



ASI Rules & Policies Committee Minutes

2014-2015:6 Friday, May 1, 2015 1:00PM - 3:00 PM, BSC, Senate Chambers

I) Preliminaries

A) Call to Order at 1:03pm

B) Quorum Check:

1) Andrea Cendejas, Attorney General, Chair – **Excused Absence**

Voting Members:

2) Taylor Young, Senator Pro-Tempore, Vice Chair

3) James Cox, President

4) Louis Harfouche, Vice President

5) Kimberly Rotunno, Agriculture Senator

6) Jai Oni Sly, CEIS Senator

7) Benjamin Murdock, SIC Senator

Advisors:

8) Cora M. Culla, ASI Executive Director

9) Susan Ashe, Director of Judicial Affairs, ASI Advisor

Liaison:

10) Fayz Ashker, Treasurer

C) Approval of Minutes

1) Minutes from February 27th, 2015 were approved with change of Susan Ashe's attendance as Excused Tardy

D) Agenda Changes

1) There were no agenda changes.

E) Introduction of Guests

1) Chonlawan Khaothiemsang, Science Senator - ASI

2) Cathy Neale, ASI Marketing & Public Relations Manager

F) Open Forum

1) There were no speakers.

II) Action Item

- A) There were no action items.

III) Discussion Item

- A) ASI Social Media Policy (*attachment)

- 1) Cora gave a brief introduction to the policy and why it was created. She also explained that this document has been viewed and discussed among the ASI leadership.
- 2) Cathy provided further background on creating this policy and the collaboration with the University. Cathy researched the other CSU's and their AS(I)'s to find out if they have social media policies. After doing the research they found that most of the campuses have social media guidelines but not policies. Due to the fact that guidelines are not really enforceable, Cal Poly Pomona's ASI wants to create a policy so that it can be enforced more effectively.
- 3) In this policy, any party that wants to engage in social media on behalf of ASI would be required to consult with Marketing, Design, and Public Relations to ensure that students, staff, and faculty are protected. This policy would also protect the ASI branding reputation.
 - (a) Cathy added that MDPR did consult with Human Resources
- 4) The policy would be applicable to all social media platforms. An example of how this policy would be implemented would be that if someone wanted to create a Student Government webpage they would consult with MDPR to go over the guidelines of what is and isn't appropriate, MDPR would set up the account, the passwords would be shared with MDPR, and MDPR would communicate with the person in charge of the site in case of anything posted that MDPR needs to or does remove.
- 5) Discussion took place regarding how this policy has the potential to limit students excessively, Student Government in particular
 - (a) Cora felt that the policy should apply to all and because of that they should focus on creating language that allows for any necessary flexibility in regards to Student Government
 - (b) Jai proposed that they could include that Student Government posting has to be approved by the ASI President
- 6) In response to Jai's question, Cathy explained that there are 4 staff writers and Kim Duenas who would oversee the pages and would have the ability to make any corrections (i.e. room changes), change language to be more consistent, and delete any inappropriate posts
- 7) Per Ben's question, Cathy explained that this policy only affects entities within ASI which does not include councils or clubs
- 8) Cora suggested adding a statement that provides authority to MDPR to say "this approval or authorization is for the purpose of ensuring compliance with the Social media Guidelines". This would make it clearer that authority of MDPR is with respect to making sure we are in full compliance of those guidelines. Cora's proposed it read "MDPR shall approve or authorize an individual to manage or post on an ASI Social media account and manage all log in information to ensure compliance with ASI's Social Media Guidelines".
 - (a) Cathy explained it was not the intent of MDPR to change the intent of what is being posted. Their goal is to keep inappropriate material from being posted.
 - (b) Louis felt that this additional statement would keep from limiting the student's power and the power of future MDPR staff while also making stronger reference to the guidelines

B) ASI Corporate Brand Identity Policy (*attachment)

- 1) Cathy explained that they also did research for brand policies and guidelines throughout the CSU System. The proposed ASI Corporate Brand Identity Policy applies to all departments and entities within ASI and is meant to protect the brand and values of the company. This would protect both internally and externally and because it is a policy it would allow ASI to enforce what is outlined in the document. The policy would further ensure consistency in the message being sent out regarding ASI's "students serving students" motto. Cathy explained that there is a graphic standards manual that acts as a guideline for marketing materials being put out on behalf of ASI. ASI wants to develop itself as the parent organization to the different departments. This policy would implement the presence of the ASI logo in all marketing materials, consultation with MDPR or the Executive Director, and the adherence of the guidelines already established.
 - (a) Per Jai's question, Cathy clarified that hashtag's were included
 - (b) In response to Jai's question, Cora and Cathy will edit the language so that any request must go through MDPR and then recommended to the Executive Director
 - (c) Cathy clarified that clubs would have to consult with MDPR if they want to use the ASI logo on their materials for events on campus
 - (d) Cora proposed adding a statement that they should include a statement to the effect that any organization on campus that utilizes the ASI name and/or logo must consult with MDPR with final approval from the ASI Executive Director

IV) Information Item

A) ASI Financial Guidelines and Stipulations (*attachment)

- 1) Louis explained why he and Fayz made changes to the current Financial Guidelines and Stipulations which makes it more clear how business is conducted in regards to financial practices, Finance Committee and budget requests in particular. The revised document is structured differently and the language has been changed to be more concise and self-explanatory. Louis added that they consulted with several people from the financial department to ensure nothing was left out.
- 2) Louis walked through the major changes in content including:
 - (a) #3 – added a statement to define who is responsible in the case that funds are not used appropriately
 - (b) #5 – added because of increased requests for Tax Identification Number
 - (c) #8 – for clarification
 - (d) #11 – included that ASI Scholarships for student leaderships can also be changed in the annual budget process
 - (e) #12 – changed to include percentages of funds allocated to the different reserves
 - (f) #8/12 – repetition of carryover statement
 - (g) #14 – to ensure councils are giving 75% of their 70% allocation and 75% of their 30% allocation. The formula and deadline for allocating their 75% need to be clarified and possibly changed.
 - (h) #15 – clarified who had power to decide how to allocate their funds
 - (i) #16 – differentiate club budget workshops and council budget workshops

- (j) Chonlawan explained that the inconsistency in certain areas of the document where clubs, councils, and other annually budgeted groups are referenced as a whole and other areas where there should be more differentiation
- (k) Discussion took place regarding the availability of Tax ID numbers
- (l) #17-19 – requirements that clubs must meet when submitting their annual budgets
- (m) #20 – gave power to ASI to suspend accounts when clubs do not deposit their required 20%
- (n) Jai pointed out that “chartered” needed to be changed to “registered” throughout the document
- (o) #21 – increased funding to \$750 per person and removed T-shirts funding requirements
- (p) #23-25 – self-explanatory additions and/or revisions for clarification
- 3) Cora commended Louis and Fayz for their hard work on this document and will give her critiques and changes to them
- 4) Per Chonlawan’s question, Louis clarified that clubs can do multiple budget requests as long as the requests total do not exceed \$5,500
- 5) Louis explained that Eliane from Financial Services does keep a list of which clubs do not raise their 20% but as of now councils have the authority to not allocate their remaining 30% of funds
- 6) Cora suggested differentiating between annually budgeted groups versus student clubs and organizations

V) Adjournment

- A) Meeting was adjourned at 2:18 pm
- B) Next Rules and Policies Committee Meeting: May 15, 2015, 1pm-3pm – BSC Senate Chambers, Conference Room