



ASI Senate Meeting

Minutes

2012- 2013:10 Thursday, February 7, 2013, 3:00 –5:00 PM, BSC, 2nd Floor, England Evans

I. PRELIMINARIES

A. Call to Order

1. Chair Christine Hall called Senate 2012-2013:10 to order at 3:02pm

B. Quorum Check

1. Voting Members:

Christine Hall, Vice President, Chair
Chris Osuala, President – **Excused Tardy**
Stephanie Ferreira, Agriculture Senator
Joanna Ha, Business Senator
Amber Yoshioka, CEIS Senator
Rana Abuershaid, CLASS Senator
Dylan Devlin, CCHM Senator
Ariane Lebrilla, ENV Senator
Mary Haynes, Engineering Senator
Sally Kandah, Science Senator
Tommy Ward, Senator-At-Large (MCC)
Caleb Rickard, Senator-At-Large (SIC)
Danielle Sigala, Senator-At-Large (Greek)
Christina Kogat, Senator-At Large (IHC)

2. Advisors:

Dr. Rebecca Gutierrez Keeton, Advisor – **Sub: Dr. Byron Howlett Jr.**
Cora M. Culla, Executive Director

3. Non-voting Liaisons:

Devon Graves, Attorney General – **Sub: Salina Nasir**
Krikor Ketchedjian, Treasurer
Vacant, Academic Senate Rep.
Penne Fode, Staff Council Rep. – **Excused Absent**
Janeth Rodriguez, Alumni Association Rep.
Cristian Garcia/Sara Robinson, Bronco Athletics Association Rep.

C. Approval of Minutes

1. There were no minutes to approve

D. Pledge of Allegiance

E. Agenda Changes

1. There were no changes to the agenda

F. Financial Status – Given by Krikor Ketchedjian (attachments)

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1. ASI Total Revenue	\$ 5,186,262.00
2. ASI Total Expenses	\$ 2,803,935.00
3. ASI – NP & A Account Balance	\$ 149,392.00
4. ASI – Tutoring Retention Account Balance	\$ 5,764.00
5. ASI Prior Year's I Reserves	\$ 155,388.00
6. ASI Prior Year's II Reserves	\$ 127,518.00
7. ASI Prior Year's III Reserves	\$ 409,282.00

G. Introduction of Guests

- | | |
|----------------------|-------------------------|
| 1. Kassandra Cordero | 10. Kristian Evanculla |
| 2. Zach Tuggle | 11. Matt Fonseca |
| 3. Alexandra Ramirez | 12. Albert Garcia |
| 4. Jonathan Cardeiro | 13. Aisha Razzak |
| 5. Cathy Neale | 14. Domingo Carvajal |
| 6. Barny Peake | 15. Kristen Petruzzelli |
| 7. Alex Preston | 16. Terri Bell |
| 8. Krista Smith | 17. Nancy Hwang |
| 9. Powell Velasco | |

H. Special Presentation Time specific: 3:10pm

1. GAS Rebranding – Presented by Cathy Neale and Alex Preston
 - a. Barny explained that GAS had been working for the past year on preparing for the redesign of our logo which included a lot of work that goes into the process before any sketching of ideas begins
 - b. He added that the presentation today was to explain the branding process, show the direction and give the results so far, as well as share the fast timeline and involve everyone in the process. He introduced Alex and Cathy and stated that they would be leading the presentation.
 - c. Alex Preston stated that Kenny Flores was another ASI professional staff member working on the project and she proceeded to identify the problem that students often have an incomplete and inaccurate understanding of what ASI is and what they do
 - d. She explained the goal of clarifying the ASI branding and also identifying a brand for the BRIC before it was completed along with the strategy to identify the emotional key words that embody ASI, define the esthetic tone and then create a visual identity or logo which was supported by the research conducted last year. She added that they would be starting with the logos for ASI, the BSC and the BRIC.
 - e. Cathy described the rebrand process which was to identify the emotional key words through research that consisted of interviews and focus groups for both professional staff and students
 - f. She reviewed the five questions that were asked, outlined the participants, gave the highlights of the interview answers and noted the key words that emerged in Wordles
 - g. Alex recapped the strategy behind the family approach with case studies for

the National Parks, Tom, Dick & Harry Creative Agency, the Art Center College of Design-Obama Administration and IBM as well as ideas for applying them to ASI. She noted that the shortest timeline would apply to the BRIC.

- h. Cathy stated that they wanted to keep the senate in the loop every step of the way and that the next step was to put pencil to paper on Phase I which was the first three logos: ASI, BSC and the BRIC. Phase II would follow later with designs for other departments.
- i. Cora stated that the GAS team would be coming back in the spring with a full recommendation

I. Reports – Posted on the SAN, not given verbally

- 1. ASI Executive Director – Cora M. Culla *(attachment)
 - a. BRIC Project Updates
 - b. Interim Assistant Director for Children’s Center
 - c. Personnel Searches
 - d. Student Success Fee Update
- 2. ASI Advisor – Dr. Rebecca Gutierrez Keeton – no report
- 3. Academic Senate Rep. – vacant
- 4. Staff Council Rep. – Penne Fode - no report
- 5. Alumni Rep. – Janeth Rodriquez – no report
- 6. Athletics Rep. – Cristian Garcia *(attachment)
 - a. Baseball Season
 - b. Busses to CSUSB and UCSD
 - c. CCAA Canned Food Drive
- 7. Senator Pro Tempore – Mary Haynes – no report
- 8. Attorney General – Devon Graves *(attachment)
 - a. Rules and Policies Committee February 8th, 2013
 - b. Council Agendas and Minutes
 - c. Asst. Attorney General
- 9. Treasurer – Krikor Ketchedjian – no report
- 10. President – Chris Osuala *(attachment)
 - a. Bernadette Cheyne, Faculty Trustee, CSU Board of Trustees Visit
 - b. Real Talk
 - c. Secretary of External Affairs
 - d. HOMECOMING!! (Feb. 11-16th)
 - e. State of OUR Community
 - f. Committee Appointments
- 11. Vice President – Christine Hall – no report
- 12. Senate Reports
 - a. Amber Yoshioka, CEIS Senator *(attachment)
 - i. Valentine Social
 - ii. CEIS Question and Answer Panel
 - iii. Homecoming Game Table
 - b. Ariane Lebrilla, ENV Senator *(attachment)
 - i. ENV Conference – Saturday, February 25, 2013
 - ii. Space Activators (APSA/GPSA) – Thursday, Feb. 14, 2013

- iii. ENV Career Day – Thursday, April 25, 2013
- c. Christina Kogat, Senator-at-Large, IHC *(attachment)
 - i. IHC<3 Earth Program
- d. Danielle Sigala, Senator-at-Large, Greek *(attachment)
 - i. Homecoming
 - ii. Up-Till-Dawn
 - iii. Greek Week
 - iv. Greek Leadership Summit
- e. Joanna Ha, Business Senator *(attachment)
 - i. Bronco Start-Up Challenge
 - ii. NSLS Leaders for Leaders
 - iii. Bacon Wrapped Hot Dog Fundraiser
 - iv. We Are the Business T-shirt
- f. Rana Abuershaid, CLASS Senator *(attachment)
 - i. Kickball Event
 - ii. Council's Banquet
 - iii. Co-sponsorship Application with BEAT
- g. Sally Kandah, Science Senator *(attachment)
 - i. Science Council General Meetings
 - ii. SC Events
- h. Stephanie Ferreira, Agriculture Senator *(attachment)
 - i. Drill Team Relay for Life
 - ii. Step Walk: FN Forum Fundraiser
 - iii. AG Field Day
 - iv. Winter Community Service
 - v. Pizza with the Dean
 - vi. AG Open House
 - vii. Tulare Farm Show
 - viii. Spring Fling
- i. Tommy Ward, Senator-at-Large, MCC *(attachment)
 - i. Social Justice Month Preparation
 - ii. State of Our Community: AB 540 and Undocumented Students
 - iii. 30 Days of Social Justice Speaker Series

J. Open Forum

1. Aisha Razzak – she commended everyone on the marketing that they had done to date on Facebook for Homecoming and with four days left she asked them to keep it up as they were at 619 attendees so far. She noted that Chris had sent out a campus wide email with the agenda for the whole week, gave a shout out to Sally for letting her college know the details and encouraged everyone to promote the week. The most important events were on the last three days and she reviewed the details, to please be at the game 15 minutes prior to the start and keep doing it big and she was proud of everyone.
2. Christine Hall – asked that everyone please be sure to RSVP for the Alumni Mixer to Janeth Rodriguez.
3. Chris Osuala – reminded everyone that the Real Talk event was tonight and confirmed

B. Recommendation from the Rules and Policies Committee (attachment)

1. Cabinet Rules

a. Salina Nasir, Assistant Attorney General, explained that general formatting corrections were made throughout the document along with the following areas:

- i. Rule I, Section I – B was added stating that “No appointed student leader on the ASI Executive Board may serve as an executive officer of another ASI Council.”
- ii. Rule II, Section II – struck out the entire section
- iii. Rule II, Section I – C was added stating that “As stated in the ASI By-laws, Cabinet meetings shall be closed, unless otherwise required by the ASI President. If the ASI President so chooses to have open meetings, these will be in accordance with the Open Meeting Law.”
- iv. Rule II, Section III – struck out the entire section
- v. Rule II, Section II, D – added the number of days as fourteen and also specified throughout the code whether business or school days, etc.
- vi. Rule IV, Section I, A- struck out “no more than 30 days prior to senate confirmation” and inserted “until the first senate meeting of Fall Quarter”
- vii. Rule V, Section I, A – struck the specific language for open meeting law and made it more general
- viii. Rule V, Section II, A – the language was simplified to just reference “under Preliminaries”

b. Discussion ensued

c. Vicki commented on:

- i. Rule II, Section I, C – should we use the full proper name of Gloria Romero Opening Meeting Law or if not, remove the capitalization
- ii. Rule II, Section I, D - where are cabinet minutes posted for the general public and what does that mean, the web, the SAN, etc. and Cora noted that if cabinet meetings were not open style then this Rule would not apply and should be re-evaluated
- iii. Rule V, Section I, A - the ASI President does not currently publish and post the agendas as the Administrative Assistant does and what does publish mean, it may be redundant

d. Cora commented on Rule I, Section I, A – insert Incorporated after Associated Students and then (ASI) after that, then throughout the document say ASI. Also no reference was found to Code 42602 so it should probably be struck.

e. Chris commented on:

- i. Rule II, Section I, C – they wanted to keep the meeting law language generic so that if the name changed, they would not have to modify the Cabinet Rules
- ii. He thought that they should look at Vicki’s other suggestions
- iii. Rule IV, Section I, A – he explained the rationale behind the change and the challenge in trying to coordinate summer senate meetings around the confirmations, hence the current 30 day appointment

letter process that was not in writing anywhere, he addressed the concerns expressed by senators in the R & P Committee meeting

f. Dylan commented on:

- i. Rule II, Section I, C – was concerned about the correct label for the open meeting law and Cora suggested that they use the exact words from the ASI By-Laws which is then a timeless provision
- ii. Rule III, Section II, A, 2 – change it to say two unexcused absences instead of any two meetings
- iii. Rule IV, Section I, A – unclear language pertaining to officers

g. Tommy commented on:

- i. Rule III, Section III, B – business days was not specified
- ii. Rule IV, Section I, A – he and Stefanie were the senators on the R & P Committee that objected to the change of wording and he explained the perspective that they had

h. General discussion took place on Rule IV, Section I, A with many perspectives presented on the appointment process, summer meetings and attendance, auditor policy for gray areas is that past practice is the guideline and to look at the Senate Rules and the ASI By-Laws to have consistency between all of the documents

C. ASI Prior Years Reserves I (attachment)

1. Cora explained that the current ASI Prior Years (PY) Reserve Accounts policy stipulates that the recommended level for Prior Years I Reserves was \$200,000 and in the policy it stipulated that the goal was to have been reached five years ago
2. She noted that when Krikor gave the financial status earlier in the meeting, the balance in the PY I account was \$155,388 or \$44,612 less than the recommended level of \$200,000 and the options were to either change the policy or comply with it
3. She stated that they were recommending the option of transferring the delta of \$44,612 from Prior Years III Reserves into Prior Years I so that it will be at \$200,000 and she noted that the adjusted balances were reflected on the handout if this option was approved and implemented.
4. She added that a 2/3 vote of the seated ASI Senate was required to transfer the funds from PY III and final university approval was always required when the ASI reserve accounts were involved
5. She noted that this would be an Action Item at the next meeting
6. A question and answer session took place

IV. ADJOURNMENT

- A. Next Senate meeting will take place on Thursday, February 21, 2013, 3:00 – 5:00pm, in the England Evans room
- B. Christine stated that all business had been concluded
- C. Senate meeting 2012-13:10 was adjourned at 4:50pm

MINUTES SUBMITTED TO:

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Christine Hall, Chair of the Senate

Date

MINUTES APPROVED AT SENATE 2012-2013: _____

Vicki Jackson, Administrative Assistant

Date

TO VIEW REPORTS LISTED (WITH AN *) OPEN SEPARATE FILE ON DOCUMENTS WEBPAGE LABELED:
ASI SENATE MEETING ATTACHMENTS – REPORTS FOR FEBRUARY 7, 2013