

Board of Directors 2014/2015

- Haley Perko
President & CEO
- Tiffaney Boyd
VP of Operations & COO
- Saul Serano
VP of Finance & CFO
- Jeff "JJ" Gutowski
VP of External Affairs & CCO
- Christian Cayetano
VP of Marketing & CMO
- Katelyn Boggs
Chair
- Robin Luna
COBA Representative
- David Stevens
COBA Representative
- Cassandra Putt
CHABSS Representative
- Alhijaz Althagafi
CHABSS Representative
- Madisen Jaurigue
CHABSS Representative
- Mads Elton Nilsen
CHABSS Representative
- Bianca Garcia
COEHHS Representative
- James Farrales
COEHHS Representative
- Daniel Geiszler
CSM Representative
- Jasmine Jeter
CSM Representative
- Jamaela Johnson
Student Representative-at-Large
for Diversity & Inclusion
- Eddie Gonzalez
Student Representative-at-Large
for Sustainability
- Vacant
Veteran Affairs Officer
- Advisors**
 Rodger D'Andreas
Executive Director
 Deb Fritsvold
Manager of Operations
- Standing Invitees**
 Lori Brockett
Alumni Association Representative
 Barry Saferstein
Academic Senate Representative
- Scott Haag
President's Designee
- Katy Rees
University CFO Designee

Board of Directors Minutes 15-04

October 17, 2014 at 1:00 pm – 3:00 pm
 ASI Conference Room: USU 3700

ITEM	SUBJECT	PRESENTER
01	Call to Order <i>The meeting was called to order at 1:01pm</i>	Katie Boggs Chair
02	Roll Call <i>Present: Haley Perko, Saul Serano, Jeff Gutowski, Christian Cayetano, Katelyn Boggs, Robin Luna, David Stevens, Cassandra Putt, Alhijaz Althagafi, Madisen Jaurigue, Mads Elton Nilsen, Bianca Garcia, Daniel Geiszler, Jasmine Jeter, Jamaela Johnson, Eddie Gonzalez Rodger D'Andreas, Deb Fritsvold, Lori Brockett, Scott Haag</i> <i>Tardy: James Farrales</i> <i>Absent: Tiffaney Boyd, Katy Rees</i>	Katie Boggs Chair
03	Recognition of Guests <i>Ashley Fennell, Idayat Bola-Akindele, Susan Wilson, Natalie Wilson, Robert Aiello-Hauser, Barry Saferstein</i>	Katie Boggs Chair
04 Action	Approval of Agenda <i>Chair moved to change item #15 from an information item to an action item</i> <i>Haley moved to approve agenda with amended changes</i> <i>Daniel-2nd</i> <i>Motion Carries</i>	Katie Boggs Chair
05 Action	Approval of Minutes <i>Saul moved to approve the minutes</i> <i>Haley-2nd</i> <i>Motion Carries</i>	Katie Boggs Chair
06 Information	Open Forum <i>None.</i>	Katie Boggs Chair
07 Information	Reports See attached for student reports <i>Scott mentioned that SHCS will be closing for their move into the new building. They will be closed 10/29-10/31 and will reopen in their new building on 11/4. NCHEA has grants available for student organization looking to partner with other local schools. He also mentioned that University registration for Spring will begin on 11/17. The degree plan program (a campus planner) will be solely implemented; beginning with COBA students. This will prepare students for graduation. Veteran Center director starts on 10/27.</i> Chair recognized James Farrales to the meeting at 1:11pm <i>Lori discussed the CSU Class of 3 million campaign. There will be 3 million CSU alumni by 2015. Join the online yearbook at classof3million.calstate.edu. She also mentioned that Homecoming is on 11/22. Tickets will run out so pre-register to get your tickets for free. There will be a 25 year anniversary "Human 25" photo event during U-hour on 11/18. It will be directly followed by the Pep Rally for Homecoming. There is COBA alumni chapter event in Los Angeles. In January they will begin having 25th anniversary events beginning with an internal scavenger hunt event for student/faculty/staff. It will take place Jan 27/28 8am-7pm.</i>	Katie Boggs Chair
08 Presentation	CALM Initiative Description: Awareness and update on the CALM initiative and their	Dr. Natalie Wilson Director of the CALM

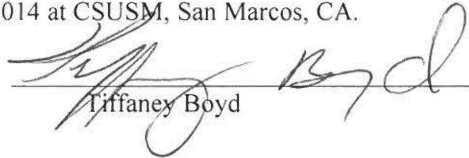
	<p>efforts of lowering textbook costs.</p> <p>Fiscal Impact: None</p> <p>See attached for PowerPoint Presentation.</p> <p><i>Discussion centered on presentation regarding CALM initiative. Goal of CALM initiative is to reduce the cost of textbooks for students. In only two years, 30 faculty members have joined so far and have been able to save students \$380, 000; the goal is at least \$500, 000. 25 of the 30 classes have brought the cost of their class down to nothing for textbooks and materials. They need help spreading awareness about CALM and get more faculty involved.</i></p> <p>Saul, Robert, David and Jj all encouraged dialogue in the classroom and on campus about CALM through forums, students talking in classrooms, or students tabling and talking to other students with small campaigns. Jasmine mentioned maybe creating a list of CALM teachers so students can check for their classes first; encourage other teachers to want to be on this list. Rodger mentioned that getting faculty excited is another issue; his class doesn't require a textbook but isn't formally a CALM class. He also wondered about partnering, for example, with college representatives during their scheduled coffee and donuts events. They can promote CALM information at their events to the event can be more informational and intentional.</p>	Program
09 Information	<p>Support Resolution for Student Access Initiative</p> <p>Description: Discuss a draft resolution for SAI, including the language and the impact for ASI</p> <p>Fiscal Impact: None</p> <p>See attached for Resolution discussed.</p> <p><i>Discussion centered on a proposed Resolution that would be in formal support of the Student Access Initiative, with the preservation of University Hour. Rodger reiterated that resolutions get submitted to President Haynes and Academic Senate as a formal way to show that ASI supports something. President Haynes then issues a response or decision regarding the resolution. Scott wondered with that "high yield" numbers are for University Hour. He wanted Jj to have the numbers to back up his claims. But, this would be difficult since so many people participate in University Hour. Scott also wondered if they should mention why Friday University Hour wouldn't work for students. David had concerns about the 2 unit pre-requisite classes for COBA students; they were not addressed in the initial SAI presentation. He also was concerned about the lack of student input on the SAI task force. Rodger mentioned that the members of SAI have listened to issues, such as University Hour, and made edits to the schedule but everyone will have to give up something in order for this to work. Barry mentioned that the Friday University Hour is off the table, and they are currently trying to get COBA faculty on board. He also mentioned that this is a system wide issue; if we want new buildings we have to show better classroom utilization. But, he did share concerns about early morning classes and Friday classes.</i></p>	JJ Gutowski VP of External Affairs
10 Action	<p>Approval of New Code: Executive Vice President</p> <p>Description: Recommended by rules in order to strengthen board organizational structure and practice. This would take effect during the 2015/2016 election cycle, pending approval of changes to the ASI Bylaws to reflect the proposed Executive Committee structure.</p> <p>Fiscal Impact: Yes (TBD)</p> <p>See attached for PowerPoint and Codes discussed.</p> <p><i>Discussion centered on restructuring of ASI Board of Directors executive committee from 5 members to 3 members. After looking at other CSU campuses, our ASI is not big enough to have 5 executives. Also, reducing from 5 to 3 execs can result in potential cost savings to ASI. New Executive Structure would be President, Executive Vice President, and Vice President of Student and University Affairs. Executive Vice President would combine VP of Finance and some of VP of Operations. They would be tasked with primarily internal ASI</i></p>	Haley Perko ASI President Rodger D'Andreas ASI Executive Director

	<p>processes such as CFO of ASI, Assume position of President if needed, and chair Finance Board and Rules Committee.</p> <p>Saul wondered about the 20 hours a week in this position and becoming temporary staff for this position. Rodger mentioned that issue should be brought to Finance Board in budget allocation; we should push for them to be temporary staff. Haley reminded all that these positions won't take effect until next academic year. Jasmine wondered about Christian's (Vice President of Marketing) position. Rodger mentioned that this position was created when there was no marketing team. Perhaps at Finance Board more money would be allocated to Marketing Team to hire a new person to take the VP of Marketing's position but this person would not be a member of Board of Directors.</p> <p>Saul moved to approve new code: Executive Vice President</p> <p>David-2nd</p> <p>Jamaela abstained</p> <p>Motion Carries</p>	
11 Action	<p>Approval of New Code: Vice President of Student and University Affairs</p> <p>Description: Recommended by rules committee, to strengthen board organizational structure and practice. This would take effect during the 2015/2016 election cycle, pending approval of changes to the ASI Bylaws to reflect the proposed Executive Committee structure.</p> <p>Fiscal Impact: Yes (TBD)</p> <p>See attached for PowerPoint and Codes discussed.</p> <p>Discussion centered on creation of new Vice President position. This position would combine VP of External Affairs and VP of Operations. This VP's focus would be primarily on external ASI involvement such as but not limited to CSSA, Lobby Corp, University Committees, and Student Fee Advisory Committee.</p> <p>Rodger mentioned, in deleting VP of Marketing, we need a new Chair for Awards Committee. Options to consider include President, VP of SUA, or elect someone to chair the Awards Committee. Jasmine mentioned that since this person works with students, they should Chair awards committee. Haley mentioned that the President should, and Jj agreed that this position more works with advocacy not awards for students.</p> <p>JJ moved to amend name of Code to Student, University and Community Affairs</p> <p>No second.</p> <p>Haley is worried about making the title too long. Katie wondered about the reason for the change. Jj wanted it to reflect more of the community engagement. Jasmine wondered if Chair of BOD could Chair Awards as well. Rodger mentioned that could be an option but that wouldn't affect the Code and there are currently two issues on the table: the amendment and the Chair issue. He mentioned that JJ will need to get on the speakers list to make another formal amendment to the Code. Saul wanted to point out that the acronym would be VP of SUCA.</p> <p>Madisen moved to approve new code: Vice President of Student and University Affairs</p> <p>Haley-2nd</p> <p>Eddie abstained</p> <p>Motion Passes</p>	<p>Haley Perko ASI President</p> <p>Rodger D'Andreas ASI Executive Director</p>
12 Action	<p>Deletion of Code 104: Duties of the Vice President of Marketing</p> <p>Description: As recommended by rules committee, secondary to the changes in the board organizational structure. Deletion of this code will be effective for the 2015/2016 academic year, pending approval of changes to the ASI Bylaws to reflect the proposed Executive Committee structure.</p> <p>Fiscal Impact: None</p> <p>Haley mentioned that approval of the proposed new codes will</p>	<p>Haley Perko ASI President</p> <p>Rodger D'Andreas ASI Executive Director</p>

	<p><i>require that we delete the existing codes. However, these deletions and new Codes will not take effect until May 2015, pending approval of changes to the ASI Bylaws.</i></p> <p><i>Saul moved to approve deletion of Code 104: Duties of the Vice President of Marketing</i></p> <p><i>David-2nd</i></p> <p><i>Motion Carries</i></p>	
13 Action	<p>Deletion of Code 103: Duties of the Vice President of Finance</p> <p>Description: As recommended by rules committee, secondary to the changes in the board organizational structure. Deletion of this code will be effective for the 2015/2016 academic year, pending approval of changes to the ASI Bylaws to reflect the proposed Executive Committee structure.</p> <p>Fiscal Impact: None</p> <p><i>Saul moved to approve deletion of Code 103: Duties of the Vice President of Finance by unanimous consent</i></p> <p><i>None opposed</i></p> <p><i>Motion Carries</i></p>	<p>Haley Perko ASI President Rodger D'Andreas ASI Executive Director</p>
14 Action	<p>Deletion of Code 102: Duties of the Vice President of External Affairs</p> <p>Description: As recommended by rules committee, secondary to the changes in the board organizational structure. Deletion of this code will be effective for the 2015/2016 academic year, pending approval of changes to the ASI Bylaws to reflect the proposed Executive Committee structure.</p> <p>Fiscal Impact: None</p> <p><i>Haley moved to approve deletion of Code 102: Duties of the Vice President of External Affairs</i></p> <p><i>Mads-2nd</i></p> <p><i>Motion Carries</i></p>	<p>Haley Perko ASI President Rodger D'Andreas ASI Executive Director</p>
15 Action	<p>Deletion of Code 101: Duties of the Vice President of Operations</p> <p>Description: As a recommendation by rules committee, secondary to the changes in the board organizational structure. Deletion of this code will be effective for the 2015/2016 academic year, pending approval of changes to the ASI Bylaws to reflect the proposed Executive Committee structure.</p> <p>Fiscal Impact: None</p> <p><i>Daniel moved to approve deletion of Code 101: Duties of the Vice President of Operations by unanimous consent</i></p> <p><i>None Opposed</i></p> <p><i>Motion Carries</i></p>	<p>Haley Perko ASI President Rodger D'Andreas ASI Executive Director</p>
16 Information	<p>CSSA SIRF</p> <p>Description: Discuss the status, history, and impact of the opt-out fee that has been proposed by CSSA.</p> <p>Fiscal Impact: None</p> <p><i>See attached for PowerPoint discussed</i></p> <p><i>Discussion centered on proposed Student Involvement Representation fee. The fee is currently taken out of your ASI \$50.00 fee. The new format would be that each student would pay a \$2.00 fee per semester with an opt-out option. Currently, the Chancellor's office helps fund CSSA.</i></p> <p><i>Rodger wanted to point out that this is happening because campuses can pull out their money if they don't get their way. So, planning budgets is almost impossible for CSSA. The question now is what are they going to do with all this extra money? David and Saul both shared concerns with not knowing what they will do with the extra funds. Jj mentioned that the goal is to get away from Chancellor's Office funding CSSA so they can be independent and have their own goals. This would not affect ASI's fee in any way. Robin wondered what happens if a school does want to pull out of CSSA after this fee passes. He was concerned about their power and status quo once they have these funds. Danny wondered about the opt-out option. Rodger</i></p>	<p>JJ Gutowski ASI VP of External Affairs</p>

	<p>mentioned that , at campuses where this has been implemented, few to no students opt out. Jaz wondered what CSSA does. Rodger clarified that CSSA is the representative body with a paid lobbyist to be the voice of all CSU students, rather than each campus trying to lobby and advocate in silos. We could invite staff from CSSA to come and present at a future Board meeting.</p> <p>Chair extended the meeting to 3:10pm</p> <p>Jasmine wondered if we would have forums on campus about this fee; information about it and how to opt out of it. Haley mentioned she is listening to a conference call about this issue and will discuss her findings at a future Board meeting.</p>	
17 Information	<p>Announcements</p> <p>Scott mentioned that Latino focus groups during University Hour on Tuesday and Thursday in the ASI Conference Room.</p> <p>Eddie wished everyone good luck on midterms</p> <p>Haley thanked everyone for bearing with her during the meeting. Also, professional development will take place after this meeting.</p>	Katie Boggs Chair
18 Action	<p>Adjournment</p> <p>The meeting was adjourned at the will of the chair at 3:00pm</p>	Katie Boggs Chair

I, Tiffany Boyd, Vice President of Operations and COO, hereby certify that the above Minutes were approved by the Board of Directors of Associated Students, Inc., at a regularly scheduled meeting held on Friday, October 17th, 2014 at CSUSM, San Marcos, CA.


10/17/14

 Tiffany Boyd Date