

**Board of Directors Meeting Minutes of February 28<sup>th</sup>, 2024**

- I. CALL TO ORDER at **12:07 PM**
- II. [ROLL CALL](#)
- III. **Present:** Nolan Calara, Kushal Sheshadri, Sai Charan Attili, Erick Loreda, Carlos Martinez-Aguilera, Danny Lopez, London Deguzman, Guadalupe Felix, Hailey Corum, Sharn Basi, Elijah Quineri, Martin Castillo, James Carroll, Ashley Depappa, My-Lan Huynh, Steve Spencer, Stephanie Ann Lustina, Saira Garcia, Charan Reddy Doolam, Christina Chin-Newman, Terry Buttchen
- IV. ACTION ITEM - **Approval of the Agenda**  
**Motion** to approve the agenda of February 28<sup>th</sup>, 2024, by **H. Corum**, seconded by **C. Martinez-Aguilera**, motion **CARRIED**.
- V. ACTION ITEM - **Approval of the Minutes of February 14<sup>th</sup>, 2024**  
**Motion** to approve the minutes of February 14<sup>th</sup>, 2024, by **S. Basi**, seconded by **S. Attili**, motion **CARRIED**.
- VI. 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.  
**02:35**
- VII. UNFINISHED ITEMS:
  - A. ACTION ITEM: [March Madness \(Concord\)](#)  
The ASI Board of Directors will be taking action on March Madness (Concord).  
**Motion** to approve March Madness (Concord) by **S. Basi**, seconded by **C. Martinez-Aguilera**, motion **CARRIED**.  
**S. Basi** discusses plans for featuring a basketball arcade game at the University Union. The event, scheduled for March 19<sup>th</sup>, will host an open tournament from 12pm to 1pm, overseen by two CSOs. She plans to offer a variety of prizes, including sweatshirts, jackets, stickers, keychains, cups, and mugs, through a giveaway card for students who successfully defeat the CSOs in the tournament. Additionally, a graphic has been created to promote the event.



**D. Lopez** inquire if she wants any Board Members to be present during the match. **S. Basi** mentions that all the Board Members are welcome to attend the event.  
**Motion** to approve March Madness (Concord) by **13 YES, 0 NO, 0 ABSTAIN**, motion **CARRIED**.

04:55

B. ACTION ITEM: [ASI Committee Codes](#)

The ASI Board of Directors will be taking action on the ASI Committee Codes.

**Motion** to approve ASI Committee Codes by **K. Sheshadri**, seconded by **N. Calara**, motion **CARRIED**.

**K. Sheshadri** discusses proposed changes to the current Committee codes, highlighting the decision to merge Lobby Corps with Internal Affairs. Additionally, he mentions that the Internal Affairs Committee would not continue for the remainder of the semester due to the absence of tasks or duties. He invites **C. Martinez-Aguilera** to provide further insight into this decision. **N. Calara** requests to reiterate what he intended **C. Martinez-Aguilera** to add to the discussion. **K. Sheshadri** informs that the Personnel Committee had deliberated on the necessity of the Internal Affairs Committee for the current semester. He adds that Carlos had communicated via email that the Internal Affairs Committee would not continue operating. The primary rationale behind this decision is the absence of tasks or duties for the committee, with no foreseen obligations for the remainder of the semester. He invites questions and insights from the Board. **C. Martinez-Aguilera** confirms the discussion held at the previous Personnel Committee Meeting regarding the dissolution of the Internal Affairs Committee. He mentions sending an email yesterday and plans to elaborate further during the upcoming Personnel Meeting. The decision on the matter will then be revisited at the subsequent Board meeting the following week. **J. Carroll** highlights the focal point of today's vote, which concerns the updating of the Committee Codes. He reiterates the discussions from the previous Executive Committee Meeting, indicating that while **C. Martinez-Aguilera** may opt not to maintain the committee currently, the consensus was to retain the Internal Affairs Committee within the codes until the summer revision. This ensures continuity and allows for modifications based on the incoming VP of Internal Affairs. **N. Calara** sought clarification on whether they should proceed with the vote or consider holding off on the matter for further discussion. **J. Carroll** emphasizes the need for a vote on the proposed action item brought forth by Kushal. He clarifies that the primary updates to the code involved merging Legislative Affairs and Lobby Corps and removing the Internal Affairs Committee. However, he suggests retaining the Internal Affairs Committee in the current codes, pending modification based on the new role of the VP of



Internal Affairs. He emphasizes that Carlos’s decision regarding the committee’s seating was separate from this discussion. He recommends not removing the Internal Affairs Committee from the codes immediately but rather modifying it for the summer. **D. Lopez** sought clarification on the email sent. **C. Doolam** express that there have been inquiries from individuals regarding Internal Affairs and the necessary actions they need to take. He mentions that they might have not received an email given the ongoing inquiries over the past few months. **C. Martinez-Aguilera** shares that he had emailed them at the beginning of the semester, conveying a message like the previous one, suggesting waiting until further instructions for a meeting. However, as this hasn’t occurred yet, the decision is being made to move forward. He suggests that this topic might not be suitable for discussion now. **K. Sheshadri** agreed with James, reiterating that now voting can be on merging Legislative Affairs with Lobby Corps and the Internal Affairs Committee can be discussed in the next Board meeting. **D. Lopez** sought clarification on the procedure for vote on this matter. **J. Carroll** clarifies that the active task for the group is Kushal’s motion to vote on accepting the changes to the codes. He emphasizes that the vote on the table pertains specifically to merging Legislative Affairs and Lobby Corps, along with making grammatical corrections. He further explains that the motion does not involve striking Internal Affairs. **N. Calara** inquiries whether there would be a majority vote or a roll call vote to implement these changes. **J. Carroll** clarifies that it will be a regular majority vote.

**Motion** to approve ASI Committee Codes by **13 YES, 0 NO, 0 ABSTAIN**, motion **CARRIED**.

13:34

C. ACTION ITEM: [Voting on Sustainability Committee Applicants](#)

The ASI Board of Directors will be taking action on Voting on Sustainability Committee Applicants.

**Motion** to approve Sustainability Committee Applicants by **H. Corum**, seconded by **L. Deguzman**, motion **CARRIED**.

**H. Corum** discusses the various sustainability committee applicants, emphasizing the collective dedication to bolstering sustainability initiatives on campus from a student perspective. Six individuals were identified for appointment: Yashraj Shreyans Shah, Manu Biju, Isha Hitendra Kosambia, Michaela Fritzche, Vaishnavi Karingala, and Sam Koshy. **L. Deguzman** asks if she would like to share any comments about the applicants. **H. Corum** highlights that among the candidates, Sam Koshy stands out as an individual who recently expressed interest in joining the committee. Sam’s proactive approach of reaching out to ASI demonstrates a keen enthusiasm to contribute to the sustainability efforts on campus,



even after the initial committee application period had ended. She adds that this is the reason for the decision is being reviewed today rather than at a previous meeting. **J. Carroll** states that the Personnel Committee had previously accepted Hailey’s recommendations of the 6 candidates.

**Motion** to approve Sustainability Committee Applicants by **13 YES, 0 NO, 0 ABSTAIN**, motion **CARRIED**.

17:21

D. ACTION ITEM: [Voting on Senator of CBE](#)

The ASI Board of Directors will be taking action on Voting on Senator of CBE.

**Motion** to appoint Anahi Rodriguez as the Senator of CBE by **C. Martinez-Aguilera**, seconded by **E. Loredo**, motion **CARRIED**.

**E. Loredo** states that after interviewing several candidates for the Senator of CBE position, he along with **K. Sheshadri**, and **C. Martinez-Aguilera** concludes that A. Rodriguez stood out as the best candidate. **A. Rodriguez**, who is currently an RA, possesses extensive experience interacting with students and has promising ideas for the role, such as organizing career fairs and fostering alumni engagement for business students. Noteworthy is her strong communication skills and social awareness, which are deemed beneficial for understanding and addressing the needs of business students. Despite the short two-month duration of the position, **A. Rodriguez** demonstrates a commitment to meeting with the Dean to identify and address the needs of business majors, providing valuable resources and support. **C. Martinez-Aguilera** acknowledges despite the commendable qualities observed in all applicants, the conclusion was reached that **A. Rodriguez** would be the best fit for the Senator of CBE.

**Motion** to appoint Anahi Rodriguez as the Senator of CBE by **12 YES, 0 NO, 1 ABSTAIN**, motion **CARRIED**.

21:38

VIII. NEW BUSINESS ITEMS:

A. INFORMATIONAL ITEM: **Class Survey**

The ASI Board of Directors will discuss the Class Surveys.

**Motion** to postpone Informational Item Class Survey to the next Board of Directors Meeting by **G. Felix**, seconded by **C. Martinez-Aguilera**, motion **CARRIED**.

23:22



B. INFORMATIONAL ITEM: [Hey! Be Nice!](#)

The ASI Board of Directors will discuss Hey! Be Nice! Event.

**E. Loredo** asserts his responsibility for coordinating the forthcoming Hey! Be Nice Event scheduled for this semester and provides the tentative dates, which are March 18th to March 21st. The event is slated to take place on the UU Walkway, with **E. Loredo** overseeing tabling alongside the Title IX We Care Team. He also plans to give away items along with stickers. **N. Calara** inquires whether this event will deviate from plans for Sexual Assault Awareness Month in conjunction with Title IX. **E. Loredo** clarifies that it will indeed be a distinct event. **H. Corum** expresses a keen interest in attending and offers assistance if needed. **N. Calara** questions the absence of a funding request in association with Title IX. **E. Loredo** explains that no funding request is necessary, as their expenditure has been limited to ordering stickers. Furthermore, they plan to distribute items already available in the office and are in the process of creating digital posters in collaboration with the Communications Team. **J. Carroll** mentions that the budget for stickers is sourced from the Communications and Marketing Budget. **G. Felix** sought clarification if it's weeklong of tabling. **E. Loredo** states yes if Board Members would like to help table to inform him.

27:13

C. INFORMATIONAL ITEM: **CSUEB Branding Ideas**

The ASI Board of Directors will discuss the CSUEB Branding Ideas.

**J. Russell**, as the Chief Communications and Marketing Officer, introduces himself. He discusses the ongoing process of developing a new visual identity and branding for a university. He emphasizes the goal of creating a timeless logo that reflects CSUEB's culture and instills a sense of pride among students and faculty. **J. Russell** highlights the involvement of Mission Point in the project and provided an overview of completed and ongoing stages, including research, background analysis, and upcoming campaigns. The research phase involves activities such as questionnaires, outreach to current and prospective students, alumni, and community members, as well as focus groups and competitor analysis. The branding approach is based on Jungian psychology and brand archetypes to convey specific characteristics. He mentioned upcoming phases, including a website refresh. He continues by discussing their analysis of other universities and community colleges in the area to identify opportunities for Cal State East Bay to establish a unique brand. He mentions that he identifies two areas, namely the neighbor and the explorer, as potential avenues for creating a distinctive identity. **J. Russell** emphasizes the opportunity for Cal State East Bay to feel comfortable and proud of its own identity. The goal is to tell a compelling story and shape the institution's narrative, considering the neutral perception it currently holds. He



introduces a brand positioning statement, emphasizing the university's role in unlocking potential and opportunities for students with a pioneering spirit. This statement is intended to guide the communication of the institution's identity. Finally, he reiterates the importance of the logo in fostering a sense of pride among the university's stakeholders. **J. Russell** continues by delving into the visual aspects of the rebranding process for Cal State East Bay. They discussed the significance of the logo in creating a sense of place and pride. The color palette, initially black, white, and red, was expanded to include a broader range for flexibility. Multiple versions of the logo were presented, with variations in color, outline, and inclusion of the university name, demonstrating adaptability for different contexts. He emphasizes the importance of flexibility in branding, showcasing examples of how the logo could be applied to merchandise, backgrounds, and various promotional materials. They highlight the need for different departments to align with the brand while maintaining their uniqueness. Moving forward, **J. Russell** introduces a headline system to address common questions or concerns potential students might have, providing answers that reinforce the university's strengths and values. They present the concept of being "unquestionably strong, talented, and driven," culminating in the tagline "Cal State East Bay without questions." He shares sample visuals and discusses the upcoming campaign launch, schedule for convocation before the fall semester. He also addresses the introduction of a new mascot, describing it as a furry or feathery creature culturally relevant to the area. The session concludes with an invitation for feedback and ideas, leaving room for further updates as the rebranding process progresses. **K. Sheshadri** thank for the presentation and inquire whether they are getting rid of the emblem. **J. Russell** assures that the steal stays the same. **K. Sheshadri** then questions about the negative connotation associated with a single star in advertising, often seen as a disclaimer or condition. He suggests considering using 2 or 3 stars instead of one to avoid the immediate association with disclaimers. He proceeds and questions regarding the absence of the word "Pioneer" in the rebranding efforts. **J. Russell** states that the term "Pioneer" is being retained, especially in the next phase of the logo development, with a focus on athletics and how branding integrates with it. He further states that the current logo and name do not explicitly include "Pioneers," but the emphasis is on the core elements of the brand, with plans to build additional aspects around it in the future. **K. Sheshadri** expresses concern about the font choice, noting that it gives off a tech company or fun brand vibe, while he believes an educational institution should convey a sense of nobility. He suggests possibly retaining some nobleness in the logo design and expresses interest in hearing colleagues' opinions on this matter. **G. Felix** shares her initial thoughts on the logo, finding it plain and expressing concern about the merchandise, suggesting that the current clothes might be a better option. She points out issues with the



shape of the "S" in either "state" or "CSU" and clarifies that her intention is not to be rude but to voice her opinion. Despite these concerns, **G. Felix** appreciates the presented statements and sees resonance with them. She then inquires about student involvement in the rebranding process. **J. Russell** confirms that students were actively involved in the rebranding process, participating in surveys, questionnaires, and focus groups that encompassed the entire student body. This engagement helped inform the decisions made during the rebranding effort. **G. Felix** asks whether they are firm about the new logo and branding or if there is room for further changes. **J. Russell** replies that they are in the final stages of the rebranding process, suggesting that the current choices, including the color, are approaching the final idea. **H. Corum** expresses agreement with **G. Felix** and **K. Sheshadri** regarding the underwhelming vibe of the presented design, mentioning that it lacked excitement. She emphasizes the importance of having a mascot to enhance branding, citing examples from other universities like UC Berkeley and UC Santa Cruz. She suggests that merchandise should feature an actual mascot rather than just words and a single star for a more impactful and engaging branding approach. **N. Calara** expresses a desire for ASI to be involved in discussions about the branding of East Bay. He mentions the passion of the Board Members and the unique student perspective they bring. **N. Calara** seeks clarification on whether there's an opportunity for ASI to actively participate and contribute to these discussions. **J. Russell** acknowledges **N. Calara's** interest in getting ASI involved in the branding discussions and expresses a willingness to explore potential collaboration. He mentions that he will speak with his partner division, consider options like a working session, and convey the suggestion to higher-ups. He appreciates the offer and the potential for collaboration. **C. Martinez-Aguilera** expresses gratitude to **J. Russell** for the presentation and raises concern about the survey process for the rebranding. He mentions feeling that the survey was lengthy and might not have been the most effective way to gather students' perspectives. He then suggests that other members might share a similar opinion and wanted to bring it to **J. Russell's** attention for consideration. **J. Russell** acknowledges the challenge of balancing the need for information with survey length and expresses an intention to relay feedback about the survey being perceived as lengthy to the team. **G. Felix** suggests the idea of involving artistic students in the creation of the logo for East Bay, emphasizing that it could be more inclusive and fun. She highlights the potential for students to feel a personal connection by contributing to the logo design, envisioning it as a unique and exciting opportunity. While acknowledging the potential timeline constraints, **G. Felix** expresses the desire for consideration to see if such an option is feasible. **J. Russell** acknowledges the suggestion to be great.



52:58

IX. SPECIAL REPORTS

A. February CSSA Report

**G. Felix** provides an overview of the February CSSA (California State Student Association) virtual meeting, highlighting discussions on campus connections, the System Wide Affairs Committee's focus on improving emergency aid distribution practices, and the Legislative Affairs Committee's emphasis on the upcoming CHESS event. **G. Felix** notes a resolution condemning human rights violations and war crimes, as well as a call to action regarding addressing sex discrimination on campuses. **N. Calara** adds to **G. Felix's** mention of the resolution condemning human rights violations and war crimes. He discloses that he was asked to be a co-writer but could not be due to Wi-Fi issues. **N. Calara** highlights the ongoing discussion within CSSA on whether to make a statement on this international issue, emphasizing the importance of addressing the real impact on students across all 23 CSU campuses and raising the dilemma of whether CSSA or all 23 ASI should make a statement on global events. **H. Corum** seeks clarification on the end goal of the resolution and whether its purpose is solely to express support, particularly for the East Bay campus. **N. Calara** clarifies that the resolution condemning human rights violations and war crimes, brought forth by CSSA, would not directly impact East Bay unless the campus chooses to write an additional resolution in support. He underscores that CSSA's primary goal is to raise awareness, express support, and emphasize resolve clauses calling for a ceasefire, protection, and urging the Chancellor's office to provide resources for students, staff, and faculty affected. **N. Calara** also references a recent incident at SJSU involving a faculty and a student, contributing to the context of the resolution. **N. Calara** provides an update on discussions within the Board of Directors for CSSA, mentioning topics such as Legislator and Legislative Staff of the Year recognition. He highlights conversations about Title V changes, particularly the plan to enhance the Cal-GETC program for transfer students, which may involve losing Area E and making additional edits. **N. Calara** is currently gathering information for a future discussion on this matter. He also invites questions on this topic outside the meeting. Lastly, **N. Calara** announces the availability of Executive Officer applications for various CSSA positions, encouraging anyone interested, including Board of Directors members, to reach out for details or access the application on the CSSA website. **N. Calara** updates the group on the selection process for the next student trustee, indicating that he, along with all the ASI Presidents or their designees, participated in the decision-





making process. They have forwarded three names to the governor's desk for consideration. He plans to provide further updates during roundtable remarks and in future discussions.

1:04:41

B. [CSU Budget Advocacy Day Recap](#)

**N. Calara** provides an update on the recent Advocacy Day in Sacramento, representing East Bay and 23 campuses, excluding SJSU. He sent an email to President Sandeen, sharing details and a picture. He adds that he and President Sandeen discussed Proposition 13 of 1978, a significant and controversial property tax initiative in California history. **N. Calara** admits limited knowledge but highlights the 2% annual property value increase. The information is intended for awareness, and **N. Calara** encourages others to contribute if they have additional insights. He then states that this year, all CSUs received funding from the CSU reserves rather than the government, following a compact deal with Governor Newsom. The deal entails using reserves for the 23-24 school year, resulting in a grant of \$240 million for this and \$258 million for the next year. The CSUs, having withdrawn from reserves, visited Sacramento to emphasize their commitment to the compact deal. Senate Bill 28, an infrastructure bill introduced by Senator Glazer, aims to address faculty needs in K-12 and higher education with a proposed allocation of \$2 billion to CSU. This bill competes with AB 247, which excludes CSUs, making the CSUs support SB 28. During discussions with legislators, the CSUs urged Governor Newsom to honor the compact deal and endorse Senator Glazer's SB 28. The CSUs also plan to push for Senator Glazer's bill to become a proposition in the 2024 general election, having faced challenges with a similar attempt in the 2020 election due to confusion with Prop 13, 1978. He adds that conversations with Assembly Member Tim Grayson and Assembly Member Liz Ortega involved housing for Concord students, cultural gardens, and support for infrastructure bonds in education. Mayor Salinas's Education City proposal, aimed at creating a pipeline from K-12 to college, was also discussed. Senator Aisha Wahab raised questions about cybersecurity, data storage, and power outages at CSUEB during discussions with CSU representatives. He then states that Senator Wahab discussed East Bay's potential involvement in hosting watch parties and training facilities for FIFA events. President Sandeen expressed support for these ideas. During discussions with Steve Glazer, a former SJSU ASI president, the focus was on East Bay's success in the GI 2025 initiatives, particularly the 6-year graduation rates. Glazer insisted on prioritizing 4-year graduation rates and emphasized big schools' achievements in this aspect. Despite advocating for the unique challenges faced by non-traditional students, including parents, and working professionals, the conversation maintained a diplomatic tone.



He then adds that for those attending the California Higher Education Student Summit (CHESS) on Saturday and Sunday, the presented slides are more pertinent to Monday's discussions. The topics covered may resurface, especially concerning Senator Glazier's stance on the four-year degree. **N. Calara** advises against arguing with Senator Glazier, emphasizing the importance of listening without taking things personally. CSSA topics on Monday may include financial aid reform, and further details will be communicated by **G. Felix**. A meeting to prepare for these discussions is anticipated, and attendees are encouraged to dress professionally due to the demanding schedule of back-to-back meetings with legislators, most of whom are expected to be supportive of higher education.

**1:18:49**

**X. ROUND TABLE REMARKS**

**L. Deguzman** announces an upcoming event for "Take Back Your Time" scheduled for the coming week between 11:00 AM and 1:00 PM at the Innovation Hub. **N. Calara** expresses gratitude to **D. Lopez** and **S. Basi** for their efforts in organizing and securing the room for the meeting. Additionally, he acknowledges the possibility of future collaborations. He adds that in two weeks, a team from East Bay will represent the institution in Sacramento. **A. Depappa** expresses excitement about being present and acknowledges the campus's beauty. She reminds everyone about the upcoming "Raw After Dark" event that would be held that Thursday evening. **E. Quineri** states that he shared a document regarding collaboration on alumni programs and adds that **T. Buttchen** is reviewing its potential benefits. He also calls for participation in the Alumni Connect program, with 20 volunteers so far, and encouragement to involve more individuals on campus. **G. Felix** reminds everyone to vote by March 5th if eligible. **D. Lopez** provides an update regarding the faculty appreciation initiative. The plan involves presenting postcards, letter cards, and merchandise to faculty members, with the chance for one recipient to win a gift basket. **T. Buttchen** discusses two main points. First, he introduces the "Alumni Connect" program, an app-based initiative aiming to connect graduates for various purposes, such as internships and career advice. Second, he informs the Board Members about a funding opportunity from the Chancellor's Office for alumni working with undergraduate students. A proposal needs to be submitted by March 11th, and **T. Buttchen** encourages the Board Members to suggest projects that foster communication between alumni and students. The potential funding is significant, and he emphasizes the need to capitalize on the opportunity. **N. Calara** announces the upcoming visit of two trustees. He plans to address questions about tuition increases, CSU allocations, and other relevant topics.


**1:29:23**



XI. ADJOURNMENT at **1:37 PM**

**Minutes reviewed by:**  
**Chair of the Board**

Danny Lopez

  
Daniel KRisterson D. Lopez (Mar 25, 2024 14:24 PDT)

Minutes approved on:

**03/13/2024**

Date:

