

UNDERGRADUATE STUDENTS ASSOCIATION
COUNCIL

Tuesday June 22, 2010
417 Kerckhoff Hall
7:00 p.m.

PRESENT: Jasmine Hill, Stephanie Lucas, Chris Santos, Matt Spring, Suza Khy, Charles Ma, Jamie Yao, JC De Vera, Rustom Birdie, Linda Phi, Dr. Deb Geller, Dr. Berky Nelson, Katrina Dimacali, Willard Tressel, Patty Zimmerman.

ABSENT: Kinnery Shah, Gatsby Miller, Emil Resnick, Bob Williams

GUESTS: Michael Jedlicka

I. A. Call to Order

- Hill called the meeting to order at 7:08pm.

B. Signing of the Attendance Sheet

The attendance sheet was passed around.

II. Approval of the Agenda

-Khy added

-Spring added an officer report

- De Vera moved and Phi seconded to approve the agenda, as amended.

- Hill called for Acclamation. Hill asked if there were any objections to approval by Acclamation. There being none, the agenda was approved, as amended.

III. Approval of the Minutes

A. *6/8/10

-De Vera said that Santos was not present at the last meeting.

- Spring moved and Ma seconded to approve the minutes for June 8th, as amended.

-Hill called for Acclamation. Hill asked if there were any objections to approval by Acclamation.

IV. Public Comments

There were no public comments.

V. Special Presentations

USAC Branding- Jasmine Hill

Hill presented USAC Branding concerning what corporate branding is and what it is not. She spoke about why USAC needs a distinctive brand and how they were to portray this to the rest of the campus. Hill talked about brands in general by displaying various brands and asked the council to identify them and what they represented in society. Hill pointed out that certain logos represent different values and principles. Hill discussed why companies use brands, such as to generate awareness and to outshine competition. Hill particularly emphasized that brands are used to emphasize a point. Hill said that brands are particularly used in order to outreach to people what is already established. Hill talked about traditional USAC branding strategies and asked the council what the USAC brand might stand for. She presented a blank slide on the Powerpoint to emphasize her point. The council then looked at the current USAC logo and discussed that the USAC brand is outdated and might not necessarily best represent today's generation of students and leaders. Hill presented the CEC (Campus Events Commission) logo and juxtaposed this image to the USAC brand. Hill asked the council how they felt about the CEC and what they knew about it. Hill wanted the council to understand the importance of brands and how they effectively represent USAC. She posed the question of what they want the USAC 2010-2011 council

to be known for. She presented a list of possible words that could be used to represent the council, such as communication and innovation. A discussion was opened up to the council to generate what their possible brand could look like. Ma said, for example, that he wanted the brand to represent action. De Vera wanted to emphasize the students. Santos said that he wanted the students and their voice to be represented. Phi wanted USAC to be a voice for a student as well since the council has the ability to put words into actions. Spring said that he wanted to be seen as a service provider. Birdie said that he wanted to give the students tangible results. Lucas said that USAC should be an avenue where students can see results. Khy said that she wanted USAC to be known for its connection to the community, whether it be to the nation or globally. Hill continued the presentation and asked the council to promote action by posing the question of where they should go from here. Hill said that it was important to test the relevancy of the brand to the public and urged the council to gauge their audiences in order to get their feel on these messages. She came up with different ways the council could do this, such as going out and surveying students. Hill wanted to come back with responses after the retreat and try to see what that looks like. Hill concluded with her main point, which was that their office needs a USAC brand. She said that council needs these brands so that they can gain support from people and so that people know what's available to them.

-Tressel talked about the importance of branding and pointed to his experience using the CEC and CAC brands to connect with students in order to get the 1988 Entertainment Referendum passed. He also suggested that the students look at the branding achieved with the IOUCLA campaign.

-Jedlicka said that USAC used to not hold as much meaning and that redefining a brand at this point is important. He said that it was also important for the brand to remain consistent.

-Birdie said that all student groups are funded by USAC and that people don't realize that. He said that the USAC symbol could be made more visible so that people are aware of its importance.

-Spring asked what was the next step in terms of doing the market research.

-Hill said that she would send an email out in order to gauge the council on how to move forward.

-Geller said that the changing of the brand would have a lasting effect and urged council to think of what they want in a brand. She said that the brand should be timeless in order to not become easily outdated.

-Hill said that on the email what was said today will be presented.

-Tressel said that if council needed help with connecting to alumni with brand experience that he could be of assistance.

-Birdie said that the council could also ask the public what they would want in a USAC brand.

-Jedlicka said that it is important for council to present to the public the action words as presented in the Powerpoint.

-Santos said that there is a need for a new brand and that this year should be innovative for the USAC council. He said that it was important that the council invested in their students.

VI. Appointments

VII. Fund Allocations

A. Academic Success Referendum Fund

There was no business for the Academic Success Referendum Fund.

B. Academic Affairs Mini-Grant

There was no business for the Academic Affairs Mini-Grant this week.

C. EVP Travel Grant

There was no business for the EVP Travel grant this week.

D. Cultural Affairs Mini-Grant

There was no business for the Cultural Affairs Mini-Grant this week.

E. *Contingency Allocations

There was no business for Contingency Allocations this week.

VIII. Officer and Member Reports

President – Jasmine Hill

Hill told council that they should have received an email concerning SGOF for July 14. She said that council should have access to summer contingency and that the council would be constantly working with funds. She urged council to spend time in SGA in order to gain a better idea of funding guidelines. Hill passed around a sheet for summer parking available to the council.

-Santos asked if the parking sheet they were signing was final.

-Hill said that it would not be final. Blue would give access to multiple lots and the yellow would be limited.

Hill talked about her meeting with the Daily Bruin about how USAC could be more transparent and that she could give the council that contact information if council wanted to update the public.

-Tressel suggested that the Daily Bruin present to USAC.

-Zimmerman said that the council should check on the SGA website concerning funding or any other questions.

Hill passed out a letter that they received that invited council to table at the upcoming orientations. Hill passed out a sign up sheet for tabling. Finally, she said that she had a good meeting with David Bloom from the volunteer center and that he offered the council with the opportunity to be involved with a documentary concerning volunteering.

The camera crew would follow students and the council was asked if they wanted to serve as a reporter that would interview people to be used in the media or the documentary. Volunteer Day is September 21, 2010. If council is interested, they are to talk to Hill.

Internal Vice President – Stephanie Lucas

Lucas thanked the council for participating in the appointments that occurred two weeks ago.

-Khy recommended to Lucas that the appointments were sent at least two days in advance for review

Lucas said that the people appointed would be asked if they would like to make quarterly presentations to the council. ARC is to start the meeting soon. Lucas talked about the USAC retreat and how branding can become a cohesive reality. She sent out a doodle to council and said that she would have a location soon for the retreat.

-Dr. Geller said that she received a call about the administrative director and that they are planning to do a retreat.

-Birdie asked when they would start the next appointments.

-Spring said that they would be able to have interviews before the next meeting.

External Vice President--Chris Santos

Santos talked about the UC students retreat in UC Santa Cruz. He said that it was where the UC board of directors got together and that they talked about possible campaigns for next year. Santos talked about the UCA Congress to be happening in UC Irvine. They would be choosing the next issue to be focused on. The UCSA Congress is a student wide association where students from all over the nation come to UCLA to talk about the next issue to be discussed over the year. Santos talked about the budget and said that there was two budgets on the table as of now. Both budgets returned to higher education but to different means. He asked the council to continue to talk to legislatures about higher education. Santos talked about a possible \$900 million dollars to return to higher education to the state it was at in 2007. He talked about the "big 5," which was the 5 most important decision makers in the state of California.

-Hill asked how many people they were expecting at UCSA.

-Santos said that close to 400 students would be there. He said that the campaigns this year were successful, such as the student Navy reform and the work done on the DREAM act.

Academic Affairs Commissioner--Suza Khy

Khy said that last Monday the UC Commission of the Future met and worked toward accessible education. They developed the future of the UC's. Khy pointed out the five working groups of the commission and said that the month of June will be for finalizing their recommendations and that these would be presented to the UC regents. Khy said that if council was curious of the recommendations, council could go online and look these up as well as any other updates on what the other UC's are planning.

General Representative- Matthew Spring

June 26, 2010 will be the Wooden memorial concerning the legacy that was built at UCLA. The resolution would be presented at the next meeting, such as creating a John Wooden Day in Los Angeles. Spring hopes to work to making this day a reality and that on that day an event would be going on at UCLA. He talked about a possible alumni

basketball game to be played in order to honor Wooden. The revenue could possibly go back to Wooden's family. Another idea would be a Wooden mural. Spring has talked to the volunteer center and that the murals could be based on the 5 pyramids of success and that UCLA could work with the high schools on making this happen. His life could also be commemorated through an event on October 15. Spring said that the main focus was to make this Wooden day a reality and that he would draft a resolution to be presented at the next meeting.

-Birdie asked what would happen specifically at the memorial.

-Spring said that it would occur in Pauley Pavilion and that he would get back to council on the details.

-Dr. Geller said that it would be a 90 minute ceremony with various people talking about his life about who and what he stands for. It is limited to 6,000 fan tickets and they will not take people that come before 5am. The first 6,000 are let in. The memorial will be broadcasted in various parts of the United States, FOX, and the UCLA website. The memorial will also be broadcasted to Drake Stadium for the overflow crowd.

Administrative Representative- Debra Geller

-September 20 will be the new student welcome that will be held in the tennis center. The event will be from 4-5 and Hill will be one of the featured speakers. Various speakers will be based on one of the 5 main values. All of council is invited to be there. The presentation is followed by a cookout.

-September 21 is Volunteer Day

-September 22 is governance day, where council could meet different GSA officers and administrators. The chancellor will speak at the event. Various speakers will be at the event and will be able to answer questions on the council's pending topics. There will be limited capacity for this event.

Alumni Representative- Willard Tressel

Tressel introduced Michael Jedlicka (ASUCLA Board of Director and Walt Disney Co. executive).

-Jedlicka said that he is a longtime Bruin. He commended President Hill on her presentation regarding USAC branding and touched on his work with Disney and their care with the Disney brand. Jedlicka talked about his active work with the alumni association. He said that he was back at UCLA in order to restore his connection with the school and the students, in particular. His goal is for students to have a life-long connection with the university.

Student Support Services- Patty Zimmerman

Zimmerman talked about business cards and ordering all of them at one time. She said that it would be around \$50 for about 250 cards. She told council to make note of this cost in ordering their office supplies. Zimmerman said that if council needs to purchase more then they should notify her. Further, she talked about the USAC photoshoot that would be presented as soon as all of the photos are taken. Two photoshoots are possible and that she would send out a doodle. Finally, Zimmerman said that a resolution tab would be added to the USAC website in addition to the resolutions added to the Daily Bruin. If council needs assistance, Zimmerman will be available.

IX. Old Business

There was no Old Business this week.

X. New Business

There was no New Business this week.

XI. Announcements

-Santos reiterated that applications for the congress will be out soon if council is interested and to continue to call their legislatures.

-Jedlicka thanked the council for the new appointments. He talked about their new initiatives and the digital transformation of ASUCLA. He said that soon, students will be looking for more digital methods on getting their materials.

-Khy told council to go on URSA to check their enrollment times and that June 24 is the start of the first pass.

-De Vera said that he would be attending a student space needs workshop tomorrow that would bring in campuses and what student needs are on campus. He said that he would be starting a Google thread in order to get more ideas on how council wants to table at orientation.

- Shah said that she is working with people on Bruin Bash.
- Phi said that her offices are starting to plan Res Fest to be during zero week. More details are to come soon.

XII. Signing of the Attendance Sheet

The attendance sheet was passed around.

XIII. Adjournment

- Phi moved and De Vera seconded to adjourn the meeting.
- Hill called for Acclamation. Hill asked if there were any objections to approval by Acclamation. There being none, the meeting was adjourned at 8:15 p.m. by Acclamation.

XIV. Good and Welfare

Respectfully Submitted,

Katrina Dimacali
USAC Minutes Taker
2010-2011