



# ASI Senate Meeting

## Minutes

2014- 2015:23 Thursday, May 14, 2015, 3:00PM –5:00 PM, BSC, 2nd Floor, England Evans

### I. PRELIMINARIES

#### A. Call to Order

1. Chair Louis Harfouche called Senate 2014-2015:23 to order at 3:03pm

#### B. Quorum Check

##### 1. Voting Members:

Louis Harfouche, Vice President, Chair  
James Cox, President – **Excused Absent**  
Kimberly Rotunno, Agriculture Senator  
Melanie Young, Business Senator  
Jai Oni Sly, CEIS Senator  
Jasmine Moore, CLASS Senator  
Taylor Young, CCHM Senator  
Katarina Kushin, ENV Senator  
Colin Danahy, Engineering Senator  
Chonlawan Khaothiemsang, Science Senator  
Deena Wahba, Senator-At-Large (MCC)  
Benjamin Murdock, Senator-At-Large (SIC)  
Jared Tolbert, Senator-At-Large (Greek) – **Excused Tardy**  
Jake Ly, Senator-At-Large (IHC) – **Excused Tardy**

##### 2. Advisors:

Dr. Byron Howlett, Advisor  
Cora M. Culla, Executive Director

##### 3. Non-voting Liaisons:

Andrea Cendejas, Attorney General - **Excused Tardy**  
Fayz Ashker, Treasurer  
James Swartz, Academic Senate Rep. – **Excused Absent**  
Vacant, Staff Council Rep.  
Janeth Rodriguez, Alumni Association Rep. – **Excused Absent**  
Vacant, Bronco Athletics Assoc. Rep.

#### C. Approval of Minutes

1. There were no minutes to approve

#### D. Agenda Changes

1. Cora changed the wording for Executive Session Discussion Item 2. from BRIC Membership to BRIC Benefits
2. Byron and Cora added Update by Dr. Keeton as a time-sensitive item when she arrived for the meeting and at the discretion of the chair

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3.. Louis approved the agenda as amended

E. Financial Status – Given by Fayz Ashker

1. ASI Total Revenue		\$11,130,817.00
2. ASI Total Expenses		\$ 7,105,066.00
3. Total Investments		\$ 9,746,298.00
ASI-Local Agency Investment Fund	\$ 3,976,146.00	
BSC-Local Agency Investment Fund	\$ 5,770,152.00	
4. ASI – NP & A Account Balance		\$ 59,960.00
5. ASI Prior Year's I Reserves		\$ 221,660.00
6. ASI Prior Year's II Reserves		\$ 127,518.00
7. ASI Prior Year's III Reserves		\$ 530,962.00
8. BSC On-Campus Reserves		\$ 1,478,317.00

F. Introduction of Guests

- |                   |                      |
|-------------------|----------------------|
| 1. Powell Velasco | 4. Jonathan Fitzhugh |
| 2. Cathy Neale    | 5. Krista Smith      |
| 3. Barny Peake    | 6. Sarah Bauer       |

G. Reports – Given verbally

1. ASI Executive Director – Cora M. Culla \*(attachment)
  - a. Campus Recreation
  - b. Hibachi-San Update
  - c. Congratulations to Mr. and Miss Cal Poly Pomona
2. ASI Advisor – Dr. Byron Howlett Jr. – no report
3. Academic Senate Rep. – Dr. James Swartz – no report
4. Staff Council Rep. – Vacant
5. Alumni Rep. – Janeth Rodriguez - no report
6. Athletics Rep. – Vacant
7. Senator Pro Tempore – Taylor Young \*(attachment)
  - Pro Tempore Updates:
    - a. Facilities and Operations Committee – he added that he was scheduling an additional meeting on possibly May 21<sup>st</sup> from 1:00 – 3:00pm
    - b. He added a reminder that InterCouncil banquet packets were due at 5:00pm today
  - CCHM Senator Updates:
    - a. Hospitality Management Council Elections
    - b. Hospitality Management Council General Meeting
    - c. Hospitality Management Council Spring Carnival
    - d. Richard Frank Lectureship, Wing Lam
    - e. Change of Major Workshops
8. Attorney General – Andrea Cendejas – no report
9. Treasurer – Fayz Ashker
  - a. He asked that everyone have their councils contact him regarding the annual budgets, or to at least email him what you're working on, as they were due by Friday, May 29<sup>th</sup>

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10. President – James Cox – no report
11. Vice President – Louis Harfouche – no report
12. Senate Reports
  - a. Benjamin Murdock, Senator-at-Large, SIC \*(attachment)
    - Council Updates
      - i. 4<sup>th</sup> Meeting of Spring Quarter
      - ii. The Crowning of the Bronco Court
      - iii. Nomination for New Eboard
      - iv. AG Council Letter to Oppose the Building of Dorms in the Pasture Area
    - Personal Updates:
      - i. Meeting with Shelbi Long
      - ii. Creating a Survey for the New Councils
  - b. Katarina Kushin, ENV Senator \*(attachment)
    - Council Updates
      - i. ENV Council Elections
  - c. Melanie Young, Business Senator \*(attachment)
    - i. CBARN
    - ii. Ag Letter
  - d. Kimberly Rotunno, Agriculture Senator \*(attachment)
    - Council Updates:
      - i. Ag Land Preservation
      - ii. Relay for Life
    - Personal Goals Status:
      - i. ASI Tip of the Week
      - ii. Animal Units Access
  - e. Jasmine Moore, CLASS Senator – no report
  - f. Deena Wahba, Senator-at-Large, MCC
    - i. She stated that they would be voting on the pasture land as a body at the next general meeting
    - ii. She announced that after the ASI elections were over, they would be voting in their new E-board
  - g. Colin Danahy, Engineering Senator \*(attachment)
    - i. ECLR
  - h. Chonlawan Khaothiemsang, Science Senator
    - Council Updates:
      - i. She stated that they were holding their elections next week
      - ii. She announced that they would be participating in Relay for Life this coming weekend – so come out and join one of their teams
  - i. Jai Oni Sly, CEIS Senator – no report
  - j. Jake Ly, Senator-at-Large, IHC \*(attachment)
    - i. The Last Event of IHC
    - ii. IHC Banquet
    - iii. New IHC E-board Takes Office
  - k. Jared Tolbert, Senator-at-Large, Greek \*(attachment)
    - i. Elections

- ii. Ag Pasture Land Letter
- iii. Personal Project Update

#### H. Open Forum

1. Louis Harfouche – stated that Relay for Life was scheduled for this Saturday at 1:00pm for 24 hours- so come out and support if you have the time.
2. Byron Howlett, Jr. – stated that the four candidates for the Provost position were announced today and he reviewed that the open forums were scheduled on May 19<sup>th</sup> through May 21<sup>st</sup> and also on May 27<sup>th</sup>, all at 11:00am in the CLA, Heritage room. He listed the names and current campus/position of the candidates.
3. Louis Harfouche – added that Andrea would be attending all of the open forums as she was serving on the committee and that she would like to encourage everyone to try and attend, however any questions could also be forwarded to her to be asked.
4. Jai Oni Sly – announced and congratulated James on his engagement to Zoi this past weekend.
5. Vicki Jackson – stated that if you were unable to attend an open forum for a campus search, the recording of the forum was usually posted on the website once they were all completed, with an option to still submit a survey form prior to the deadline.

## II. ACTION ITEM

### A. 2015-16 Budget Deliberations for Annually Budgeted Groups

1. Financial Guidelines and Stipulations (attachment)
  - a. Louis stated that there were no substantial changes to the handout, primarily grammatical changes or subtle wording edits were made
  - b. Louis and Cora clarified a point regarding stipulation #20
  - c. Colin made a motion to approve the Financial Guidelines and Stipulations for the 2015-16 Annually Budgeted Groups, seconded by Taylor
  - d. Jai Oni pointed out some grammatical changes that should be added and Louis asked that they be emailed to him
  - e. Louis called the vote: 11/0/0, motion passed
  - f. Colin made a motion to approve the 2015-16 ASI Annual Budget to be recommended to the university, seconded by Katarina
  - g . Louis called the vote: 11/0/0, motion passed

## III. DISCUSSION ITEMS

### A. Social Media Policy (attachment)

1. Cathy Neale, ASI Marketing and Public Relations Manager, explained that this policy was initiated because ASI did not currently have a policy on social media, and due to the recent staff growth in ASI, it seemed appropriate to manage social media with so many departments beginning to have their own Facebook, Twitter, etc., so that the content would be appropriate for ASI
2. She explained that they did research that included reaching out to the university Public Affairs department and they were in the process of working on a policy, however it had been delayed and so they were actually looking to ASI to develop one. She noted that their next step had been to reach out to the Foundation, who also did not have one, would like one and was also hoping that ASI would develop one that

they could reference.

3. She added that they also reached out to ten other universities and discovered that most had just guidelines, but not a policy, so they worked with the ASI Leadership Team and Human Resources to develop the proposed one in the packet
4. She noted that their conclusion was that the purpose of this policy was to protect ASI and all of its students and staff through the consistent and centralized management of all social media outlets by the ASI marketing, Design and Public Relations (MDPR) department
5. She added that the scope of the policy would apply to all ASI student staff, staff employees, student leaders, volunteers and interns
6. Cathy explained that the essence of the policy language was to monitor the content of information being communicated to the public in order to protect ASI and she explained the process outlined within the policy. She noted that a second document, *ASI Social Media Guidelines*, outlined additional criteria for all platforms and she reviewed the general areas and that these areas were subject to change in working with the various ASI departments collaboratively.
7. She noted that the ASI Executive Director had the ability to approve exceptions and that the policy would take effect upon approval by the ASI senate
8. A question and answer session took place

B. Corporate Brand Identity Policy (attachment)

1. Cathy Neale, ASI Marketing and Public Relations Manager, explained that this policy was researched in much the same way as the Social Media Policy and they discovered that there were guidelines out there, but again no actual policies on brand identity
2. She stated that one of the goals was to establish that ASI was the parent company and operated two facilities, rather than brand two facilities: the BSC and the BRIC
3. She reviewed a second document, the *ASI Graphic Standards Manual*, which was created by MDPR to primarily cover the use of the ASI logo and, as a manual, it can be changed according to the needs of the organization
4. She stated that the purpose of the policy was to protect and manage the brand and corporate identity of ASI through the implementation of this policy and it would apply to all ASI staff, student staff, student leaders, volunteers and interns as well as everyone would be asked to adhere to the *Graphic Standards Manual*. She gave examples of how to apply the standards and reviewed other guidelines included in the policy.
5. A question and answer session took place

Louis adjourned the regular session at 4:06pm to move to Executive Session

**IV. EXECUTIVE SESSION**

A. Action Items

1. The following job descriptions were approved
  - a. Director of Financial Services
  - b. Associate Director of Financial Services
2. The staffing for the Aquatics Program was approved

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B. Discussion Items

1. ASI and BSC Budgets for 2015-16 – Personnel related matters were discussed
2. The BRIC membership for full-time staff was discussed

**V. ADJOURNMENT**

- A. Next Senate meeting will take place on Thursday, May 21, 2015, 3:00 – 5:00pm, in the England Evans room
- B. Louis stated that senate meeting 2014-15:23 was adjourned at 5:03pm

**MINUTES SUBMITTED TO:**

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Louis Harfouche, Chair of the Senate

Date

MINUTES APPROVED AT SENATE 2014-2015: \_\_\_\_\_

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Vicki Jackson, Student Government Coordinator

Date

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