Chair, Jacqueline Foley, has called a meeting of the Marketing & Communications Committee on September 21st, 2017 at 2:00-4:00 in Delmy Rodriguez (T-152) in the Cesar Chavez Student Center.

I. Call to Order
Meeting called to order at 2:05

II. Roll Call
Ethnic Studies Rep: Present
Freshman Rep: Present
Sophomore Rep: Present
Junior Rep: Tardy

III. Approval of Agenda
Motion to approve the agenda for
Moved by Sophomore Rep, seconded by Freshman Rep

No opposed. No abstentions. Motion passed.

IV. Approval of Minutes
No minutes to Approve

V. Announcements
No announcements

President wants committee to decide what posters should say for tomorrow September 22nd. They need to support GUPS while opposing posters that were put up September 21st. Freshman Rep questions whether ASI president is allowed to send letters out. President confirmed that president is allowed a letter of support. Reps are allowed to speak for students at large. Ethnic studies rep discussed how we should move forward with the poster as far as a marketing stance. These posters are to support GUPS and professors on campus. Ethnic studies “we support free speech, not hate speech”. Sophomore Rep suggested “we stand with GUPS” Freshman Rep suggested we should create dialogue about topic in class room discussion. Ethnic studies needs more information in order to speak for organization. President addressed we need to acknowledge the fact that Hillel and GUPS are separate. Hillel is not allowed to go against members of their organization. There have been misconceptions on President Wong inviting the Mayor of Jerusalem. Students are upset with the lack of transparency. President we decided to do a banner letter, poster and forum.

Junior rep entered at 2:28

VI. Public Comment (2 minutes each). Must pertain to jurisdiction of Board. Please observe proper decorum. The board is not required to respond.

No public comment

VII. Closed Session Pursuant to Education Code 89307 of the California Code for the purpose of to consider the appointment, employment, and evaluation of performance, discipline, or dismissal of an employee.
No Closed Session

VIII. Old Business
IX. New Business

a. AS Marketing & Communication Committee Charter (Discussion Item)
   President announced they will change board members with vice president and only have 3 BOD reps.

b. AS Town-Hall (Discussion Item)
   President announced they will have town halls in Malcom X with tables and serve food and drinks. President wanted to focus on issues such as DACA and other social issues. President expressed it’s a good way to survey students as well as having first hall as a “meet the board members” while serving tacos and water. The first town hall will be held October 11th Wednesday 12-2, the second being October 25th on DACA 12-2. Freshman Rep suggested to have a vegan option as well as having poster with different reps. President is going to check pricing for pizza vs tacos for 300-350 students. Junior Rep suggested a balloon arch to get students attention as well as drop in box for suggestions for each group.

   Ethnic Studies Rep exited at 2:48

c. AS Newsletter (Discussion Item)
   The duties of the newsletter and planning the content will be discussed next meeting once the vice chair is decided.

d. Marketing & Communication Committee Vice-Chair (Action Item)
   Sophomore Rep was interested in being vice chair for marketing. Next meeting they will plan newsletter once vice chair is decided. Duties will also include organizations of Town halls.

e. BECA & AS Partnership for Monthly Videos for the AS Board of Directors (Discussion Item).
   President expressed that our student productions department is great for student voice. Freshman Rep expressed that students wanted to have a full scale calendar of events going on. Departments should have one central page to have one place to find information. The worries of having duplications with merging departments arose. The marketing page needs to constantly post updates for students to figure out what’s going on campus. President expressed that productions has an immense amount of material that marketing needs to use. As well as making it more personal to students and allowing students to get to know the members. Freshman Rep expressed that we should change Facebook profile pictures to flyers we are trying to advertise. Each rep is to come up with 3 questions for potential survey at town hall. Freshman Rep suggested a pebble jar of yes or no if ASI helped them.

X. Adjournment

Motion to adjourn meeting at 3:41
Moved by Freshman Rep, seconded by Sophomore Rep.
No opposed. No abstentions. Motion passed.
Meeting adjourned.

Approved by: Jacqueline Foley

Respectfully submitted by: Alexandria Escobar