



# Strategic Planning Committee

## Minutes

Tuesday, October 3, 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 @ 4:42 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>	xPresent
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 5:00 pm
Dr. Jennifer Miller	<i>University President's Designee</i>	xExcused Absence
Barnaby Peake		xPresent

**c. Approval of Agenda of Tuesday:**

<b>Offered by:</b>	<b>Aaron Castaneda</b>	<b>Second by:</b>	<b>David Zitser</b>
Motion to approve the adoption of Agenda for Tuesday, October 3, 2017			
<b>All in Favor</b>	<b>All</b>	<b>Opposed</b>	<b>Abstained</b>
			<b>Motion: Passed</b>

**d. Approval of Minutes**

- ✚ Aaron Castaneda- Provide from the minutes, as chair there was a discussion about brining staff into this committee, Gus and Ashley. Will we be confirming that they will be joining us for future meetings?
- ✚ Jazmin Ortiz- The policy didn't go forward, so the bylaw committee has to overlook and we also have to elect a vice chair.
- ✚ Aaron Castaneda- The current policy stands, we updated their position titles but they have always been a member of this committee.
- ✚ Jazmin Ortiz- In the future I will send them an email.
- ✚ Marcus Rodriguez- I encourage Intef to put in this action as soon as possible so it can get moving because Neyda I think you motioned tabling. We can't get to bylaws yet because it is still sitting here.

- ✚ Aaron Castaneda- I understand that, but we agreed for them to be at these meetings it was on the previous minutes.
- ✚ David Zitser- On the minutes it said we took action and approved them.
- ✚ Aaron Castaneda- On page 4 on the top, it says motion to move to the next meeting all of those were amendments.
- ✚ Marcus Rodriguez- I agree with you 100% they are membership.
- ✚ Dena Florez- On the September 5 meeting minutes, on page 2 the membership was looked at but the only motion was to correct titles for Ashley and Marcus.
- ✚ Aaron Castaneda- I move the table to this or to the next meeting. The official minutes are not done by the audio, if we pass something then there it is.
- ✚ Dena Florez- It is in the minutes, you put it in here to change their titles.
- ✚ Aaron Castaneda- I motioned approve of Policy 011?
- ✚ Jazmin Ortiz- Other thing I want to add is if I'm not able to come in do I bring it up right now or do I have to wait?
- ✚ David Zitser- If it is in the policy than you are allowed to have a vice chair. Actually if it is an action item then we can but if not we can't do anything about it.
- ✚ Aaron Castaneda- I motion to table the minutes until the next meeting.
- ✚ David Zitser- Is the problem of the minutes is that we motioned to approve Policy 011? Then later we said to postpone it?
- ✚ Aaron Castaneda- Yes

<b>Offered by:</b>	<b>Aaron Castaneda</b>	<b>Second by:</b>	<b>Yessenia Villacorta</b>			
Motion to table the minutes for Tuesday, September 5, 2017						
<b>All in Favor</b>	<b>All</b>	<b>Opposed</b>	<b>0</b>	<b>Abstained</b>	<b>1</b>	<b>Motion: Passed</b>

<b>Offered by:</b>	<b>David Zitser</b>	<b>Second by:</b>	<b>Aaron Castaneda</b>			
Motion to approval of minutes for Tuesday, July 18, 2017						
<b>All in Favor</b>	<b>All</b>	<b>Opposed</b>	<b>0</b>	<b>Abstained</b>	<b>0</b>	<b>Motion: Passed</b>

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

- ✚ None

**III. New Business**

**a. Discussion on proposed strategic initiatives (4:30– 5:35)**

**1) The committee will review and discuss 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 goal statement.

✚ **Communication and outreach- David Garcia**

✚ Comprehensive leadership development: creating leadership programs and creating opportunities

✚ Campus Communication: engaging students, talking to students, be active on social media platforms (Instagram, Snapchat, and Twitter), getting students input (feedback).

✚ Streamlined process to inform students: track students who come to A.S.I events/functions, creating avenues, making sure it is worth it for students to participate. Proper marketing for students to get involved in important ASI meetings.

✚ **Initiatives for Advocacy- David Zitser**

- ✚ Increase Knowledge of A.S.I: one way is the Screaming Eagles Volunteer Street Team
  - ✚ Inform active clubs and organizations that A.S.I is here for them too
  - ✚ Make ASI more transparent through communication
  - ✚ Focus groups on specific issues- Town Hall meetings
  - ✚ Healthier and cheaper options- Legislature already tackled that as their main thing
  - ✚ Academic Advisement: making sure advisors know the different resources that are offered on campus.
  - ✚ Commercial for A.S.I: visual
  - ✚ A.S.I. gets to freshman first: Screaming Eagles Volunteer Street Team
  - ✚ Protecting Gender-Neutral Bathrooms: A.S.I take an action to protect
  - ✚ Neyda Umana- I agree with committee membership, but note those are things I am working on. Working to see how committee members can get more involved and also giving them more responsibilities. Also, academic senate committees; the chairs are supposed to act like members.
  - ✚ David Garcia- I agree with Neyda, giving academic senators more of a leadership role. Have them participate in university committees. Committee members should have an A.S.I. badge to make them feel like they are a part of the A.S.I.
  - ✚ Neyda Umana- I am already working on those things but we can talk more about it.
  - ✚ Barnaby Peake- Shared the suggested combined Fall/Spring 2017 Initiatives. We have different sets of goals but we should start with the one from spring because these have more complete sentences and have statements for the different initiatives. The goal is to blend both initiatives because I don't want 2 documents I want 1 blended document.
  - ✚ Neyda Umana- How detailed does this have to be?
  - ✚ Barnaby Peake- Think about it as a hierarchy, we are following this model. It is a stair step approach. Focusing on Internal A.S.I.
  - ✚ Intef Weser- What do we want to keep, maintain, and/or remove?
  - ✚ Barnaby Peake- Whatever is Internal and Financial we can copy and paste and put it under this but there is duplicates
  - ✚ Yessenia Villacorta- I wouldn't want to do that because then we will be changing the other parts too but I do agree with you because some do need to get changed. I think we should get an example so we know exactly what we need to do.
  - ✚ Intef Weser- Before we leave we should set a date and time when each committee is going to go.
  - ✚ Aaron Castaneda- Will these be in the conference room?
  - ✚ Intef Weser- It just depends.
  - ✚ Internal and Financial- Aaron Castaneda and Jazmin Ortiz will go after BOD 10/5 at 6 pm
  - ✚ Communication and Outreach- David Garcia and Maximiliano Fernandez will go Thursday 10/5 at 1 pm
  - ✚ Advocacy- Marcos Montes and David Zitser will go Thursday 10/5 at 2 pm
  - ✚ Programs and Services- Neyda Umana and Yessenia Villacorta will go Thursday 10/12 at 6 pm
  - ✚ Barnaby Peake- When making changes use a track log so everyone knows when people are making changes and everyone is on the same page. This is just a draft.
- 2) **Revisions will be completed by October 13 so we can discuss them at the SPC meeting on October 17, 2017**
- ✚ Barnaby Peake- Send all of your documents to the group and I'll put it all into one document and add comments. Get me the information by October 13, 2017
  - ✚ Intef Weser- Looking at the Cal State LA initiatives and use their format as reference.
  - ✚ Yessenia Villacorta- Who do you want us to email once we have it ready?
  - ✚ Jazmin Ortiz- Intef, Barnaby, and myself.
- 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- The month of October will be revising the document. Once we have a solid draft I'm aiming for end of October. Then we can take it down to the students to get additional feedback this is by mid-November and should be done by the end of the semester. When spring semester hits we can send it to the Board to get approved.

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

Offered by:	Aaron Castaneda			Second by:	Yessenia Villacorta	
Motioned to adjourn the meeting at 5:44 pm						
All in Favor	All	Opposed	0	Abstained	0	Motion: Passed

Associated Students, Inc.  
Strategic Planning Committee  
Summary of Actions Taken  
Tuesday, October 3, 2017

- I. Organizational Items:
  - a. Called to Order by Jazmin Ortiz @ 4:42 pm
  - b. Roll Call

VII. Adjournment

Offered By:	Aaron Castaneda			Seconded by:	Yessenia Villacorta	
Motioned to adjourn the meeting at 5:44 pm						
All in Favor	All	Opposed	0	Abstained	0	Motion: Passed

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**CERTIFICATION**

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Official Minutes taken for the Strategic Planning Committee of the Associated Students, Inc., California State University, Los Angeles on October 3, 2017 in the University Student Union 303AB. Consensus by the A.S.I. Strategic Planning Committee on: Tuesday September 5, July 18, 2017.

Prepared by:

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**Dena Florez**  
Recording Secretary

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Jazmin Ortiz  
Secretary/Treasurer

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