

Chair, **Jaqueline Foley**, has called a meeting of the **Marketing & Communications Committee** on **September 28, 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 2:11

II. Roll Call

Ethnic Studies Rep: Present
Freshman Rep: Present
Sophomore Rep: Present
Junior Rep: Unexcused
President: Present

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

Motion to approve the **Minutes for September 21, 2017**
Moved by **Ethnic Studies Rep**, seconded by **Freshman Rep**.
No opposed. No abstentions. Motion passed.

V. Announcements

Freshman Rep made post to freshman page about hate speech, poll about weekly post events. Sixty-five freshman want weekly post about AS events compared to one opposed. Wants to create agenda item for class page weekly event announcements. **Ethnic Studies Rep** wanted a page for AS college rep social media pages and future organizations.

VI. Public Comment

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

No old business items

IX. New Business

a. AS Marketing & Communication Committee Charter (Discussion Item)

President tasked **Ethnic Studies Rep** to overview charters on website to check if anything is missing or needing to be added.

b. AS Town-Hall (Standing Item)

Freshman Rep wanted to confirm if it is still on **October 11th** from 12-2. **President** is going to work on flyer with marketing about meet the board town hall. **Ethnic Studies Rep** suggested to have AS faces so

students can recognize the board. During training on October 4th President is going to ask everyone to write a short statement about themselves that is to get printed out on October 5th.

c. AS Newsletter (Standing Item)

President assigned Sophomore Rep to work on newsletter once a month. President and Sophomore Rep will work on newsletter together. A day is to be determined to get sent out every month, possibly the second week of each month. Ethnic studies rep suggested to have info about the history of something each month

d. Marketing & Communication Committee Vice-Chair (Action Item)

President explained Vice Chair will be working directly with the marketing department. Ethnic Studies is concerned about people who would be graduating if taking the position of Vice Chair. The voting will be tabled until next meeting to make sure voting numbers are met. There is a possibility of co-chairs. Freshman rep is interested in marketing chair last year, marketing has always been important to her to make improvements. Sophomore Rep has always been interested in using media as a platform to use her voice to speak out. As well as being in several journalism projects and publications.

Ethnic Studies Rep moves to appoint Freshman Rep and Sophomore Rep as Co-vice Chairs

Moved by Ethnic Studies Rep, seconded by Freshman Rep

No opposed. Two abstentions. Motion passed

e. BECA & AS Partnership for Monthly Videos for the AS Board of Directors (Discussion Item)

President went to CSB meeting, is now going to work with them to create an AS news with a board member explaining what's going on every month. BECCA member will be at meeting next week to brainstorm what the video should look like. President wants to have a student from productions to come and help with suggestions, if possible so that each student can be on the same page while working together. Ethnic Studies Rep feels production students should be included to make progress as far as partnership.

f. Goals for Marketing & Communications (Discussion Item)

Freshman rep wanted to see a better way to market to each class rep and more of a direction for the reps on what they can be doing. President had a concern making sure it's only specific for marketing. Ethnic Studies Rep wants to get word out about voting starting now, to be proactive when it is time to vote as well as give student more information about who to vote for. President wants to see the video idea as well as the newsletter being worked on. Sophomore Rep wants to see better marketing for programs that already exist. Sophomore Rep wants to collaborate and work with the communications and marketing department closer to form better business relationships. President thinks for the charter this year we need to have co vice chairs. The next bi-laws meeting is to be determined.

g. GUPS Support & Recap (Discussion Item)

President wants marketing to work with and help support organizations like GUPS and show our support. President wants to use our platform to help support organizations and get the word out to come together as a unified group. Ethnic Studies Rep said "instead of combatting hate speech, send love speech." As well as making it a priority to do it and come together. President expressed we need to give our organizations research and time instead of only funds. Freshman Rep stated that a lot of students expressed they wanted more marketing and tables for organizations. Sophomore Rep suggested we need to check in with the organizations about what they need and what we can do to help them.

X. Adjournment

Motion to adjourn meeting at 3:22

Moved by Freshman Rep, seconded by Sophomore rep.

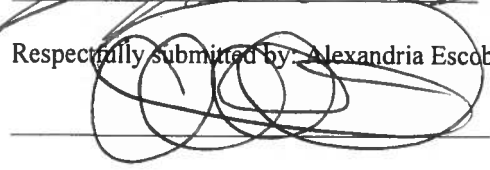
No opposed. No abstentions. Motion passed.

Meeting adjourned.

Approved by: Jaqueline Foley

A handwritten signature in black ink, appearing to be "Alexandria Escobar", written over a horizontal line.

Respectfully submitted by: Alexandria Escobar

A second handwritten signature in black ink, consisting of several overlapping loops, written over a horizontal line.