

Associated Students of Santa Monica College
A.S. Board of Directors Regular Meeting
February 20, 2013 3:00 PM
Cayton Center, Room #202
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I. Call to Order 3:03PM

II. Roll Call

AS President: Parker Jean P	Director of Student Advocacy: Yacob Zuriaw P
AS Vice President: VACANT	Director of Publicity: Jesse Ramirez P
AS Secretary: Samantha Ross P	Director of Outreach: Mohammad Rahman L3:07PM
Director of Student Affairs: VACANT	ICC Chair: Spin Versele P
Director of Sustainability: Steven Johnson P	ICC Vice Chair: Erin Kaitel P
Director of Acad Supp/Shared Gov: VACANT	ICC Communications Officer: Caitlin Thompson P
Director of Activities: Angie Vo P	Student Trustee: Michelle Olivarez L3:05PM
Director of Inst. & Tech. Support: Faheem Ali P	Dean of Student Life: Deyna Hearn A
Director of Budget Management: Cécile Parcelier P	Counselor/Student Advisor: Benny Blaydes P

III. Approval of Agenda

Motion to approve agenda by Sam, Seconded:

-Motion to add Action Item 6.5 "Approval of funding for AS Board of Directors for additional funds requested for shipping and sales tax for water bottles (approved previously on November 28th). (Steven, Special Project: \$494.39) by Sam, Seconded

-Motion to add Action Item 6.6 "Approval of funding for AS Board of Directors for advertising the March in March to SMC Students. This includes VIP Tour Charter Bus and food. (Yacob, Special Project: Up to \$3,000.00) by Sam, Seconded

-Motion to add Action Item 6.7 "Approval of funding for AS ads in the Corsair Newspaper. (\$3250, Publicity Account, Jesse)." By Jesse, Seconded

-Motion to remove Action Item 6.1 on the basis that the direction is changing by Michelle.

IV. Approval of Minutes for December 3, 2012 and February 11, 2013

Motion to approve by Mohammad, Seconded

V. Public Comments (2 minutes per person)

Elias Martinez—(Westside Family Health Center); Sexual Health Series and Clinic. Wanted to let students know about the sexual health series at MC8 at 11:00am-12:30pm for men only. It's about sexual reproductive health services. We do one every month. The next one will be in April; it will be co-ed.

VI. Action Items

~~6.1. Approval and support of proposed Student Trustee Advisory Bill (Michelle)~~

6.2. Approval to choose a different layout for the AS website other than Sector Point (Parker)

Motion to approve by Mohammad, Seconded

Parker: Sector Point wanted \$37,000 to build their website. One way we could do for free is that we could go to Helen Porter. We would add the layout we already have but make it look better. I think it's extremely excessive. \$40,000 for a website is too much. We have to ask ourselves, is this the best way to spend the student's money?

Mohammad: Will the graphics change the same?

Parker: The \$30,000 is to adopt the Pasadena City College's website. It's obviously good, but it's too expensive.

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Mohammad: Would it look different?

Parker: I think it would be pretty simple.

Jesse: I'm staying neutral on this; I want everyone to know what's going on. The price seems to be pricey, but from what I've been told, it's a very fair price. There are some fees that are unnecessary.

Faheem: Jesse, did you get an idea how much PCC paid for their website?

Jesse: I heard it was around \$30,000.

Parker: I remember it being around \$7,000.

Jesse: They didn't use one company for it.

Faheem: Do you think it's possible for us to use other companies?

Mohammad: I don't think so because the College has a good relationship with Sector Point.

Jesse: I think a good idea would be to get Helen Porter and Bob Damur here to talk about it. I think with them here, we would be able to make a much wiser decision.

Parker: Maybe we can work with Sector Point. I think we shouldn't spend any more than \$10,000. I spoke with Helen Porter. She said we could clean it up and have a decent outlook and it would be free. At what point is it too much? Would the students want you to pay 37k for a website?

Yacob: I've been speaking to people in our region and they think the quote we got from Sector Point is a joke.

Sam: If anyone has taken a look at the PTK (Phi Theta Kappa) website, they'll know it looks really good and it isn't very expensive to make. You just need to pay a webmaster.

Faheem: It's about \$160 a year.

Parker: The details are why it costs so much. Let's think creatively. If we can do it for free, let's explore that option.

Jesse: How many people actually use ours or PCC's website? What if we invest in our Facebook website?

Parker: It looks the way it is right now is a mixture of laziness and apathy. The only person who uploads anything to it is Amelia and that's just for the Agendas and Minutes.

Erin: If you want another way to build a website, you could go

Benny: We did have another website for the AS.

Lee Johnson: -Sector Point . I can help pay some of my student workers to help with the website.

Action item approved (9 in favor, 0 against, 1 abstension).

6.3. Appointment of AS Directors Appointment Committee (Parker)

Motion by Mohammad, Seconded

Parker: We need to pick people to join the appointment committee. I think the cutoff at six people.

Faheem: We need an odd number of people.

Parker: Let's vote

Yacob: Do we know enough students know that we have these open seats .

Parker: Any objection to Erin, Faheem, Yacob, Samantha, Mohammad, and Jesse to be on the committee?

Action item approved with Erin, Faheem, Yacob, Parker, Samantha, Mohammad, and Jesse sitting on the Appointment Committee.

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- 6.4. Decide whether to continue or discontinue AS advertising in the Corsair during spring 2013 (Parker)
Motion by Sam, Seconded
Parker: There's a few reasons why we are considering discontinuing advertising with the Corsair. This is nothing personal. I'm bringing a question everywhere to people. Is the Corsair the most efficient way to advertise? I don't really know. I know it is a pretty good amount of money. You all have to ask yourself is it worth it to spend this money. Keep that in mind.
Steven: is there anyone from the Corsair in the room? I think you all should.
Saul Rubin: We have a website. We publish 4,000 printed editions. We roughly get 5,000 visits to the page a week as well. You have been taking out a half page ad. As the advisor, I don't stop what they write about, but I do advise them. We do try and get here as often with we can. I hear you're having problems. We don't get any funding from the College. We like to be independent. I don't know if you're motivated by lack of or favorable support. We'll cover positive things. I think some of you have misconceptions that we should be cheerleaders for everything. We want to report on what's news.
Parker: Who figures out who the Editor in Chief and news editors are?
Saul: Typically, we have a Committee meeting and we decide from people who want to take on those positions.
Angie: Have you ever looked at the AS advertisements in the newspaper?
Saul: Yes.
Angie: What do you think of them?
Saul: You could have a focus to it. Make it more visual. They're text heavy.
Angie: How many students do you think could be reached by that section itself?
Saul: We print 4,000. It's probably more than that. Also, we put a PDF of the newspaper on the website. We also put stories up on our website.
Steven: I'm glad you're here. I think it's important that someone come every week. I think it's good to support the school newspaper. I think as far as continuing to . I think they should come.
Saul: Set up a press release. I think it's important. –agendas posted late
Sam: Trying to get information posted online. I need access information.
Saul: we're not getting any money from anyone else.
Yacob: So, you lose 50%. You're actually doing us a favor.
Saul: Well, it's open to all college groups.
Yacob: Is there any way to pay for things that we want to run?
Saul: You can always run things whenever you need them.
Motion to postpone 6.4 indefinitely by Parker, Seconded
- 6.5. Approval of funding for **AS Board of Directors** for additional funds requested for shipping and sales tax for water bottles (approved previously on November 28th). (Steven, Special Project: \$494.39)
Motion to discuss by Sam, Seconded
Steven: It was mostly my fault. We needed to pay for shipping and taxes.
Parker: You didn't realize it was going to be included.
Action item approved unanimously.

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- 6.6. Approval of funding for **AS Board of Directors** for advertising the March in March to SMC Students. This includes VIP Tour Charter Bus and food. (Yacob, Special Project: Up to \$3,000.00)

Yacob: This is more than just publicity. I'll talk more about the March in March under my Director's reports.

Parker: This is the statewide march advocating for Public Education. That should be a no-brainer. Everyone here should go.

Action item approved unanimously.

- 6.7. Approval of funding for AS ads in the Corsair Newspaper. (\$3250, Publicity Account, Jesse)
Motion by Steven, Seconded

Motion to amend amount for Item 6.7 to "Up to \$3250" by Sam, Seconded

Action item approved unanimously.

VII. Discussion Items

- 7.1. Town Hall Meeting (Feb. 26, 2013) (Parker/Yacob)

Yacob: This upcoming month there will be a lot of advocacy. All the work is trying to get students to show up. If we can market it as much as we can. We have a huge poster out there tomorrow. If this is a success, we can use this as an example for years to come.

VIII. Director / Advisor / Committee Reports

Spin: First ICC meeting tomorrow. If anyone didn't get their picture taken, please do that after the meeting.

Caitlin: Tomorrow's the meeting; We're installing 16 clubs this semester.

Erin: ICC Meeting tomorrow!! President of UCLA AS come in; I've talked to Benny and Dean Hearn, we felt it would be best if he came to an ICC meeting. I've been in contact and this is going to happen.

Faheem: I think it'd be great if we can publicize our benefits better. We could have people publicize

Parker: I think it would be really cool if we had eco friendly businesses.

Faheem: I was discussing this with Gary, the person who did our newsletter. I initially thought of a coupon book.

Cecile: So far so good. I was supposed to meet with George Prather. He wasn't available this week. I'll give you a very exciting presentation next week.

Yacob: Next week is the Town Hall meeting and the following week is the March in March. We're going to have a banner for the MiM. We're going to have a meeting with our Assembly member. We have to be mindful of any legislation coming from this district.

Parker: I think it's important for me to recap on last week's board meeting. It's apparent that I lost my cool, but I think anyone would feel that way when they're being attacked. I felt like it was unnecessary and it could have been handled differently. There is a really important lesson to be learned in including the commissioners in the organization. We need to do a better job connecting them. The email was an effort to include the commissioners in everything. If there was a lesson to be learned, we need to figure out a way to incorporate commissioners more because I don't think they get as much credit as they should. I wish I didn't get as worked up as they did; it was a build up. I hope you guys understand. As far as the access to the emails and the fee description (description of the AS fee either online or at the Bursar's office), it would be a little pop up paragraph. Mike Tuitasi says that it's a great idea and he wants to add that for other fees. My final meeting was a week before we got out of winter session. It was with Teresita. I thought it was very simple, but I don't know what happened. I have a really effective way to publicize things. It would be a cool alternative to the e-mails. This would be a text messaging program. We would get a database. I think it's only \$50. We would be able to send blast

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text messages.

Sam: Working on the new newsletter pretty soon. Please look at the whiteboard; I leave messages for everyone there. If you have anything to add, let me know. Public apology to Yacob for not including our Town Hall meeting. It wasn't my intention to leave that out. Also, I want everyone seated here at 2:55pm every meeting. Bike corral grand opening next week. We should be given some safety items out. Angie's helping out on that.

Steven: It's time for sustainability for the week! I plan on doing two field trips in addition to the CSSC. I've arranged for 15 of us to visit the recycling facilities. I'm working on getting the Metro Expo line name changed to 17th/SMC like I promised when I ran.

Parker: The Santa Monica Mirror will come out with an article. Come to the next Board of Trustees meeting on March 5th at 7pm. We'll have a more official recognition on that meeting.

Mohammad: I've been working on the AS Facebook page. I sent an email to those students for liking the page. We're posting current events. If you have anything, I'll put it on there right away.

Angie: Thank you for helping me with the last event. What do you think about that event? I want to apologize for misbehaving with anyone that day; I had too much to do. My next event is Club Awareness Day. I'm working on it with the ICC. What do you think about the SMC Talent Contest?

Parker: I think it's a great idea. I might have to beat box.

Angie: I think we should have a Harlem Shake. I learned it next week.

Jesse: We got our banners today. Parker will be holding them in the office. Our team has advertised the Town Hall meeting, March in March and the Bike event. The 3 AS Vacancies were publicized through many programs on campus. Sam and I have agreed to work together on the Publicity Committee. Mohammad has agreed to work on the business name tags.

Benny: The FAFSA deadline is March 2nd. If you plan on transferring, it's imperative you meet that deadline. Reminder: the calendar has incredible workshops for Spring. Be careful about your language, a person missed out on a whole semester because of it.

IX. Adjournment 5:25PM
Motion by Spin, Seconded