what you want to do, and what you want to hear or see from them. We would also love to hear from your perspective, knowing that this person is in charge of most communications for the university, how you would want to see your university represented since you mention about identity and things that are important to you, are there any gaps between what you see and experience, and what you see being promoted first.

**E. Pinlac** knows we have had a lot of people in this role in the last couple of years. One of the things I liked was someone who was relatable to us and has worked with advancement in multiple ways with alumni engagement. Even working together to bring in funds to university, working in government with the administration going on out there and soliciting funds you know for the university I believe that is an opportunity.

**M. Almeida** states as an advisor to ASI, they need to be here in the Board meetings to understand the students on who they are and who needs to be represented. It is one thing to pick up the phone and call a director of the department and it is another thing to actually be there and present at events. It is important to be a part of the community. For athletics as an example, we won national championship for women's soccer but there are no celebrations with the City of Hayward or any of that type that I know of here. There has to be more pride



with Cal State East Bay as the university does so much for the community and we really need to build on that connection to stand out.

**K. Dhillon** states it is important on coming to several meeting so whether that is sending a designee that are coming directly or that it would be great to have that advisor here on the Board. Also, I think meeting with us on a regular basis and the President meeting with us on a monthly basis or whoever the next Vice President would be. It helps bridge that gap and when it comes to the university and ASI, we have a common goal. We are serving students, we want to promote the university, we want to improve and push forward. I think coming together in a meeting with that goal and see how we can collaborate whether that is fundraising for specific items. I have heard that the Athletics facilities needs to be updated and there are more buildings that need that as well. Having more funding opportunities are needed. Looking at other CSU campuses, I know we try not to compare, but it is important to look at what other universities are doing and replicating that and making it for our own space. Tabling is a great thing which we would love to see more cabinet positions participate on a frequent basis when they first come into the role and engage with students and for that to be consistent. That person needs to be seen and known which would help them in that role because when you speak to students who understand who they are, what are their needs, what they want, and how you see the university moving forward. I think the student interaction is a great piece.

**A. Barragan** feels most of the time we do not know people who are in these positions. I feel that really needs to be set to students because our students are paying for these services. I do not know what they do and think what they should be doing. If they are able to approach students and have a conversation whether that is on a Starbucks on campus or through tabling. I would really like for students to know who they are versus just someone who works here and never knew about them their whole time being here.

**K. Dhillon** remembers other point is with promoting the university and advancing it when taking in student needs and understanding who they are. It is important to be authentic about that as much as possible because looking at it from a marketing standpoint, there are certain things you want to highlight. It is also important to have a strategic plan that will help create that authentic identity that works well for the campus. The person in this role needs to be a cheerleader in a sense that they need to be excited and enthusiastic. Having that energy is going to translate into their work and this campus would be better with that excitement energy.

**R. Ellenport** follows with the comments about the role this VP can play and overseeing marketing communications to help differentiate the campus and celebrate what is unique about Cal State East Bay. I hear that it is important to differentiate the campus from other



schools in the CSU. I would love to hear more about what attracted you to Cal State East Bay, what stood out that led you here, or what have you found that you think makes this a special place since you have been on campus.

**K. Dhillon** answers East Bay was not my first choice of university but what has kept me here has been finding community and having that sense of belonging to this campus. I was getting involved in ASI, my fraternity, and having that community where I felt supported not just by my peers but also by faculty. I do not think that is promoted enough as the university is often overlooked as we are between Stanford University and San Jose State University. I am passionate about marketing outside of everything and really creating that excitement through social media. I know that is a conversation for another day but in essence with that creation of excitement as there are bigger moving pieces and a larger goal for this university to be more attractive to students. That could be offering more services that support students such as a child care center or the affinity centers which supports different identities on this campus. In order for students to want to come to attend this university, I believe the campus needs to be the first option for students not the last or second option, we want to be more of a designation campus.

**A. De Leon** agrees that this campus was not many students first choice, but we still love it and stay after coming to the school. I would love to know why this campus was not people's first choice, and for us to figure out and to understand why this was not a school on the top of students' list. I want to include what we do have here at East Bay. The reason why I enjoyed being here is that I am surrounded by people that look like me, come from similar backgrounds, and that is something important for a lot of our students. I would love to see diversity shown through marketing whether that would be recognized in general, but I want to preface with the authenticity comment that I would hate for us to tokenize any individual on any level. Someone in this role needs to look like the students that we have on campus to understand us. The reason why I stayed was because I was around people that look like me and I appreciate that about East Bay so I would hope that the new VP in this role would see that and appreciate that as well.

**S. Nielsen** states having talked to students over the years, some students felt they had more leadership opportunities on our campus and more opportunities to be involved with student research compared to their friends who went to a UC or Stanford.

**A. Barragan** shares that this campus was not my first choice but there are many opportunities that I would have never gotten if I never stayed here. I have friends who go to San Jose State University or Stanford where they do not have these opportunities that I have or the ability to be a part of the community to interact with people so easily. Another thing that attracts people to this campus is that it is close by community colleges. I would like to



emphasize the point of being involved with your community and the need to connect with the community because sometimes I feel that we are separated because we are on a hill.

**A. De Leon** states a lot of our students feel that they have the opportunity to be in leadership positions because we have faculty, administration, and staff that actually care about the students. We are in a position where our university is big enough and small enough where we can have those one on one interactions and hopefully that is something that could be marketed to more students. It is really cool to have a university that actually cares about you, your voice, and I think East Bay does a really good job at that.

**T. Luevano** states I was looking for a school to attend with class spirit and while I was not looking to participate in sports in college, I was looking for a school that had really good athletics and are very representative. For example, San Jose State University was my first choice because of football, the mascot, and how well they are represented. I chose East Bay, but I really wish the athletics representative was better as Mark had brought up soccer earlier when they won the championships. I was really excited, but I do not follow soccer but all I saw was just a post on Instagram. I believe these things need more recognition and moving forward we need to bring the energy for all sports teams to the attentions of students around the area.

**K. Caro** adds I work for the welcome center, and we give tours to members of the public. Some of the things we like to highlight on our tour that people love is that we have about 24 to 1 student to professor ratio which a lot of parents love. You get more one on one interaction with your professor which helps with students in the future because you get close to your professor, and they might agree to write you a letter of recommendation or recommend you to apply at a job as they know someone from there. Another ratio that we highlight is our 60 to 40 female identifying to male identifying ratio. I know everyone was saying that there are a lot of leadership opportunities, and I would like to share that I got a job on campus and that has made everything better. Being a part of ASI, you are able to learn so much about the university and all the great resources we have. When you go to the Health Center, you do not have to pay for anything unless you want to get prescription which means that it is free because that is part of our tuition. Also, for some students it is convenient as some students live within a 5 to 10 mile ratio of the school.

**M. Almeida** adds that AJ brought up a good point is that our students and their experience is that they want to see people that look like them who you can look up to and emulate in certain capacities. I think we have it on the bus stop or buses that drive around, there are photos of people on the poles around campus. Those things should be constantly changing like our students that need to be up there to be represented and showcase what Cal State East Bay is. We have talked a lot about this in our strategic planning and conversations that we



are finding the element to elevate them and their experiences. We are providing a microphone for them to be able to be heard and seen in the light that they want. That is the case that we need to promote more of our students and all the great things that they bring to campus and not always what the campus does for them because more of our students are out there and seeing people that want to be a part of it, including athletics and other services that we offer as well.

**A. Yunker** comments that we are saying the same thing across the board. This person needs to find these things, be organized, and achieve it. Students and alumni as well as current students are doing great things. I had a student that was doing an art mural for the Arts department, and she was a first year student. She got commissioned to do it for the Arts department and I think we are very humble and modest. I think that is one characteristic that I would hope to have in that new position is that someone has to hunt these down and find these people in order to highlight them.

**K. Dhillon** asks is a student engagement portion in the interviewing process with the finalists and I was what opportunities are there for ASI to engage with the finalists or in general to have students engage with the finalists. I think it is important to have that student input and how that student input is taken into account when selecting the final person.

**R. Ellenport** answers that as we get into the late Winter and early Spring, our Search Committee is narrowing down the candidate pool and making recommendations to the President which the finalists are invited to the campus. It would be an inclusive group of people meeting because of the pandemic. There would be an opportunity to engage and typically we provide electronic surveys to capture direct feedback from individuals that would go straight to the President for review. I think the feedback from all those meetings referencing the finalist candidates and of course the President's own interactions with these individuals will ultimately inform their decision.

**K. Dhillon** thanks them for their answer.

**R. Ellenport** appreciates everyone for letting us join your meeting. We are grateful for your feedback and thoughts as we will make sure you have our contact information if there are additional thoughts or ideas that come to mind after today's conversation. If this was not the right format and there are some things on your mind, you will certainly have the opportunity to reach out. We look forward to hearing from you and I can promise you that we are being very careful as we are engaging and doing an initial vetting of folks. A lot of what you shared is consistent with some of the themes that have come from other conversations. First and foremost, I think we are looking for folks who can persuasively and articulate to us the importance of Cal State East Bay mission and how it resonates with them as well as how



they would be excited to be part of advancing and representing it. Thank you all for your time and your insights.

**1:16:39**

**VIII. SPECIAL REPORTS:**

No special reports.

**1:16:49**

**IX. ROUND TABLE REMARKS**

**K. Caro** shares next Board of Directors meeting for the Spring semester will be on Wednesday, January 26th from 12:00 to 2:00 PM. I have changed the Senate meetings to be every other Thursday from 12:15 to 1:15 PM so that is during UU hours and that is the same time that is going to be in-person, but we are offering the Zoom option as well.

**A. De Leon** mentions we do have a retreat in January which I am very excited for that. Kabir and I will be working on the itinerary, so if you have any ideas we will send out a Google form and collect topics you would love to hear. If you do have any ideas feel free to let us know and we will try to incorporate that as much as possible. To our Advisors, we may be reaching out to you about potentially presenting at some point on Friday, January 14th to the 16th before school starts. I want to remind everyone about that and please reach out to Erik about your vaccination status through email or such. I appreciate each and every one of you, I know we have been slowly dropping off throughout the day and it is also the holiday season. I want to say thank you so much for taking the time out of your day and your holiday to be here as it has been an amazing year. I was incredibly nervous to be in this role and look at us right now we are doing so well and very proud of us. I am excited for the Spring semester. I know that we have had a couple bumps in the road, and I want to recognize any feelings that came up. I know that I have been a little distant about because of personal issues but I am still around. Thank you everyone and I hope you have a really good holiday wherever you are at and to stay safe, eat lots of food, and rest. I will not be sending out any emails so do not expect anything from me but maybe you may receive a text.

**K. Dhillon** thanks James Carroll of his efforts with the executive director search committee especially as he was chair of that committee. We honestly could have not done it without him on that role as James took on a lot. I appreciate everyone who has been involved in the process to the committee members adding to serve on the committee that you are attending whether it is campus presentations or the sessions with the government. I know that took a lot of time either on your Friday or your winter break. I hope everyone does take the time to destress and know that we are halfway through the year which I will talk more about this at our first meeting in Spring. For those of you who are graduating, think about the legacy you want to leave here in ASI. Keep in mind that



people will look back at the minutes and these documents, it is important to think about the impact you want to leave and if there is anything you want to get done between now and then, do rest but take the time to think about the plan to success successfully execute this. We are halfway through this. On a positive note, I am excited about the retreat so if you have any ideas or you want to add or lead a session please share that with me and we will try our best to plan that in. It has taken a little bit longer to plan the retreat this year as we recently found the location a couple weeks ago. I just want to say thank you and happy holidays. Again, to take the time to rest and enjoy good food. See you in 2022!

**M. Almeida** states you all have done an amazing job and again we are still in a pandemic. This whole virtual components and managing meetings, processes, and holding people accountable. I hope all of you get rest and have a great holiday season. When we come back, I would like to talk to the members for the Future Directions Committee. I will work with Krisstina on that but would love to talk to you all about our mission, vision, values, and goals we are working towards. President Sandeen is really pushing this forward to create the university that you are all looking for. Get some rest and have a great holiday season.

**S. Spencer** hears that we would like to be more involved and aware of what is going on with athletics. I appreciate everyone's word and thoughts on the matter. We are one person in the Sports Information Office, no marketing person, and we were planning to wait until after the school year to make the new hires for the right people. I am going to share your voice. As an alum from Sonoma State and Humboldt State, I did not know anything about Cal State East Bay came here and this was 20 years ago. Listening to everyone explain what's special about this place and how it's hard to put your finger on it but I think Mark said it best is that it is what the students are making it and what it is. You know being with ASI for about a year and a half, I am impressed with everyone how professional and passionate all of you are. I appreciate you and what everyone does a keep it up. Have a great break you deserve.

**E. Pinlac** states there were a lot of big decisions made today which I know are hard, but we have to make them in order to move forward. I will be here a little bit longer which I will share my rounds of remarks another month. I thought this would be my goodbye but not quite there yet. For students, please take the time to rest and be ready for next semester. Spend time with your family and friends that fill your cup. I will see you all at the retreat in January.

**A. Yunker** states you are never going to leave. You can leave the building, but we will definitely get your contact information and reach out to you. We all have that imposter syndrome and I know the PACs go through this, but we want to reassure each other that you are all doing fantastic things. You all stayed all the way to the end and made that accomplishment. You should start documenting those things and writing them down. It really does help keep that positive outlook on things as you



are all doing a lot in ASI and as current students. Please relax a little bit and finish strong. Happy holidays.

**L. Parker** thank you everyone for the informative meeting today and I have had lots of experience in past, but this was very well run. I will do my best to attend more in the Spring semester. Thank you and happy holidays.

**K. Caro** thanks everyone for staying until the end of this meeting. Thank you to all for supporting and coming to these meetings as I was trying to transition into this position. Happy holidays and enjoy the rest of your break. See you all next year!

**1:28:19**

X. **ADJOURNMENT at 1:39 PM**

Minutes reviewed and approved by:

**Chair of Board**

Name: Krisstina Caro

  
Krisstina Caro (Feb 11, 2022 15:32 PST)

Minutes approved on:

**02-09-2022**

Date:

