



Strategic Planning Committee

Minutes

Tuesday, October 17, 2017

Time: 4:30-5:45 pm

Location: U-SU Board Room 303

Attendees: Committee Members, General Public

Type of Meeting: Special

I. Organizational Items:

- a. Call to Order by Jazmin Ortiz @ 4:38 pm
- b. Roll Call

David Zitser	<i>President</i>	xPresent
David Garcia	<i>Vice President for Administration</i>	xPresent
Neyda Umana	<i>Vice President for Academic Governance</i>	xExcused Absence
Aaron Castaneda	<i>Vice President for Finance</i>	xPresent
Marcos Montes	<i>Vice President of External Affairs and Advancement</i>	xExcused Absence
Jeovany Aguilar	<i>Chief Justice</i>	xUnexcused Absence
Jazmin Ortiz	<i>Secretary/Treasurer</i>	xPresent
Yessenia Villacorta	<i>Community Affairs Representative at Large</i>	xPresent
Dena Florez	<i>Office Manager for Administration and Services</i>	xPresent
Marcus Rodriguez	<i>Director of Programs and Leadership</i>	xPresent
Intef W. Weser	<i>A.S.I. Executive Director</i>	xUnexcused Tardy
Dr. Jennifer Miller	<i>University President's Designee</i>	xExcused Absence
Barnaby Peake		xPresent

c. Approval of Agenda for Tuesday:

- ✚ Aaron Castaneda- There is only one minutes available online, some of these minutes weren't really meetings they were more working groups and the meeting day was already establish. How much longer will they be on the agenda?
- ✚ Jazmin Ortiz- These minutes were left because I was working with Intef and I was unaware. For the next one we will check.
- ✚ Dena Florez- To answer Aaron, Intef asked Steven as long as we make motion for the May 9th and April 25th but other than that they should be all there. September 5th is actually on the last Strategic Plan.

Offered By:	Aaron Castaneda	Seconded by:	Yessenia Villacorta			
Motion to approve the adoption of Agenda for Tuesday, October 17, 2017						
All in Favor	4	Opposed	0	Abstained	0	Motion: Passed

d. Approval of Minutes

Offered By:	Aaron Castaneda	Seconded by:	Yessenia Villacorta			
Motion of approval of minutes for Tuesday, October 3, 2017						
All in Favor	4	Opposed	0	Abstained	0	Motion: Passed

Offered By:	Yessenia Villacorta	Seconded by:	Aaron Castaneda			
Motion of approval of minutes for Tuesday, September 5, 2017						
All in Favor	3	Opposed	0	Abstained	0	Motion: Passed

II. Public Forum –Allotted time for members of the public to address the committee.

✚ None

III. Old Business

a. Continues discussion on proposed strategic initiatives (4:30-5:35)

1. **The committee will continue to review, discuss, and refine fall retreat feedback and Spring initiative:**
 - i. Small working groups assigned to revise the 4 thematic categories by consolidating the goals, drafting complete language and drafting a sentence to capture all of the goals as an overall statement
 2. Revisions will be completed by October 13 so we can discuss them at the SPC meeting on October 17, 2017
- ✚ Intef Weser- I just uploaded a document so you guys can talk about to get refreshed.
 - ✚ Aaron Castaneda- Are we going over what we submitted, the changes and comparing.
 - ✚ Jazmin Ortiz- Yes, we are going to go by groups.
 - ✚ **Internal and Financial-** Aaron Castaneda- Review Fall and Spring Initiatives; all of them did match from spring. Most of them we did take Barnaby's advice/recommendations. Make sure students organizations have recognition status. Program for student organizations to learn how to budget because most of them don't know what they are doing; having a program will be beneficially for them. Update policies and Robert Rules. Most people aren't trained; most people felt the summer training could have been more affective. Most people didn't feel ready to be students' leaders. People don't know what the budget is going towards or why we have a \$1.4-1.5 million budget. We did the budget workshop it went great; going to post it on the website so people know where it's going towards. More Internal- how to get people involved.
 - ✚ Jazmin Ortiz- For number 11, we wanted to include elected and appointed members just not appointed members. Also, added Internal Committees for more participation. Something we will go back on is number 9 and number 10 like Aaron mentioned because it should be moved to Communication and Outreach. It was a lot of repetitive so we combined most of them.
 - ✚ David Garcia- What did you want to move to Communication and Outreach?
 - ✚ Jazmin Ortiz- It will be number 9 and 10.
 - ✚ Aaron Castaneda- We don't know if you guys have those or not that's why we left them. We need to look into it.
 - ✚ Yessenia Villacorta- I think some of them could have been merged like numbers 4 and 5 could have been merged. When it comes to training, programs, and budget development. Also, for number 7; structure of ASI, how? How are you going to asset it?
 - ✚ David Garcia- Some of them; when we get to Programs and Services I think we will be able to decide and make some switches and also well for Communications and Outreach. But regrading to removing the dots in ASI because we don't utilize the dots.
 - ✚ Jazmin Ortiz- Did it get approved already?
 - ✚ David Zitser- It is going to get approved at BOD.
 - ✚ Jazmin Ortiz- We will wait until it gets approved.
 - ✚ **Programs and Services-** Yessenia Villacorta- We did go base on a lot of your (Barnaby) recommendations. Some of them we kept and tried to add what we got at retreat. For number 1, added ABA to what was there before. Student participation- collect feedback; but what are we going to do with this feedback? Who is going to be responsible for it? How are we going to collect the data? We have some recommendations that weren't put

in there because we got a few that we thought didn't think it belong there. We can send the information out later.

- ✚ Jazmin Ortiz- For me number 3, where it says "execute exciting" shouldn't it be already implied that it would be fun and exciting attending events.
- ✚ Yessenia Villacorta- It is repetitive.
- ✚ **Communication and Outreach-** David Garcia- I had a little situation because I had different documents. From the retreat from last year but I just went off the email you sent. Strengthen connection between ASI, university, and student body.
- ✚ David Zitser- I didn't have the opportunity to sit down and make edits.
- ✚ Intef Weser- The older version is posted on there as well.
- ✚ Barnaby Peake- This document was when we edited last spring. This is the combined; this committee and I added comments. Actually Aaron's comments are in there also. It's a good place to start out from. The one thing, do we incorporate the fall? I'm not sure if this has fall feedback.
- ✚ David Zitser- I did do some of it but I didn't finish it. Should I just read what I did do?
- ✚ Jazmin Ortiz- Go ahead.
- ✚ **Advocacy-** David Zitser- I combined that one and the one from the retreat and put them together. For the first one, I categorize them into 5 different things. For overall and advocacy, there is one for dining options, academic advisement, university facility issues (more administrative), how to be advocates, and raising awareness (part Communication and Outreach and Advocacy). Its part Advocacy in the sense that we need to raise awareness for issues we people can actually take steps. Dining options- healthy food, vegan options, and also cheaper options. How to be advocates, teaching students how to be successful in committees that comes with just training. Supporting student advocates.
- ✚ Aaron Castaneda- What was your original intention if these was done to do at this meeting?
- ✚ Jazmin Ortiz- We were supposed to review everything but we know David didn't do it and Marcos because he was sick. I'm asking the committee if you are in favor to reviewing in right now or wait until David and Marcos input on this.
- ✚ Yessenia Villacorta- I think we should start with what we are have so we won't fall more behind. I don't think we have enough time to review everything.
- ✚ Jazmin Ortiz- We wanted to start with financial and work on the language.
- ✚ Barnaby Peake- One this is great, you have the foundation. We are moving forward with this; making sure it's clear with everyone. I would start at this higher level, you had some comments about Internal and Financial and if they belong in this category and you can probably challenge all of them. Everything we do will interrelate. So look at the essence.
- ✚ Aaron Castaneda- To Barnaby, you see that Internal and Financial has 11 things and some others has 4-5. Your recommendation, how many items should we have?
- ✚ Barnaby Peake- 11 is a lot, but that is telling me under Internal and Financial that is an area you want to focus on and send the most attention one. You can fold it into Communication and Outreach a little bit more, so if we work and massage it a little it will reduce that 11 down a little bit more. But this is your plan, there is no rules or guidelines that you can't have 10 initiatives under one theme that's up to you. Some of this are really quick meaning it is very clear.
- ✚ David Garcia- Number 9 is a practice, we should have a website that is practical, easy for students to apply for a position in ASI. I think that it should go under Communication and Outreach, perhaps maybe number 3. Number 3- focus on strategic organization marketing plan can be develop to the student body and campus in general with proposed graphic design platform. The main point for that one is having an easy website for students to apply. For number 10, ASI brand recognition on campus. What does that really mean?
- ✚ Aaron Castaneda- For that one when we were combining fall and spring this was really the only one that didn't touch but we just left it on there. But elevating ASI brand recognition on campus I would integrate number 3 now like the website and recognition I don't know if it's too specific. Number 3, is a marketing plan and not

specific to a website as a brand recognition so I don't know to completely remove those two. Keep number 3 as is.

- ✚ Yessenia Villacorta- Seeing that actually rolls with number 1 under Communication because you are strengthen the oral campus communication with ASI website, student body. This is where I see that the use of technology.
- ✚ David Garcia- I wanted to write something that would include something practical things.
- ✚ Barnaby Peake- Number 9 for me, updating the ASI website to make it easier specifically for students to apply to positions is a part of your recruitment strategy. This is about of outreach and look at number 2 in Communication and Outreach develop a recite strategy includes an easier way for students to apply to an ASI positons. I would fold those 2 together because it's all about reciting students and making it easier for them and be involved in ASI. Number 10 is a little bit trickier because when you talk about brand recognition that is the identity; when you look at this symbols it is the visually representation of ASI as an organization. What do people feel and believe about ASI from your branding and image you put out there. This is very much an internal conversation if you are going to change the brand. Every program and service you put out there represents ASI. Events you put on, support, training, leadership development that is also part of your branding. Imagery a new logo, what is the heart of this conversation or this is your overarching goal. Either it's internal or communication that you want to strengthen. All these equate to your vision or goal.
- ✚ David Garcia – I think with number 10 it could be a little bit more specific. I'm a little concern about providing that to the student body maybe be a little bit more direct with what we are going to provide the student body. What is ASI brand recognition to them, it could be an overall theme. Working on the language of number 10.
- ✚ Yessenia Villacorta- I have a question, brand recognition for the ASI brand wasn't that the reason why we started this committee, like rebranding.
- ✚ Barnaby Peake- When you talk about recognition that is a key compote of branding; it's part of your image. But part of it when you are talking about Strategic Planning, your Strategic Plan is what you are going to do for the next 5 years it all relates back to it. All a lot of this thing equate back to branding; you might want to consider come back up to the top on here and overall goal.
- ✚ Dena Florez- I was thinking, number 9 because you want to update the website, make it easier for students to apply to a position. Let's focus on getting more students; move it to Outreach. Perhaps like David Garcia said reword number 10, we are just elevating brand recognition where we stand on campus not a specific group. Otherwise, if we do this for student connection then aren't we going to outreach with that.
- ✚ Barnaby Peake- It is more internal, it makes sense to leave it under this section. It is taught more internal.
- ✚ David Garcia- Putting number 10 and providing the language and moving it into the overall goal. Then providing in the overall goal the financial aspect as well; that would be key.
- ✚ Barnaby Peake- Are we moving number 9?
- ✚ Jazmin Ortiz- Yes moving number 9.
- ✚ Barnaby Peake- Where do you want to put it in Communication and Outreach?
- ✚ Yessenia Villacorta- Move it under number 2.
- ✚ Aaron Castaneda- I think number 3; number 2 is more strategy.
- ✚ Jazmin Ortiz- Moving number 9 under number 2. Number 10 would probably be an overall goal for Financial.
- ✚ Barnaby Peake- That takes 2 out of 11 already. Number 8 also sounds like an overall goal statement because it captures the essence of a lot of these.
- ✚ Aaron Castaneda- I think combining 7 and 8 or even 6 and 7 because number 7 more about the structure and number 6 is more about training and leadership structure. I think 6 and 7 are kind of the same.
- ✚ Yessenia Villacorta- I don't think 6 can go in there because now you are being more specific. I do see merging 7 and 8.
- ✚ Jazmin Ortiz- Number 6, how we are trained. Number 7 is more what are we trained.
- ✚ Dena Florez- Number 1, isn't it training? Training students, in other forms it's training the general public.
- ✚ Barnaby Peake- That's a good point because if that's training the general population and this would be more a Program and Service.

- ✚ Jazmin Ortiz- For number 1 it can go to Programs and Services because we want to provide services.
- ✚ Yessenia Villacorta- I agree, I think we can breakdown the idea. Yes, you can move it over.
- ✚ Jazmin Ortiz- For number 1 move it to Programs and Services.
- ✚ Barnaby Peake- Combine or a new one under Programs and Services?
- ✚ Jazmin Ortiz- I think adding a new one up.
- ✚ Barnaby Peake- What to come back to it?
- ✚ Jazmin Ortiz- I think for today's meeting focus on finishing Internal and Financial; a final draft because Barnaby was mentioning that to breakdown everything in pieces and sending it to BOD so they can review it rather than sending the whole Strategic Plan. It would be easier to understand and if we have edits we can bring it back.
- ✚ Aaron Castaneda- It's a good idea however, Programs and Services correlate with Communication and Outreach. I don't think we should send it to the board without seeing something else in a different section. That is my only concern if doing one section at a time.
- ✚ Barnaby Peake- I agree, I don't think you can take each section. I was thinking when you get a solid draft of this document right here. You might say that they is still work on it action and timeline. It isn't an action plan as it stands because we haven't said we will complete it by 2020 or whatever we haven't set dates. We don't know who is going to do what office or person. I think if you get a solid state and objectives and you feel really good about it; my question is you could take this document and submit it to the board for approval to get there and get their opinion. The next phrase is come back and look at the action steps, you come back later we can do the ASI story. This conversation with the other documents Intef uploaded on the website, there is more strategic plans for y'all to look at; maybe by next meeting. You don't have to go through them or memorize them. They are for different approaches for final Strategic Plan document, it's what you want to put out on campus. Some of them action plan steps, some are board in general, this is the time where I want you all to think what you want the final document to be. But as you are looking at it, my question to you is do you want to save it all to the very end and build up this beautiful polish document and then hand it over to the board or test it a little and take this document to the board and say do you all think of this. In the end, it isn't a big thing to do. You already have a big final picture.
- ✚ Aaron Castaneda- I agree, these strategies should be on the BOD's agenda. Bringing it to the BOD would be beneficial as an action item.
- ✚ Jazmin Ortiz- Would you want it by section/category.
- ✚ Yessenia Villacorta- I think it would be beneficial, I think it is too much information to actually read and understand and we would also get a lot of questions sending it all at once.
- ✚ Aaron Castaneda- We can do that, at each different meetings we will spend the entire Board of Directors focusing on this. One section every meeting and reviewing it here and by the last BOD meeting of whatever semester we will present to them the final.
- ✚ David Garcia- I think to put it into target, we need to utilize the committees we have. Some Board of Directors are college at large right now. Put it in as a discussion item in the legislative committee and the other ones are college reps and put it in as a discussion item. That way they can start seeing what is going on, it might not be the final edit but something in the near future once we review all of this send it to those committees. That way we engage them and they will be more proactive because they will have a more informed decision.
- ✚ Yessenia Villacorta- Can we make sure at least one of us is in whatever meeting you set down because if you just send it out they are just going to be lost.
- ✚ Aaron Castaneda- I think at all the meetings expect for cabinet have an executive already.
- ✚ Jazmin Ortiz- Let's go back to Internal and Financial and work on the language.
- ✚ Aaron Castaneda- We are still at number 8.
- ✚ Barnaby Peake- I was wondering if this one goes back to the overall goal statement because this is a very broad. There's some specific to it but the other ones are very specific.
- ✚ David Garcia- I agree with Barnaby that it should go to the overall goal or move up the line; maybe be one of the first ones. It's a very important one because it's about ASI operation and transparency.

- ✚ Jazmin Ortiz- Barnaby do you suggest leaving it as an item or an overall goal?
 - ✚ Barnaby Peake- We have to write an overall goal so if you think it captures. I think we have to tweak number 8 a little. Do you think it is a broad statement about the reason we are setting all of this up (Internal and Financial). I think it captures a lot and it should be moved to the overall statement.
 - ✚ Dena Florez- Question, numbers 6 and 8 be reworded so they can flow together.
 - ✚ Barnaby Peake- I think the training program is focused on the student officers and training them for that and the overall in doing so is to enhance the transparency. But the goal is in number 8 that's why I keep going back to it. It is an umbrella statement. How are we going to achieve it? Our strategic priority following Internal and Financial overall goal is what we are framing; these key initiatives are what is going to accomplish the overall goal. In end your strategic plan will tie back to the University strategic plan, when you share it with the President, VP, they are going to say how they support you and that's important. We are partners in all of this. Right now I will consider number 8 as the overall goal.
 - ✚ Jazmin Ortiz- How does everyone feel moving number 8 as the overall goal?
 - ✚ Aaron Castaneda- Are we going to show this to the board at the next meeting?
 - ✚ Jazmin Ortiz- I think we should still review it and the language. We should have our overall goal statement before we show it to the board.
 - ✚ Yessenia Villacorta- In the next strategic planning are we going to have another clean version?
 - ✚ Barnaby Peake- We will clean it up and move some things around. If you want I can make more comments for the next one.
- b. **Review and discuss the SPC Timeline (5:35-5:45)** - the committee will review the timeline to approve the SPC by the end of the fall semester.
- ✚ Barnaby Peake- We are on track, our goal was to show a draft to the board at their November 2nd meeting. I would put it as a discussion item and it would be good step to in November.

- IV. New Business
- V. Information
- VI. Reports
- VII. Adjournment

Offered by:		Aaron Castaneda		Second by: Yessenia Villacorta		
Motion to adjourn the meeting at 5:46 pm						
All in Favor	All	Opposed	0	Abstained	0	Motion: Passed

Associated Students, Inc.
Strategic Planning Committee
Summary of Actions Taken
Tuesday, October 17, 2017

I. Organizational Items:

a. Called to Order by Jazmin Ortiz @ 4:38 pm

b. Roll Call

c. Adoption of Agenda for Tuesday:

Offered By:	Aaron Castaneda	Seconded by:	Yessenia Villacorta			
Motion to approve the adoption of Agenda for Tuesday, October 17 th , 2017						
All in Favor	4	Opposed	0	Abstained	0	Motion: Passed

d. Approval of Minutes (action):

Offered By:	Aaron Castaneda	Seconded by:	Yessenia Villacorta			
Motion to approve the approval of minutes of Tuesday, October 3 rd , 2017						
All in Favor	4	Opposed	0	Abstained	0	Motion: Passed

Offered By:	Yessenia Villacorta	Seconded by:	Aaron Castaneda			
Motion to approve the approval of minutes of Tuesday, September 5 th , 2017						
All in Favor	3	Opposed	0	Abstained	0	Motion: Passed

VII. Adjournment

Offered By:	Aaron Castaneda	Seconded by:	Yessenia Villacorta			
Motioned to adjourn the meeting at 5:46 pm						
All in Favor	All	Opposed	0	Abstained	0	Motion: Passed

CERTIFICATION

Official Minutes taken for the Strategic Planning Committee of the Associated Students, Inc., California State University, Los Angeles on October 17, 2017 in the University Student Union 303AB. Consensus by the ASI Strategic Planning Committee on: Tuesday November 14, 2017.

Prepared by:

**Dena Florez
Recording Secretary**

**Jazmin Ortiz
Secretary/Treasurer**

CERTIFIED