



Strategic Planning Committee

Minutes

Tuesday, September 5, 2017

Time: 4:45-5:45 pm

Location: U-SU Board Room 303

Attendees: Committee Members, General Public

Type of Meeting: Special

I. Organizational Items:

a. Call to Order by David Zitser @ 4:44 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>	xPresent
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>	xExcused Absence
Intef W. Weser	<i>A.S.I. Executive Director</i>	xPresent
Dr. Jennifer Miller	<i>University President's Designee</i>	xPresent

c. Approval of Agenda for Tuesday:

Offered By:	Neyda Umana	Seconded by:	Jazmin Ortiz			
Motion to approve the adoption of Agenda for Tuesday, September 5, 2017						
All in Favor	All	Opposed	0	Abstained	0	Motion: Passed

d. Approval of Minutes

Offered By:		Seconded by:				
Motion of approval of minutes for Tuesday; July 18, May 9, May 5, April 25, 2017						
All in Favor	All	Opposed	0	Abstained	0	Motion: Passed

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

None

III. New Business

a. **Action Item: Election of a New Chair for the Strategic Planning Committee (5:00-5:05)** The committee will elect a new chair of the Strategic Planning Committee as mentioned in Policy 011.

✚ Aaron Castaneda- I nominate Jazmin Ortiz if she accepts

✚ Jazmin Ortiz- I accept the nomination

Offered By:	Aaron Castaneda	Seconded by:	Neyda Umana			
Jazmin Ortiz accepts her nomination as the new chair						
All in Favor	6	Opposed	0	Abstained	0	Motion: Passed

IV. Old Business

a. **Action Item: Strategic Planning Committee Code of Procedure (5:05- 5:15)-** The committee will review and take action on recommended changes to the Policy 011.

Approval of Policy 011

Offered by:	Aaron Castaneda	Second by:	Jazmin Ortiz			
Motion to approve Policy 011						
All in Favor	All	Opposed	0	Abstained	0	Motion: Passed

✚ **Article 2 Section 1- Membership**

✚ David Zitser- addition to the ASI Vice President for External Affairs and Advancement, a spot for the Academic Senator, it clarifies for the additional student member that has to be outside of ASI. Also, changes the job title for Dena Florez, Graphics and Marketing should also be added in.

✚ Aaron Castaneda- I have a question regarding membership, I have never seen Graphics and Marketing Coordinator at a meeting; is he going to go to the committee meetings for now on? If not, then why put them on the membership.

✚ David Zitser- Intef, since we have ASI Programs Coordinator and Graphics and Marketing Coordinator on here, will they start attending now?

✚ Intef Weser- We will have them participant in the future. Ashley's position needs to be change and updated to her current title and also Marcus's.

✚ David Zitser- But we will expect them at the committee meetings. So everyone will be coming to the next Strategic Planning Committee Meeting. Is there a friendly motion to change Ashley Joseph's title to her official title Senior Coordinator of Student Engagement and Outreach?

✚ Amendment- Add Ashley Joseph and Marcus Rodriguez correct titles

Offered by:	Aaron Castaneda	Second by:	Jazmin Ortiz			
Motion to correct the titles for Ashley Joseph and Marcus Rodriguez						
All in Favor	All	Opposed	0	Abstained	0	Motion: Passed

✚ Intef Weser- We need to at the University President as the designee. I think the needs to be added

✚ Amendment- Add University President as designee

Offered by:	Marcos Montes	Second by:	Jazmin Ortiz			
Motion to add Dr. Jennifer Miller the University President as designee						
All in Favor	All	Opposed	0	Abstained	0	Motion: Passed

✚ Marcos Montes- Who is the Graphics and Marketing Coordinator? Is that Gus; so he will sit on this committee as well?

✚ Intef Weser- Yes

✚ Marcos Montes- Does it fit his work schedule? Doesn't he get out at 5?

✚ Intef Weser- He might have to make adjustments on the day of the meeting.

✚ Marcos Montes- I never remembered having conversations on adding other staff to this. Is there a reason why?

- ✚ Intef Weser- Once we get Strategic Planning going then we can official have him here and get him prepared. He'll come when we need him to come. The goal was to have full stuff participation.
- ✚ David Garcia- I see the benefit of Gus coming, he does apply to this committee however it can be beneficial for him to hear all the ideas we come up and have input and vision.
- ✚ Intef Weser- As we start looking at workflow, there is a lot of people on here. We will look at membership later on even when we approve it today.
- ✚ Jazmin Ortiz- What exactly will you be contributing?
- ✚ David Zitser- One of the goals of the Strategic Committee, Gus's position and background is that he is knowledgeable about branding as a whole, especially when branding organizations. So having someone with that knowledge on the committee will help craft our items. That was the reason for inviting him on the committee.
- ✚ Jazmin Ortiz- Back to what Intef said, if he is going to be a membership he should be at the meetings.
- ✚ Neyda Umana- I see student outside of ASI, I was looking through the other procedures to see if student at large are named that why because that's the way I see them getting presented in the bylaws. I'm just iffy about the wording. Isn't it better to restate as student at large.
- ✚ Aaron Castaneda- Strategic Planning Committee is such an important committee that we should have one student at large.
- ✚ David Garcia- Extend it to 2-3 would be beneficial so that one student wouldn't be at large and they can have input.
- ✚ David Zitser- If we make the change, we will change the 9 voting members to 11 voting members.
- ✚ Aaron Castaneda- Having 3 students at large will be efficient.
- ✚ Intef Weser- I would hold off with adding students because of the workflow. Increase the balance of Board Members to Executives. We shouldn't have more students at large than board members. We should increase Board Members.
- ✚ Aaron Castaneda- I don't think we should be make or not make an amendment based on what we want to do in the future.
- ✚ David Garcia- There is nothing for commissioners, so a commissioner can't be a member of this committee
- ✚ Intef Weser- They could be a representative.
- ✚ David Garcia- The student outside of ASI, can be a commissioner?
- ✚ David Zitser- We aren't talking about the student outside of ASI, we are talking about the students representative at large.
- ✚ Intef Weser- If you guys still want to make the student outside of ASI or all 3 students at large outside of ASI. We have to be explicit about "outside of ASI". What I recommend if we are doing this then we should expand the board of representatives to 2-3 so board members have an opportunity to be a part of the Strategic Planning.
- ✚ Dena Florez- Intef, can we restate to student representative at large (outside of ASI)
- ✚ Marcos Montes- Board Members never applied to this before, this isn't a high profile committee even though it should be. I would just blow on this and let it go.
- ✚ David Garcia- Clarification, if a commissioner wants to apply for the committee they could?
- ✚ Intef Weser- Not right now
- ✚ Marcos Montes- Isn't there a second opportunity for this at the board directors.
- ✚ Intef Weser- Board has final say
- ✚ Neyda Umana- Clarification, can we split those two?
- ✚ Amendment- Change to "Students Representative at large" and increase student at large to 3 students.

Offered by:	Aaron Castaneda	Second by:	David Garcia
All in Favor	0	Opposed	0
Abstained	0	Motion: Dies	

- ✚ Neyda Umana- I move to amend Student Representative at larger (non- ASI member)
- ✚ David Zitser- We are changing the title to Student Representative at lager (non-ASI member)

- Neyda Umana- Reason why I wanted to split it because all though I see the points of expanding the membership to 3 students at large; but I agree with Intef that we should add more Board of Director representatives. But I would like to have this discussion at the Board of Directors meeting because I would like all of their opinions.
- Jazmin Ortiz- I would like to see more Board of Director representation because this is an internal committee and they know the main issues involved in the areas we need to improve. I would like the Board of Directors to see how important it to see hold an executive position and be an ASI member.
- Amendment- Student Representative at larger (non-ASI member)

Offered by:	Neyda Umana		Second by:	David Garcia		
Motion to have a student representative at larger (non-ASI member)						
All in Favor	6	Opposed	0	Abstained	0	Motion: Passed

Offered by:	Aaron Castaneda		Second by:	Neyda Umana		
Motion to move COP to the next meeting Tuesday, September 19, 2017						
All in Favor	6	Opposed	0	Abstained	0	Motion: Passed

b. Discussion on proposed strategic initiatives (5:15 – 5:35)

- The committee will review and discuss retreat feedback.
- What should remain and what needs work?

- David Zitser- Think about how we can implement this into our drafted Strategic Initiatives.
- Marcos Montes- We should focus on Fall 2017
- David Zitser- Overall goal of Internal and Financial is training for ASI Student Leaders and making sure there is more training in Robert Rules.
- Intef Weser- Let's dissect one at a time
- Marcos Montes- We have to prioritize them
- Neyda Umana- Are we doing this to go through with and see if it matches the Strategic Plan and go with that. What are we doing here? To approve these documents?
- David Zitser- No, we aren't approving the documents. What we are doing is reviewing the information we got at retreat and how we can implement it into the Strategic Plan.
- Neyda Umana- Can we have each person who did that area go through and read it and also explain.
- Intef Weser- Give contents and what did you do to get this information
- Internal and Financial- Aaron Castaneda**
- ASI Student Leaders: not enough preparation and at all the training and workshops they don't learn leadership skills they learn more strategic.
- Students Needs Assessment: Don't have enough students' needs and wants.
- New Services and Programs: Not looking to add but rather more advertising. We don't just want to be another Program part of the university. Promote as much as possible and the different things we offer.
- Change in organizational structure: we need a type of organizational structure
- Review and update amendments: we should have discussion outside of the committee. We talk too much about policies but we have other things to talk about too.
- Increase tabling and communicate vision: some say we table too much or others say we table too little. We need to be more transparent. They are afraid on how students and staff might not know on how the organization works; provide a flow chart. The budget looks complicated to them we should have a simple format.
- Participation in Internal Committees: have tool and resources to continue
- Financial Literacy: provide workshops for Finance.
- Top Funding Priorities: green energy shuttles and evaluate current organization. Give back to the university.
- Marcos Montes- Internal Finance sounds more of Programs and Services
- Programs and Services- Neyda Umana**- Overall goal is to provide funding for all clubs and organizations. Provide events at all times of the day just not in the morning. Expanding ASI's business hours because they are saying that

our office closes fairly early. Create an annual ASI high-profile event, have an annual on campus event that is held on the same day each year, and Public Relation.

- ✚ Communication and Outreach will be present at the next Strategic Planning Committee on September 19, 2017
- ✚ Advocacy will be present at the next Strategic Planning Committee on September 19, 2017

c. **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.

- ✚ Intef Weser presented a recommended timeline as per Barnaby Barnaby's invoice has a presented goal to be done by the end of fall.

- V. Information
- VI. Reports
- VII. Adjournment

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

Associated Students, Inc.
Personnel Committee Meeting
Summary of Actions Taken
Tuesday, September 5, 2017

I. Organizational Items:

a. Called to Order by David Zitser @ 4:44 pm

b. Roll Call

c. Approval of Agenda for Tuesday:

Offered By:	Neyda Umana	Seconded by:	Jazmin Ortiz			
Motion to approve the adoption of Agenda for Tuesday, September 5, 2017						
All in Favor	All	Opposed	0	Abstained	0	Motion: Passed

d. Approval of Minutes

Offered By:		Seconded by:				
Motion of approval of minutes for Tuesday; July 18, May 9, May 5, April 25, 2017						
All in Favor	All	Opposed	0	Abstained	0	Motion: Passed

Offered By:	Aaron Castaneda	Seconded by:	Neyda Umana			
Jazmin Ortiz accepts her nomination as the new chair						
All in Favor	6	Opposed	0	Abstained	0	Motion: Passed

Offered by:	Aaron Castaneda	Second by:	Jazmin Ortiz			
Motion to approve Policy 011						
All in Favor	All	Opposed	0	Abstained	0	Motion: Passed

Offered by:	Aaron Castaneda	Second by:	Jazmin Ortiz			
Motion to correct the titles for Ashley Joseph and Marcus Rodriguez						
All in Favor	All	Opposed	0	Abstained	0	Motion: Passed

Offered by:	Marcos Montes	Second by:	Jazmin Ortiz			
Motion to add Dr. Jennifer Miller the University President as designee						
All in Favor	All	Opposed	0	Abstained	0	Motion: Passed

Offered by:	Aaron Castaneda	Second by:	David Garcia			
All in Favor	0	Opposed	0	Abstained	0	Motion: Dies

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CERTIFIED

CERTIFICATION

Official Minutes taken for the Strategic Planning Committee of the Associated Students, Inc., California State University, Los Angeles on September 5, 2017 in the University Student Union 303AB. Consensus by the ASI Strategic Planning Committee on: Tuesday October 17, 2017.

Prepared by:

Dena Florez
Recording Secretary

Jazmin Ortiz
Secretary/Treasurer

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