

Internal Affairs Committee Meeting Minutes November 20, 2024

I. CALL TO ORDER at **10:07 AM**

II. ROLL CALL

Present: Deepthi Bhimanapati, Nikhil Chowdary Nettem, Kushal Reddy Reddipally, Isabelle Lens, Dharmi Kanth Cigiri.

Absent: James Carroll, Ashley Depappa, Nolan Calara, Erick Loreda

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

Motion to approve Internal Affairs Committee meeting agenda of November 20th, 2024 by **K. Reddy Reddipally**, seconded by **D. Kanth Cirigi**, motion **CARRIED**.

IV. ACTION ITEM - **Approval of the Minutes of November 8, 2024**

Motion to approve Internal Affairs Committee meeting minutes of November 8th, 2024 by **D. Kanth Cirigi**, seconded by **K. Reddy Reddipally**, 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.

1:49

VI. UNFINISHED ITEMS:

No unfinished items.

1:54

VII. NEW BUSINESS ITEMS

A. **INFORMATIONAL ITEM - It's On Us Campaign**

The ASI Internal Affairs Committee members will be informed about the It's On Us Campaign

D. Bhimanapati introduced the It's On Us campaign, an annual ASI initiative dedicated to showcasing the organization's commitment to ending sexual violence. The event is planned for April 2025, aligning with Sexual Violence Awareness Month. The campaign aims to create a week-long series of activities, including tabling, speaker events, and other formats,



to raise awareness and support students by connecting them with campus resources. **D. Bhimanapati** encouraged feedback and suggestions on planning and organizing the event to ensure its effectiveness and impact. **N. Chowdary Nattem** suggested structuring the It's On Us campaign into a five-day series, with each day focusing on a unique theme to create a meaningful and impactful experience. The proposed schedule begins with an **Awareness Day** to inform participants, followed by an **Educational Day** to deepen understanding. The third day could focus on **Supporting and Healing**. The fourth day would serve as an **Action Day**, encouraging tangible steps to combat sexual violence, and the campaign would conclude with a **Celebration and Call to Action**, inspiring continued commitment to the cause. **D. Bhimanapati** expressed enthusiasm for the proposed structure of the It's On Us campaign, appreciating how each day addresses a distinct theme. Building on this, she suggested dedicating one day to a **Resource Fair**, partnering with campus organizations such as Student Health and Counseling Services, Title IX, and others to showcase the support available to students. Additionally, she proposed inviting a **notable speaker** in the field of sexual violence awareness and prevention to further educate and inspire attendees during one of the campaign days. **D. Kanth Cirigi** suggested incorporating **online engagement activities** into the It's On Us campaign to include students who may not be able to attend in-person events. Ideas included hosting **slogan-writing or poster-making competitions** online, allowing broader participation. Winners of these activities could be rewarded with **goodies or prizes**, encouraging greater student involvement and creativity while expanding the campaign's reach beyond the physical campus. **I. Lens** suggested enhancing the It's On Us campaign with **social media engagement**, proposing the creation of a dedicated **hashtag** to promote the campaign and increase online visibility. She also recommended incorporating **pledges** where participants could sign and commit to the campaign's cause, raising awareness and personal accountability. Additionally, Lens suggested timing the **resource fair** to align with the **keynote speaker event**, making it a culminating activity to maximize student participation and impact. **D. Bhimanapati** expressed enthusiasm for the proposed ideas, particularly the suggestion of a **poster competition** or similar activity. She highlighted how such initiatives could engage students who may not be able to attend in-person events, including those taking online classes. **D. Bhimanapati** noted that this approach would help broaden the campaign's reach and create more inclusive opportunities for student involvement. She appreciated the potential for increased participation and connection through these creative avenues. **K. Reddy Reddipally** proposed structuring the week-long campaign with a focus on impactful activities each day, such as developing **pledges and promises** on the first day and holding workshops on another. He suggested concluding the campaign with a **rally on campus**, aiming to raise awareness among students who may not



have participated in earlier events. This rally could serve as a unifying and visible demonstration of the campaign's message, providing a strong and engaging conclusion to the week.

D. Bhimanapati expressed an idea for creating a video campaign as part of the It's On Us! initiative. Inspired by the "Hey! Be Nice" video, the concept involves a split-screen format highlighting the **right and wrong ways** to support survivors of sexual violence. For example, one side might showcase supportive phrases like, "I hear you, and I'm here to support you," while the other depicts dismissive responses like, "I think you're exaggerating," to demonstrate how small comments can impact survivors' confidence.

D. Bhimanapati also mentioned plans to collaborate with the **Title IX and DHR Offices** on campus for this initiative. She invited further suggestions for increasing student participation and making the campaign more engaging.

N. Chowdary Nattem suggested distributing **awareness kits**, including items like stickers with It's On Us slogans, to boost participation. **D. Bhimanapati** commends the idea and adds that T-shirts with impactful slogans, keychains, stress balls, and wristbands were proposed as **giveaway items** to attract students to the event and increase awareness about available resources. She also emphasized the importance of **social media marketing** and asked for specific ideas to promote the campaign effectively on digital platforms.

I. Lens suggested incorporating **online polls and quizzes** on social media to engage students, including those who primarily attend online classes. The polls could feature questions related to the campaign, with giveaways such as T-shirts and keychains as prizes for those with the most correct answers. Winners could be invited to the fair to claim their prizes, thereby encouraging both virtual and in-person participation and increasing overall engagement with the event.

D. Bhimanapati suggested leveraging **social media** to raise awareness leading up to the event. This would include **polls**, as well as **informative posts** highlighting campus resources available to students. Additionally, she recommended sharing **videos about sexual violence** to further educate and engage the community. To maximize participation, she emphasized the importance of **marketing the event well in advance**, with a strong campaign one week prior to the event to ensure that students are aware and prepared to attend.

11:36

VIII. SPECIAL REPORTS

No special reports.

11:41



IX. ROUND TABLE REMARKS

No round table remarks.

11:51

X. ADJOURNMENT at **10:19 AM**

Minutes reviewed by:

Chair/ VP of Internal Affairs Name:

Rolando Salvador Munos

Minutes approved on

03-12-26

Date:

