



**ASICPP**  
Organizational Items:

Day/Date: Thursday, 18 April, 2024  
Time: 3:30-5pm  
Location: England Evans, Zoom  
Attendees: Committee, General Public  
Type of Meeting: Regular- Public

**Call to order by: Chair, Vice President – Nicholaus Lau @ 3:34 pm**

**Quorum Check**

Name	Position	Present (P) Absent (A) Tardy (T) Excused Absent (EA) Excused Tardy (ET)
1. Ilke Suzer	President	EA
2. Naman Pandadiya	Vice President	EA
3. Nicholas Lau	Senator Pro Temp, <b>Chair</b>	P
4. Jazmyn Mendoza-Rios	Agriculture Senator	P
5. Wendy Obispo	Business Senator	ET 4:02
6. Marisa Martinez	College of Letters, Arts and Social Sciences Senator	P
7. Lorelei Claxton	College of Education and Integrative Studies Senator	P
8. Cade Wheeler	Engineering Senator	P
9. Anissa Patel	GREEK Senator at Large	T: 3:53
10. Marsha Pranta	Environmental Design	P
11. Eric Vercher	InterHall Council Senator at Large	T 3:53
12. Mehek Jain	Multicultural Club Council Senator at Large	P
13. Aliuddin O'Khaja	Science Senator	P
14. Megan Shadrick	Student Interest Council Senator at Large	T: 3:53
15. Amary Corona	Attorney General (non-voting)	P

16. Armando Rivas	Treasurer (non-voting)	T 3:53pm
17. Dr. Liz Roosa Millar	ASI Executive Director	P
18. Dr. Jonathan Grady	University Advisor	A
19. James Rocker	ASI Associate Director for Student Government	P
20. Dr. Rita Kumar	Academic Senate Representative	P
21. Hallie Lewis	Staff Council Representative	P
22. Andrea DeCoudres	Alumni Representative	A
23. Pamela Donnelly	Athletics Representative	P

**(Open Forum)**

**Discussion of Action Item A and B**

ASI Exec. Dir.: My pleasure to recommend and approve F&O budget... Kirsta and others are here to answer questions as well. This budget proposal has gone through a very lengthy process through staff and the goal is to discuss and understand what is necessary. We will go over details and our plan is different from the past. We will talk about this information that you also have access to, and this will serve as a reference guide to what you have access to. Theresa will join us to talk about fiscal e-binders, then questions and next steps. So the budget continuum as a framework has been here since 2018, and the budget process never really stops. Fiscal year starts on July 1, and we base it off of assessment based on feedback and impact. Then, it moves into a process where we adjust and modify to align with fiscal resources. We know have 28 different Cost centers, and over the years we have brought more people to manage it and they are required to know what is in their units. They participate in the budget and justification. We now have tabletop exercises over zoom, and all staff can ask questions about what has changed. We need to live within our means this year. We will not submit an unbalanced budget to you all and it has been successful the past few years, including this year. Deliberation is when it goes through adjustments. We have the budget and see if it aligns with campus policy and system policy, which they believe it does. Joint budget committee used to be two separate committees before we joined them. Now they

work together to approve budgets. After board approves, then the University President will have it approved. This outlines our primary revenue source. This does include the summer semester fees but fall and spring are considered the academic year. We do produce a small amount of revenue from fees, but it is nominal. It is important to note that plans are a tool, but we must be flexible with what happens. This fiscal year, we had no inflation increase, but next fiscal year we predict 3% but will need to have it approved by the Board. 3% is also forecasted for next fiscal years. Campus has determined 5% increase across the board because of the unions and bargaining organizations, so what we have committed to is our waiting till that process takes place and then we will go ahead and plan for our adjustments. So at this point we're looking at what is projected as a surplus from this fiscal year. So we're proposing that for this fiscal year's cost of living adjustment for this fiscal year's cost of living adjustment for staffing class, which would be retroactive to January 1 that we take that out of this fiscal year's cost of living adjustment for staffing costs, which would be retroactive to January one that we take that out of this fiscal year. There will also be a compensation adjustment pool just in case. We would like to have all surplus go to reserve because we are making sure we're maintaining and taking care of aging facilities. Teresa will walk us through an overview of what is in the e-binder, but she won't be reading all of these slides.

ASI Corporate Finance Manager: You should all have access. The e-binder is made of four categories, if you want to know how we allocated, the information is in there. Next, consolidated budgets and master budget for big picture assumptions are there. Next is broken down by department. Lastly, the proforma has info about our reserves, both F&O and CPP.

ASI Exec. Dir.: We also have basic screenshots; details are in folders. Student endorsed referendum shows what clubs get money and why. It's important because it shows we are committed to a formulaic process. This process is not arbitrary. It leaves 1.4 million that is distributed to departments as part of the ASI fee. Dollar amount is all in the folder. Next outlines ASI budget and new strategy is to have it quarterly and it is balanced, so just in budget. Live within our means. 17 million is generated in F&O fees that are then allocated for use. We are getting better and better a projecting staff expenses, especially because there are a lot of part-time student staff, but we are getting better. Preparing for economic uncertainty and other issues are part of F & O on campus reserve. There are lots related to the care of our facilities, including furnishing and technologies. Next slide shows ASI reserves. Two are allocation, even though they are reserve. They are used for mid year or additional club requests, the other is for sustainability projects. That covers everything for the overview, but you will get time to look at the e-binder.

This is identical to the copy from the joint committee, but one part is different. Elevator modernization project is increased, otherwise it's the same.

SPT: Any points of clarification?

Attorney General: Would this impact student fees, or impact goal?

ASI Exec. Dir: We assure that all campus spaces meet student needs. We do not ask for more than the fee already established, and now our goal is to live within what is allocated. Because we want the fees to stay flat, it all ties back in enrollment.

VP: Seeing that there are no other questions, we will approve action items A and B in a blanket motion. Any motions?

<b>Offered By:</b>		Greek	<b>Seconded by:</b>			CLASS
Approve ASI budget and F&O budget						
<b>All in Favor</b>	12	<b>Opposed</b>	0	<b>Abstained</b>	0	<b>Motion: passed</b>

### Discussion Item A (Rebrand)

Marketing and Comms Specialist: We handle lots of communication for the university. We will show you the plan for our reputation and brand. We would love to get to know you all. Karen Lindell is Dir. of Marketing strategy.

Chief Comms Officer: Stephanie is a Marketing and Communications specialist. This is an update on rebranding but are also using it as a solution to some issues we have. You are all leaders and brand ambassadors, so we will share some things that the wider communities don't know yet, so please don't reveal everything. We want to be strategic and have everybody on board. We have an awareness problem. Quiz: name an LA greater area higher ed institution? (Board Says many but CPP) Community members say many D1 schools that have wider visibility. Only 19% said us, and this means that most people don't think of us when asked this question, that's an issue. But when asked about our reputation against four others, we came out on top. Good news is those who know us do love us but we have low awareness. There are many schools that have the opposite, but this is good. The pipeline of graduating students is declining because the population is declining, In the next 12 years, the number of students may decrease by 12.6%. There are three Cal polys, so by saying Cal poly instead of CPP, we can't afford that. We

are getting private schools and UCs as competition. Even student run publications, they are taking advertisements from other schools. We have a new reality: competition, a decrease in students, and more options for students. This can lead to a decrease in funding and resources. We need high awareness to compete and to continue to serve students and remain financially viable, we need to invest in awareness for CPP. All these things are driven by investment in awareness and our brand.

Dir. Marketing and Brand Strategy: We have brand and branding. Branding is the logo, the brand is the experience and feeling of the product. The design of the product is sleek and aesthetically pleasing and is to remind you of the brand. Logos represent feeling. Brand is intangible and stems from the purpose of the organization and what makes it distinct. Branding is colors, sound, tangible. Our brand, we have been doing a lot of work and research. Most people say CPP exists to help anyone who dreams of success achieve it. We also have brand beliefs. The core beliefs are higher education belongs to everyone, challenge and failure help learning, diversity strengthen community, and there are many paths to greatness. We are unique because the Polytechnic experience, our diversity, and economic mobility. We have a very good track record for economic mobility. There are no universities that have all three like we do. We also have a culture of care. We are a supportive community to help everyone find their greatness. Dreams of Success video tells people of all that and the impact we make on students' lives. Here we have Lauren who had experience in college of agriculture and Zayn is an alum of communications and he found and was able to be himself through mentorships and CPP. Eliana wanted to be in the Marines and was able to achieve it through our culture of care. Now, our brand is great, our branding is 😊. We have three logos, logo, presidential seal, and the bronco head but it is for athletics. There is a lot of confusion here and not many would think they all belong to the same university. I would say as great as we are, the branding is not matching that and is not an impactful reminder of all we have. The horse stays, but the others are changing. We are also rebranding because they are not fully baked and comprehensive, so they keep creating things, and eventually have over 700 logos. We need to have a mark that is consistent and there is so much going on. We need a strong logo to represent.

Chief Comms Officer: We are not planning to change athletics, but we need to systematize it all. So, to address the awareness and enrollment issues, we are making a campaign. We are sharing a rationale, which inspires creative work. SLO has “learn by doing” so we need to one up it. So we don't want SLO to hear about this. We will have all the colleges represented, so if you don't see everything represented, this is just a glimpse. At CPP you grow by doing, every touch point should reflect this. To get admitted students excited, we will have them get a poster or postcard.

We need to get them to commit, and they get a welcome box. Our goal is to get this ready for next year, so January is the next best option and is the goal. The logos by themselves don't mean a lot, but the headline is the become by doing concept. Logos can't communicate everything or get everyone on board. The symbolism in choice to building, and reference to CLA, and we hope that this has legacy and honor. This is 95% finalized for next January, and it is used in green and

gold. This is part of a system. We want a family, so this is where we are headed. This is a loved untouched great athletics photo, but we want to protect this for athletics. Athletics and academics are different, and most universities know that we need to keep it for what it is intended. Need to fit in and stand out among other CSUs and we have done that. House of Brands, endorsement brands, and single parent brands. We are trying to figure out how to do this on campus. Many of them are student clubs and ASI is an auxiliary, so who should use CPP endorsed brand is something we are trying to figure out. Collins uses endorsed branding for their event, but if it is a college or division of student affairs, then they should use something friendly but still have CPP identity that reflects community and resonates with audience. So what do you all think about this balance between consistency and unique identities for entities and students?

VP: To give all board members optimal time, could we message you or email you?

SPT: Would anyone like to motion to extend to five ten

<b>Offered By:</b>	SIC	<b>Seconded by:</b>	InterHall			
Extend Meeting to 5:10pm						
<b>All in Favor</b>	11	<b>Opposed</b>	0	<b>Abstained</b>	0	<b>Motion: Passed</b>

Chief Comms Officer: We welcome discussion and it is important, but we need your input. By this summer we will be training our communicators to roll this out on campus and in fall we will tell all broncos that it is coming. We have 100 people that have some communication role so thank you to all of them, and coordination really matters. Which entities need their own logo, how much does it matter to you? This is a big investment and we don't take it lightly, but hopefully we have made our case and we welcome feedback.

VP: I love the rebranding, and didn't know the original logo.

Chief Comms Officer: The octagon was supposed to represent 8 colleges and polytechnic

SIC: Question, have you done any research regarding the sub branding at other schools?

Chief Comms Officer: 160 created a system that generated logos within the system, v-mark.

SIC: What do you expect the impact will be when launching in middle of academic year? Will it confuse new students and families?

Chief Comms Officer: Mid year is not ideal, but getting logo approval can't be earlier. February to June is prime time. Octagon to stables may be confusing, but in January, there is Green and Gold block party could give out a lot of swag. It is also the runway to graduation, so if you can't fix it feature it. Yes people will have to change over some things.

Treasurer: Favorite is athletics department logo, but how do students feel about octagon.

Chief Comms Officer: Not many people like it and we want to fix it. We will not change the athletics logo. Anyone can wear it, but it will not be used for colleges.

Engineering: You have made some great progress in unifying our logos. Our campus is very diverse, and logos are diverse, but identity is good, but with the sub branding, I want to add I think that it will run into some confusion. Graduating students of 2025 will be helpful in pushing out the new logos. That time is when most students will be taking pictures around campus and a campaign will be helpful

CEIS: Thank you for your presentation. It is very enlightening each time you come to assess what you are providing for us. I appreciate the Pomona portion is the same color in font, so it make it more distinct. Stables really reinforces narratives beyond the becoming element. Sub branding I think it should take part of the logo to stay consistent. Cultural centers should have a distinction, but clubs are held in campus and not provided by campus. I did have question about the roll out, will you have initial things you want prioritized? Such as the website.

Director of Marketing and Brand Strategy: the goal is to flip the switch on certain items, like the website. Things that are very front-facing and things around campus.

Attorney General: I would like to understand how that process would work. The clubs may be confused to this process.

Chief Comms Officer: we welcome discussions and would have guidelines that would apply broadly. They would be consistent and have a tool or system available to support the roll-out. The rules would be developed in consultation. We would love your help facilitating input.

ENV: Thank you for the presentation. I have a couple reservations. I feel like the in-house branding and creativity becomes more regimented than the branding for new students. I feel like the issue is that the school takes itself too seriously. For sub branding there should be flexibility for groups and subgroups on campus. I love the ENV logo, so I know that it will be nice with the system.

Chief Comms Officer: Individual colleges should not make their own logos. There will be a logo system for ENV, but they will not have their own mark. There needs to be consistency on this level, but on center or club level there could be co-branding

Director of Marketing and Brand Strategy: Who should I contact for further collaboration?

AD. Student Gov.: You can contact me.

<b>Offered By:</b>	Engineering	<b>Seconded by:</b>	SIC			
Suspend board Reports for next week BOD meeting						
<b>All in Favor</b>	11	<b>Opposed</b>	0	<b>Abstained</b>	0	<b>Motion: Passed</b>

Engineering: A lot of us thought marketing could be an issue, so I think that advertising should be a big priority because many of us before coming here did not know about CPP.



Chief Comms Officer: We will have a branding agency work intensely with each college. We have worked with many people, there will be compelling and differentiated branding but it won't be a different logo. UCLA does not have a separate logo, so that logo system is something that needs to be as consistent as we can.

Science: Do you have a strategic plan for where branding is emphasized

Chief Comms Officer: We will go next week to plan a year and a half of media roll outs. It get super granular, so a media plan and budget will be made.

Interhall: Majority of the times you hear about schools. Without AVID I don't think I would have ever heard of CPP, but is there a way to reach the audience as soon as possible instead of while actively looking for schools.

Director of Marketing and Brand Strategy: that would be a pipeline, we have an area of the university working on it. Instead of swag, they will work on programming and there are things that you give to students at different points. It will also be more impactful with all this marketing.

Chief Comms Officer: we are working with programs like Bronco Bound and are working on the pipeline. We are trying to move people through that funnel.

CEIS: Along with brand and making others dreams a success, it made me think of returning students and they are perspectives students, emphasizing that to students. Targeting the parenting population when looking for next step or continuing education.

Director of Marketing and Brand Strategy: Creating a persona that represents that can pivot and have different messaging for different audiences.

Chief Comms Officer: One overcomes obstacles, knows themselves, searches for belonging, and weighing earning versus learning, are the four personas we made. As marketers we take all the demographic and psychographic in mind.

AD. Student Gov.: New icon and logo is dope. Traditional and modern. In another 6 years is there a process in place that will have another conversation about that.

Chief Comms Officer: there is not really a good system right now. Beyond colleges and a few divisions we do not have a great system. We have talked about sub branding and a lock up system that is already 100 pages long without pictures. We will train all the communicators in August on those guidelines. We are trying to create conditions where people are attracted to the new logo. But there will be tickets for those who use the athletics logo.

Committee Schedule Meetings are as follows:

- A. Committee Meeting Schedule Spring 2024
  - a. 2/2, 2/16, 3/1, 3/15, 3/29, 4/12, 4/26, 5/10
    - i. Sustainability (11:30am-1:00pm)
    - ii. Rules and Policy (3:00pm-4:30pm)
    - iii. Finance (4:45pm-6:15pm)
  - b. 2/9, 2/23, 3/8, 3/22, 4/5 (omitted because Spring Break), 4/19, 5/3
    - i. Governmental Affairs (11am-12:30pm)
    - ii. Basic Needs (1:00pm-2:30pm)
    - iii. Facilities and Operations (3:00pm- 4:30pm)

Next BOD will be a week from now on 05/03/24

Meeting Adjournment (**Action**)

<b>Offered By:</b>	SIC	<b>Seconded by:</b>	Science			
Meeting Adjournment						
<b>All in Favor</b>	11	<b>Opposed</b>	0	<b>Abstained</b>	0	<b>Motion: Passed</b>

**Adjournment by: Chair, Vice President – Nicholas Lau @ 5:10 p.m.**

## **GUEST OF THE GALLERY**

1. Isabelle Guevara, SG Office Assistant
2. Teresa Gonzalez, ASI Corporate Finance Manager
3. Ivonne Cabezas, AD of FS
4. Kaycee Martin, ASI AD of Campus Rec. Program
5. Sharon Rocacorba, ASI AD of Student Experience
6. Shellyn Liska, ASI Communications & Social Media Coordinator
7. Krista Smith, ASI Associate Executive Director
8. Amon Rappaport, CPP Chief Comms Officer, Strategic Communications
9. Karen Lindell, Director of Marketing and Brand Strategy, Strategic Communications
10. Stephanie Abraham, Marketing and Communications Specialist, Strategic Communications
11. Enrique M, student