

UNDERGRADUATE STUDENTS ASSOCIATION  
COUNCIL

Tuesday October 5, 2010  
417 Kerckhoff Hall  
7:00 p.m.

PRESENT: Jasmine Hill, Stephanie Lucas, Cris Santos, Matt Spring, Emily Resnick, Gatsby Miller, Suza Khy, Charles Ma, Jamie Yao, Kinnery Shah, JC De Vera, Rustom Birdie, Linda Phi, Bob Williams, Dr. Deb Geller, Dr. Berky Nelson, Katrina Dimacali, Willard Tressel, Patty Zimmerman.

ABSENT: Issac Rose

GUESTS: Farzad Mashhood (Daily Bruin), Kia Saedi (Ficom Vice Chair), Faruz Alizadeh (Peer Health Exchange), Shoshee Jau (Daily Bruin), Natasha Amlani

I. A. Call to Order

- Hill called the meeting to order at 7:01pm.

B. Signing of the Attendance Sheet

*The attendance sheet was passed around.*

II. Approval of the Agenda

-Spring asked for the John Wooden surplus funding to be an action item.

- Miller moved and De Vera 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 for October 5, 2010 was approved, as amended.

III. Approval of the Minutes

A. \*9/28/10

-Miller said that at last meeting Overli's name was spelled incorrectly.

-Santos said that his name was not on the present list.

- Resnick moved and Santos seconded to approve the minutes for September 28<sup>th</sup>, as amended.

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

IV. Public Comments

**Farzad Alizadeh - Peer Health Exchange**

Alizadeh talked about high school teenagers and provided statistics about them concerning smoking, violence in a relationship, pregnancy, etc. He talked about their decisions and how they participate in risky activity. He talked about the Peer Health Exchange, which gives high school students the knowledge and skills they need to make healthy choices in public high schools that lack the proper education. Alizadeh talked about how they provide information about rape, sexual assault, nutrition, and other issues. This was their second year in UCLA and had great success. He asked the council to allow students to know about the Peer Health Exchange. Alizadeh described the Peer Health Exchange as a national nonprofit organization. Alizadeh asked the council to respond to the email he sent and to send the information to their listserve. The applications are due this Friday.

-Hill thanked Alizadeh for coming in and told the council that she could forward them more information.

V. Special Presentations

**Farzad Mashhood- Editor of the Daily Bruin**

Mashhood talked about the Daily Bruin, which was the best newspaper in 2009. Mashhood also talked about the history of the newspaper. He said it provides more than 200 student jobs, 100+ editorials, and other business activities. The Daily Bruin covers USAC and is the stomping grounds for a Nobel Prize peace prizewinner, a former vice president of Disney, professors, etc. Mashhood said that there are about

100,000 page views of people that read the newspaper online. He talked about how it has 3.7 million hits. There is also a mobile site. The average story in the Daily Bruin gets thousands of views. This includes articles such as USAC elections, editorials, etc. Mashhood talked about the demographic of the Daily Bruin. He said that he is responsible for the content of the Daily Bruin and the social networks. He oversees 12 editorial departments and a staff of people including 45 editors. Mashhood talked about how it interacts with USAC through unsigned editorials. He said that these editorials provide commentary on recent news. Mashhood talked about how the Daily Bruin is a nonpartisan organization that reports on the affairs of USAC. He opened the floor for questions. He provided the primary contact information for USAC to contact the Daily Bruin.

-Yao asked if alumni could submit letters to the editor

-Mashhood said that anyone could submit letters to the editor.

-Spring thanked Mashhood for being there and linking up with USAC. He asked who he talks to in order to interact with the Daily Bruin.

-Mashhood said to talk to Kelly.

-Khy asked what warrants a front cover story.

-Mashhood said that a front cover story is the most compelling with the best art. Usually, it is the most newsworthy or compelling story.

-Khy asked for an example of what he means by compelling.

-Mashhood said that the front page is the first thing a person sees when they pick up the paper. He said that it is determined by what is told the best and what has the most importance to the reader. Mashhood said that the front-page stories are the most applicable to the readers. He said that arts stories are there when there is good visual content. Sports content is featured when there is an event that recently happened.

-Kia mentioned the centerpiece article and how it depends on how well written the article is.

-Santos encouraged the council to interact with the Daily Bruin and said that they respond quickly.

-Miller asked if they recommend they correspond with him or Kelly.

-Mashhood said that any broad issues could be directed to him.

-De Vera asked for elaboration on the process on submitting viewpoints to the Daily Bruin.

-Mashhood talked about letters to the editors, which are generally shorter. Another type is submission, which is a previously unpublished article. These are usually broader. These are often longer pieces. He said that depending on how many submissions there are, there is usually a 30-60% chance of getting it in. He said that they also accept editorial cartoons.

-De Vera asked when viewpoints get published.

-Mashhood said it usually comes within a couple of days.

-Hill said that it usually takes a few days for viewpoints to get published, but they are in the newspaper everyday.

## 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**

-Saedi talked about the Undergraduate Business Association. They requested \$1000 for facilities, which is holding an event on the hill in Covell Grand Horizon room. They were granted \$300 because the event is happening right now. It was not sent 2 weeks prior to the program. Saedi said that the decision was collective among the financial committee. He said that activities on the hill usually cost more in comparison to events on campus.

-Saedi talked about the general meeting held on October 12 from the Undergraduate Business Association. This was graded a 3, a perfect score, which included the description of program, statement of need, etc. They were awarded the full amount of funding.

-Saedi talked about the China Care Bruins. They were docked for documentation. There was a grand total of \$250.

-Muslim Student Association lacked documentation for their food. Saedi said that if there were no documentation, he or Rose would email the group. Even after contacting them, they weren't given documentation.

-Saedi said that there would be a workshop on what a perfect application is at the end of week 3 or week 4. He said that they didn't want to dock student groups because they needed money.

-De Vera moved the contingency allocations for the week of October 5, 2010. Spring seconded.

-Hill said that there was a request for a perfect application to be put online.

-Saedi said that this was a great idea.

-Dr. Geller asked if they were tracking how much funding is available for this quarter and how much has been allocated so far.

-Saedi said that he will assemble an excel sheet for how much money is given out and what groups are applying. This is on Rose's agenda.

-Dr. Geller said it would be helpful if they track how much each group receives a quarter

-Hill asked if there was documentation already existing about funds that are available.

-Zimmerman said that last year there was an amount of money allocated per quarter and recommendations for how much to allocate each week. This would allow the council to gauge where funds were going.

-Miller called to question the contingency allocations for October 5, 2010. De Vera seconded. With a vote of 10-0-0, the contingency was approved.

#### VIII. Officer and Member Reports

##### **President – Jasmine Hill**

-Hill talked about her first one-on-one with council members

-Hill said that there are 40 interns under the president's office and that today was the first internship meeting. This includes incoming first years and transfers, with roughly 10 transfers.

-Hill will be speaking at Parent's Weekend.

-Hill reminded the council of their respective meetings with her. She said that the council received information about the TGIF mini fund, which was unfortunately delayed. This opens up funds for student groups and encourages sustainability on campus. The fund encourages student groups to use sustainable items on campus.

-Zimmerman said that the TGIF fund is available until the end of October. She said that there is no minimum or maximum amount that groups can apply for. She said that UCLA goes beyond TGIF. Last year, there were two funding cycles. There are three funding cycles this year. They would like to do a mini fund coming soon for smaller programs. Zimmerman said this would allocate \$500 or less. She said that they need to approve the process and that some of the appointments aren't made yet.

##### **Internal Vice President – Stephanie Lucas**

-Lucas said that student advocacy reports have to submit a written report. She said that Heller said that the student advocacy group title doesn't exist because of a previous J-board case.

-Lucas said that tomorrow there is a workshop in Ackerman from 6:30-8:30 about funding.

-Lucas said that the IVP retreat went well. She said that they broke into committees and every committee came up with the same three things. They wanted transparency between UCLA administration and USAC, more school spirit and pride on their UCLA experience because most people don't reflect as positively as

they should, and wanted students to become more engaged in USAC through student groups. They made action items on how they were going to achieve these things.

-Lucas talked about serving houses and how they were going to get the opinion of sorority houses. Lucas said that they are still trying to get in touch with CSO. She said they will get the sorority/fraternity houses opinions and present it to administration.

-Hill asked if she was able to contact Christa for the funding workshop.

**External Vice President--Chris Santos**

*See Announcements.*

**Academic Affairs Commissioner--Suza Khy**

-Khy said that a lot of the things on the senate will be up for review. She talked about Anderson and talked about having a fully self-sufficient entity and what it offers in terms of research, etc. There would be review on the change between student fees and tuition. Khy said that it is euphemizing what the university is really charging students. Khy talked about how they would be advocating for the change not to occur. She talked about the differential fees by major and campus and how this is still being discussed. The council and planning committee would be looking at this proposal again. The UC Regents would be looking at holistic admissions, since this is only implemented in UCLA and Berkeley. Some of the UC's have comprehensive reviews, while some don't have this type of review at all.

**Dr. Geller- Administrative Representative**

She talked about how it was good to be back.

**Patty Zimmerman- Administrative Representative**

Zimmerman said that there were still parking passes available for the council's staff. She said that if there are any updates she will email the council. She said that her office is always open.

IX. Old Business

A. John Wooden Day Committees

i. Outreach and Publicity- Shah

-Shah said that they could choose a small ad or a large ad only to be run for 1 day. She said that they would probably go with the one-day ad, which would run on October 12 and would provide for more visibility. They are working with UCLA Rec to take care of the banners. The flyers would be put on the hill starting Monday. They will be put on the Association's Agenda. Shah talked about flyering on Bruinwalk and how they would flyer all next week including Thursday. She said that the council should have received an email template and that they should forward it to all of the mailing lists. The council should reply to it by tonight. She asked the council to change their Facebook picture to that flyer and to invite people to the event. Shah said that wristbands were ordered and they will be delivered shortly before the event. The video shown in the evening will be 19 minutes and the daytime video would be compressed to 1 minute. The mascots will be there for the evening event and would be free because they are working with the CTO.

-Spring passed around the flyers for the Daily Bruin. He asked if they would be printed on both the front and the back sides.

-Hill said that they can submit the information to the Daily Bruin and that they design ads for you. She said it would be easier to tell the Daily Bruin what information they want.

-Ma asked if these flyers would be posted up. He asked if it would be better to consolidate all of the information on one side.

-Spring said that some of the flyers were compressed onto small flyers. They ordered 2,000 of those flyers for the front and back and some had only one side for the OCHC.

-Zimmerman said that the paid for by USAC logo always have to be on Daily Bruin ads. For all future flyers, the logo should be on there as noted on the bylaws.

-Hill said that all 40 interns were also told to flyer. The event is supposed to consist of 1000 people. She talked about how she outreached to her classrooms by writing on the board. Hill said that this could make a huge difference.

- Spring asked if they could create a chalking morning where they could write on chalkboards.
- Zimmerman said that if you bring 17 flyers to CSP they would post them all around campus, usually on Fridays.
- Spring asked if they were row walking on Monday night as well as holding presentations.
- Shah said it depends on how many people they could get together. She said that the first years might be less plugged into networks that they usually communicate with and that they should focus on outreach more to the hill.
- Resnick said that another idea is to have point people in each house and that they could make an announcement to their meetings. They could also send emails to all of the houses. She said that she could help with this as well.
- Khy said that they could start an RSVP list, like the CEC events. She said that this would give us a better idea of the headcount.

ii. Daytime and Event Planning- Phi

- Phi said that at the UCLA community school, they have 22 classrooms. There is a change in time and they had to contact the principal of the university about the change. The volunteer center is paying for transportation. Birdie said that they made 500 wristbands for students who participate. The athletes were contacted to see if they could make it at that time. In terms of logistics, the bus will arrive around 11:40-noon and leave at 1:15. Monday and Tuesday would be the training session for those presenting at the schools. They are planning for two training sessions. Phi said that there would be 500 pyramid of success flyers donated. For the press conference, the proclamation is still pending.
- Yao said that she would send out an email with the information.
- Hill said that they are scheduling a walk through this week. This would give them an idea of how the advisory period works.

iii. Evening Event Planning- Spring

- Spring talked about his meeting concerning the venue and the confirmed speaker. He is a former Bruin, Laker champion, and was on the USA Volleyball team. Spring said that the men's and women's basketball teams would be there. Random Voices would be performing a song. Spring said that there are only 9 days left. He said that there needs to be more hype surrounding the event. There would be food and drinks from 5-5:35, with the program starting around 5:45. The tribute video would be more reflective and afterward there would be more celebratory activities. There would be games, Taiko drums, and the band playing. There would be a mural unveiled as well by a famous painter. Spring reminded the council to have staffs all there and to tell them to bring two friends. Spring suggested that the council make this a mandatory staff requirement. He said that De Vera is working on a master volunteer spreadsheet for that day. They would start setting up around 2pm. They would need around 50 volunteers for the course of the day to work with set up, the raffle, etc. Spring said that he is the media point person, so if any media contact the council they may forward them to him.
- Shah said that athletics is excited about the event.
- Spring said that there would be free food, raffle prizes, and there would be different giveaways. There would be a photobooth to reflect about John Wooden.
- Saedi said that everyday leading up to the event could make an announcement at the gym.
- Spring said that the family would be in attendance as well.

X. New Business

Matthew Spring- General Representative: Surplus Funding\*

Spring talked about the surplus funding, which was requesting \$10,000 for the John Wooden Day. Spring said that it is important to represent USAC and John Wooden well. He said that they wouldn't use all \$10,000 since a lot of the items are being donated. He said that if council has any questions to let him know.

- Miller said that there has been a good job done getting a lot of items donated.
- Spring said that they would spend around \$6000 since they are covering t-shirts, publicity, and decorations. He said that they should expect \$5000-\$6000. Anything not used would go back into surplus.
- De Vera moved to approve the proposal for surplus funding for John Wooden Day. Miller seconded.
- Hill said that there are possible negotiations for the cost to go on.
- Miller said that he is in support of the funding and asked for a follow up after the event in terms of the actual amounts spent on the event.
- Spring said that there would be a follow up.
- Zimmerman said that whatever is requested from surplus will be what the cost is actually. This means that \$10,000 would not come out, rather what is needed.

- Hill said that they have the support from other administrative representatives as well.
- Zimmerman said that there was support from administrative representatives also.
- Miller called to question \$10,000 for funding for John Wooden Day from surplus. Shah seconded.
- With a vote of 11-0-0, the John Wooden Day funding for \$10,000 was approved.

#### XI. Announcements

- Santos talked about voter registration and passed out voter guides to the council. He said that they are helpful and give explanations about the candidates and the propositions on the ballot. Santos said that they will be passing them out on Bruinwalk and that he has a lot of the applications in his office. He said that the deadline to register is on October 18<sup>th</sup>. Santos said that they face difficulties in getting people to register. Santos said that the gubernatorial elections are this election. The governor gets to elect the UC regents, something that resonates with students very well. Santos said that voter registration forms are made available. Santos said that they are working with the Rock the Vote concert. He thanked Shah for her work on this. Santos said that they have artists, representatives, etc. lined up. This event will be on the hill. Santos said that the UCSA board meeting is coming up this weekend and he will update council on that.
- Spring asked if they could have a voter registration table at John Wooden Day.
- Santos said yes, and said that if there are a lot of people attending an event to let them know so that they could table. They were also available to do presentations as well. They could register people to vote and are aiming to have 3,000 people registered. They have 1,150 people registered so far and other large events coming up. Santos said that they would like to surpass their goal.
- Dr. Geller asked if they are participating in the Day of Action.
- Santos said that October 7 is the National Day of Action. He said that there are a lot of people coming together to organize. He said that the entire Day of Action is around public education. Santos said that they are still trying to figure out the demands on the table. Santos said that he will be there and he encouraged the council to come out as well. He said that he will be there along with his staff. Santos said they are not necessarily part of the Day of Action.
- Dr. Geller asked if it would be distracting to instruction.
- Santos said that there would be a rally held. He said he was unsure about marching plans. Santos said that there haven't been experiences of the rally interrupting classes.
- Dr. Geller asked him to keep her updated about any walkouts plans.
- Santos said he would and that they are still trying to figure out what was going to happen.
- Ma said that he wanted to make the CEC programming experience a resource for all student groups. This would be done through their blog. There would be a thank you to student groups. There would be a mailbag on the website.
- Phi said that she was in a meeting with SHAC about the healthcare plan for the undergraduates and those regarding GSHIP, which would effect USHIP. She said that they asked if there could be a representative from USAC. Phi
- Resnick said that her office is busing people to and from Cal for the football game. She said that she would send an email to council and asked them to send them out.
- Miller said that since next week is National Coming Out Week. There have been 5 suicides in the past three weeks regarding the LGBT community. He said that if you want to learn more about the event, there would be one held on the hill called 5 suicides in 3 weeks.
- Yao said that she sent out a form regarding the John Wooden event. She said that they should still send out the notices to the listserves because a group of people being sent out would be more exciting for students. Yao said there would be a new date for \_\_\_\_\_ because of the rain.
- Spring thanked the council for coming out to the USAC Rollout. He said that they could have more of these per quarter. There was a successful funding workshop last night, with over 90 student groups there. They answered questions about SOOF and funding. Spring talked about their concerns and said that they were able to get people engaged about the funding process.
- Shah said that they had their retreat this weekend, where they evaluated their place as the cultural affairs commission on USAC. Shah said that the staff is willing to work with USAC. Mateo will be at the Rock the Vote concert.
- Hill talked about the Daily Bruin. She recommended that they request to repeat their quote back so that they hit the points they want to emphasize. She said that sometimes, students don't understand that what USAC is doing will benefit them. Hill said that they should always tie it back to the students and how they are achieving their goals and relating it back to what they set out to do.

#### XII. Signing of the Attendance Sheet

*The attendance sheet was passed around.*

XIII. Adjournment

- De Vera moved and Resnick 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 8:21 p.m. by Acclamation.

XIV. Good and Welfare

Respectfully Submitted,

Katrina Dimacali  
USAC Minutes Taker  
2010-2011