

UNDERGRADUATE STUDENTS ASSOCIATION  
COUNCIL

Tuesday, March 6, 2012

417 Kerckhoff Hall

7:00 p.m.

PRESENT: Emily Resnick, Kristina Sidrak, Joelle Gamble, Daniel Soto, Jamie Yao, David Bocarsly, Andrea Hester, Michael Starr, Jason Smith, Tamir Sholklapper, Dan Chikanov, Ronald Arruejo, Kinnery Shah, Dr. Deb Geller, Dr. Berky Nelson, Laureen Lazarovici, Bob Williams, Patty Zimmerman, Katrina Dimacali

ABSENT: Raquel Saxe

GUESTS: Kassy Cho, Chloe Groome, Maribel Guerra, Carlos Juarez, Liz Andrews, Kevin Ruane, Yolanda De Loera, Luis, Jorgen Berthelson (Proxy for Raquel Saxe)

I. A. Call to Order

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

B. Signing of the Attendance Sheet

*The attendance sheet was passed around.*

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II. Approval of the Agenda

-JJ moved to strike the academic affairs grant

-Shah move to strike the cultural affairs mini-grant

- Gamble moved and Hester seconded to approve the agenda, as amended.

-- Resnick called for Acclamation. Resnick 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. \*2/28/12

- Gamble moved and Sidrak seconded to approve the minutes for February 28, 2012, as amended

-- Council voted to adjourn with a unanimous vote. Resnick called for Acclamation. Resnick asked if there were any objections to approval by Acclamation. There being none, the minutes were approved, as amended.

IV. Public Comments

**Chloe- Vice Chair with UCLA Calpirg, Liz- Calpirg Campus organizer**

Chloe said they started oceans week. Saturday was the beach clean up. She said they had energy service core and education week last week. She said they are working to ban plastic bags in the city in Los Angeles. She said that a lot of the trash comes from plastic bags. She said they are working on this through student petitions at UCLA. She said this is the best way to reach out to students and get them involved with global issues.

-Liz said they just got back the environmental impact report and it is working out in their favor. There has been a flurry of activity. She said there are people who are not interested as well. They look forward to participate in public meetings. They would like USAC to endorse their effort to ban the use of plastic grocery bags. She said they have demonstrated a lot of student support for this. She said they would vote on this within the next few weeks.

-Hester asked if they worked with ASUCLA and to stop using bags at UCLA

-Liz said they don't want to overstep boundaries with administration. She said they are focusing on citywide, which would put them on track for the statewide band in California. She said the bigger impact would be more profound.

-Resnick said one way they could spread the word would be to make reusable Calpirg bags.

-Liz said they had those and they could bring them

**Yolanda De Loera- MEChA**

Yolanda said they would like their support for their resolution.

**Luis- MEChA**

He talked about the racial slurs and how some of their members live in that apartment. He said they would like to work together

**Leslie- IDEAS**

She encouraged USAC to pass the resolution. She saw how hurtful the actions were. She said she is disappointed that there was no action sooner. She said that all communities are affected. She said students shouldn't be scared going to their apartments

**Stephanie- Access Coordinator for MEChA**

She talked about support for their resolution. She said this hasn't been addressed by administration and USAC

**Lativera- Latin American Student Association**

She spoke in behalf of supporting the resolution.

**Carlo- Latin American Student Association**

He said he was here in support of the resolution. He said these problems would not go away soon and they should focus on institutional change at UCLA

**Leonardo- Gamma Zeta Alpha**

He said he would like to voice his concern about what happened. He said that he has faith that they will change things. He said he would hold expectations. He reminded them that the people who were attacked were by people who know where they live. He said that a YouTube video is distant in reference to past events and that they should prioritize correctly

Resnick said they are having a town hall tomorrow in the Wooden center. They are working with the dean of campus climate and any USAC officers are invited to co program as well. She said another public comment would come later.

-Shoklapper asked what institutionalized change could look like

-A member of the public comment said they have a list of demands. They included ethnic studies, a formal apologize for the sale of an offensive t-shirt, a response by the chancellor, UCPD accountability, ORL sensitivity training for all RA's and students, etc.

-Resnick thanked them for coming to council tonight.

**Kevin- Student Brand Manager for Chipotle**

-Kevin- said they wanted to work with any Earth Day or environmental projects. He passed out burritos.

## V. Special Presentations

### A. ASUCLA BOD Presentation- Mark Reyes, Jake Ferrari, Maggie Thornton

-Thornton said all of the money that they make goes back into the student body, facilities, etc. She said they wanted to make sure that was clear. She presented their student fees in comparison to other schools. She said their fees are lower than other schools, such as Berkeley and UCSB. She said because of their structure of money going to students, they are able to keep numbers low

-Ferrari talked about the south campus student center. He said they are addressing problems as they come up. He said they also reinvest in products in the store. He said they have a made in the USA and Wooden clothing line available

-Thornton said they wanted to touch on how they work within and outside of the spectrum of revenues. One is trademarking and licensing. This is about creating a brand and increasing and maintaining the brand within the UCLA community and outside. She said they wanted to make sure their licensing is kept up to date. She said they also have the strategy to get a good view of what they want to do on and off campus.

-Reyes talked about their corporate social responsibility. He said that have Alta Gracia as one of the people that sell the t-shirts. He said they would like to make sure that their employees had good living conditions. He said that the Russell brand was looked into and they changed the worker's living conditions.

-Ferrari talked about the worldwide licensing program

-Hester asked what this means

-Ferrari said that this means they could sell UCLA trademarked items

-Sidrak asked if that applies to t-shirt companies around here

-She said that Old Navy is one of the big ones that they work with

-Williams said that every UCLA product is approved by ASUCLA trademarking and licensing. He said that they try to reach out to those who sell them

-Zimmerman said the list that they give out is because of the licensing program

-Ferrari said they get a percentage of the revenue.

-Gamble asked if that includes non-commercial products as well

-Williams said any product with the UCLA product has standards set by the UCLA code of conduct

-Ferrari presented the store in China.

-Thornton said that this is an example of what they do abroad. She said this brands a lifestyle. She said they have one in the UK and China as well

-Smith said they're not selling the school either

-Williams said UCLA is known as a special place. He said this is a lifestyle brand.

-She said some of the ads are not on par with what they have but they are selling the lifestyle

- Williams said they have events where they go over there. They have over 70 stores in China
- Bocarsly asked if the success of the store affects them
- Williams said ASUCLA gets income for licensing the name internationally and domestically. He said this is a way to bring in money around the world. He said it depends on the wholesale amount
- Shoklapper asked why ASUCLA oversees trademarking and not UCLA itself
- Thornton said ASUCLA does everything but academics.
- Williams said they invented it. He said that other schools have copied them. He said that other schools have come along and used other approaches. They have it because they invented it.
- Dr. Nelson said he was in Stellenbos University in South Africa. He said in the student union, they had clocks. They had a UCLA clock there. He said that university is somewhere they can go.
- Thornton said this is one of the target locations. She said that makes a lot of sense and they are looking into that. She presented another store in London. This is the first retail store they had.
- Williams said they have red UCLA stuff in Europe.
- Thornton said she saw someone with red UCLA stuff here.
- Ferrari said they are looking for new ways to engage the campus community. He said they hope to have a user-friendly website at the end of the year. He said that this is a model of what they're using.
- Thornton said this is just one of the things their marketing team has come up with -Reyes said he wanted to remind them of the structure base at UCLA. He said Resnick and Sidrak showed up. He mentioned how they might have more entities meetings
- Hester asked when the next meeting was
- Reyes said he would let them know.
- Thornton said they would see how all bodies could work together. She said they want to make it mutually exclusive
- Sidrak said they want to see when old and new councils are present. She said they should talk about the relationship between USAC and ASUCLA. She said if they start off changing the culture it would be beneficial
- Thornton said they would all still be on the board as well. She said they might understand a little more about what's going on with that
- Sidrak asked if there were plans to do an ASUCLA mobile platform
- Ferrari said they have apps.
- Gamble asked what kind of apps they would have

- Ferrari said they were looking at showing store hours, store deals, etc.
- Hester asked if it ever happens that they needed to do damage control. She asked if they ever had to deal with that in representing the brand
- Thornton said the only damage control would be when things are being used and they were not being processed in the proper way
- Williams said they are definitely interconnected with everything happening on campus. He said they wanted to make sure their product is made right. He said a lot of times, the product is part of that component.

-Starr moved to add a special presentation. With a vote of 11-0-0, the special presentation was added.

Roman Nguyen

- Nguyen said he had copies for everyone on table of the referendum
- Sidrak asked for their undivided attention and to please keep their voices down
- Nguyen read the referendum letter to the council, which dealt with BOD funding and referendums. He talked about a lower amount of surplus next year. He said that Bruin Bash would be a top selling point to make sure that funds are included in the referendum. He said he hopes they take this recommendation into consideration.
- Sidrak asked about some of the bullet points. She asked what they meant about a stricter process.
- Nguyen said they would look at USAC guidelines, etc. He said they would look at doing a better funding process. He said they would make sure student groups actively are involved in their budget. He said they would make sure everything looks legit.
- Sidrak asked about he last bullet point. She asked how they would look at surplus if they don't know what it means yet
- Nguyen said they would look at percentages and ratios
- Dr. Nelson asked about a part of the letter
- Nguyen said it had to deal with the state
- Gamble asked who voted
- Nguyen said Ron, Jamie, etc.
- Hester asked how they could send out the right message to the student body and market it the right way
- Nguyen said they needed to make sure they add on to events. He said this is a hard topic. He said his best suggestion is to advertise it as that they're helping programs and students at this time
- Starr said they're offering an option to students. He said they have the chance to vote. He said if they vote for it, then they give the students the option for more funding for programs

- Bocarsly asked about the surplus going into programming funds
- Nguyen said there was a percentage guarantee from surplus
- Bocarsly said 45% goes to BOD and 43% in contingency.
- Nguyen said he didn't know that. He asked if they had any questions
- Resnick thanked him for coming.

-Resnick said thank you to everyone for coming. She said the resolution is one of the last things on the agenda. She said she encouraged them to stay for the whole meeting.

## VI. Appointments

## VII. Fund Allocations

### **A. Academic Success Referendum Fund**

*There was no business for the academic success referendum fund this week.*

### **B. Academic Affairs Mini-Grant**

*There was no business for the academic affairs mini-grant this week.*

### **C. EVP Travel Grant**

-Gamble said that Union Salvadorena Estudiantes Universitarios received funding. They are going to El Salvador. The total amount allocated was \$100. There were some problems with the application. They have \$6150.50 remaining in the account. Gamble said they now know how much is left.

### **D. Cultural Affairs Mini-Grant**

*There was no business for the cultural affairs mini-grant this week.*

### **E. \*Contingency Allocations**

- Bocarsly moved to approve contingency. Starr seconded.
- Organizations/Commissions are requiring a total of \$38,332.52 for their programs.
- A total of \$5,540.79 was requested from contingency.
- A total of \$790.00 is recommended for allocation for this week (at 50% reduction).
- There is a total of \$56,908.52 left in the Contingency Programming Fund.
- Bocarsly called to question. Sholklapper seconded. With a vote of 11-0-0, contingency allocations for this week were approved.

## VIII. Officer and Member Reports

**President- Emily Resnick**

Resnick said today she got back from a conference in Washington DC for APAC. She said they saw a lot of great speakers and Obama. She said she was able to network with a lot of different presidents from around the country. She said they are hosting a town hall in the Wooden Center. She said this is in response to the graffiti incident. They are working with Kristine Mata, who would be administering the town hall as well. Their main aim is to get as many people there as possible. She said Swipes for the Homeless is going to the white house as a part of a campus change competition. They had a chance to represent UCLA on an MTV show called the Dean's list. She said ARC had an appointment and they would have someone appointed as soon as possible. She said they are working on the top ten funding secrets as well. They wanted to represent the under utilized funds. She said their opinions are encouraged. Resnick said they only have lot 5 yellow left. She said she would email everyone with what is left. She said one more blue pass has opened up. She thanked everyone who attended the all-USAC beach clean up. They have their discussion on the California Master plan coming up in the De Neve Plaza room. They have regents and other speakers. She passed around an award of excellence. She said this is for Janet Hale, who received her B.S. and was the vice president of the student government. She said this was her birthday present.

- Gamble asked about the town hall and what organizations they outreached to.
- Resnick said they outreached to 25-30 organizations.
- Gamble asked whom to contact
- Resnick said to contact their campus climate director
- Zimmerman asked to be added to the funding document
- Resnick said yes

**Internal Vice President- Kristina Sidrak**

Sidrak said the last Strathmore saferides were this week and last week. She said they mentioned meeting the other interns. There will be a dorm dinner next Wednesday. This would be a great chance for USAC members to get to know each other. They would have a constitutional review committee reviewing the bylaws, election code, etc in Zimmerman's office. The CRC is set up to change and update the constitution and bylaws and to review the election code of USAC. She said if they have any changes next Wednesday at 10am.

**External Vice President- Joelle Gamble**

Gamble talked about the student lobby conference in Sacramento. There was a UCSA board meeting and they voted against the bill that would cap cal grants. This would restrict



accessibility. They voted in favor of the middle class scholarship. She said this closes a corporate out of state loophole. They brought about 70 students. She said she got an award as advocate of the year. UCLA had the most lobby visits and they had 31 out of 100 of those visits. There were over 5,000 students at a rally and she was able to speak along with the speaker of the senate, etc. All levels of higher education were represented, such as state and community colleges as well. There were some arrests for those who were occupying the capital. Lobby visits went smoothly. There were 400 petitions signed and 60 calls made

-Arruejo said they've done a good job this year. He said today the protestors were one of the stories in the news. He said this shows the precedence of students in the upcoming elections. He said this is a great testament of what the EVP office is doing.

**Academic Affairs Commissioner-Jorgen Berthelson (Proxy)**

He said they met with the undergraduate business council for the mentorship program they were doing. The global leadership connection would be coming up. The conference was Thursday. Sunday they would start their interviews. They had stress free days in Bruin Plaza as well.

IX. Old Business

*There was no old business this week.*

X. New Business

**A. \*Resolution Condemning Hate Crimes and Promoting Diversity at UCLA**

Resnick said to keep their comments relevant. She said they needed to decide tonight if they wanted to put forward a referendum. She encouraged them to vote yes or no. She said she would like to know how council members are feeling. She said that this issue should not be partisan. She said if they do put forward a referendum, they need to all support the idea of a referendum. Resnick said if it does go on the ballot, it would require a lot of education. She talked about the student group survey. 11 said no, 21 said no, and 21 said maybe. In the Daily Bruin, a student said that the extra cost does not seem necessary. She said the funding study group supported the general referendum. Dr. Geller and herself talked about the Bruin Bash Bankroll. This is an idea that involves two offices and it would generate money for Bruin Bash. She said Bruin Bash is sustainable in its funding. She said that Bruin Bash was an event that students would come back to. She said one of the things they wanted to talk about did not want to leave the council in a difficult place. She said this is tangible. She said the broader referendum is something their council would be something they could support. She said she wanted to present it as a specific idea. She thanked Shah and Soto for their input. She said this was a new idea to take their

referendum discussion to another level

-Soto said he is not for or against the referendum. He said there is a need to find funding for the referendum. He said if there were some other way of having it funded, this is something he would like to look into. He said that they are not necessarily advocating for the passage of a referendum but rather allowing the students to understand that. He said that the idea of a referendum should be unanimous to council.

-Shah said this would make things easier, but given the timing she has a lot of concerns. She said they are looking at the feasibility of such a referendum. She said the other thing would be to charge an entrance fee. She said this is kind of a ticket price so just to make it a ticket price. She said her biggest concern is that USAC takes on the event, but there are a lot of other entities for this event. She said if they had a fund, some people would pull their support from Bruin Bash. She said she is concerned about the long-term effects of Bruin Bash.

-Champawat said he agrees with that concern. He said that they are looking at fall. He said they don't know about the reliance on surplus. He said assertions have been made in the media. He said that a discussion should be fostered. He said that they needed to recognize its continuation. He said this is a problem to be grappled with.

-Soto said that charging for the concert is a great alternative. He said not everyone can attend and some people might not want to attend. He said a nominal fee would still be worth it, since they are subsidizing the cost. He said that outside of UCLA, a concert would be more expensive. He said they still need to fund EAF, which is a costly event as well. He said this is something that benefits the entire population as well.

-Champawat said there is risks that charging people would take. He said that their offers are dependent to having it being a closed and free show. He said this is usually a closed, free show.

-Hester said going back to what was mentioned earlier, although as a student government they don't have to say if they're for or against a referendum, a lot of times people didn't know a lot about each referendum

-Starr said they needed to promote the referendum but not necessarily for or against it

-Hester said the Bruin Bash referendum would make things more difficult because it would force students to condone Bruin Bash. She said it might imply that their initiatives deserve special treatment.

-Gamble asked if this is an action item and if there is language for referendum. She said this still makes her uncomfortable. She said this makes a lot of sense fiscally, but that this is the least marketable. She said this might be damaging to USAC's image.

-Resnick said this is not an action item now. She said that council could vote to make it an action item. She said they could come up with language for it. She said she sees where

she is coming from. She said hopefully people would feel comfortable.

-Dr. Nelson said Bruin Bash came up because when students came back to campus, students wanted to party. He said students partied on the row and people came from near and far to partake in fraternity parties. He said the purpose of the university having Bruin Bash was a pragmatic and functional reason to come back. He said he is concerned that it would revert back to how things used to be. He said he didn't want to have the profound understanding of it lost. He said that Bruin Bash was an important function that replaced black Sunday.

-Bocarsly said they understand the importance of Bruin Bash. He asked if the university is willing to help them with Bruin Bash

-Dr. Geller said they have a permanent fund for a Sunday night activity. She said if there were additional funding, they would need to have a \$38,000 budget. She said this would cost significantly less than the events they usually does. She said they can contribute 2500 from the cultural diversity fund, 1000 from the risk management fund, but they would get just over \$40,000.

-Bocarsly asked how they would respond to the idea that they would have poor attendance to a \$38,000 event

-Dr. Nelson asked if development could do anything to help in this situation. He said they are very interested in the reputation of UCLA. He said that there would be a black mark if someone didn't come up with funds. He said he mentioned that because he didn't know if someone would be willing to go to the development office. He said some alumni might chip in.

-Dr. Geller asked what the lowest amount of money they would need

-Soto said the lights, sound, UCPD with them charging half, etc. would be almost \$90,000. He said this doesn't take into account EAF or honorarium for the artists. He said while they do appreciate it, it wouldn't be nearly enough for the event of that scale

-Shah said LATC is around \$50,000 to have the concert there.

-Champawat asked how much it was for Pauley

-Shah said about the same

-Starr said for recreation, it might be difficult to see why they would fund this event

-Sidrak asked if Pauley would be open.

-Shah said it would be in Drake

-Sidrak asked what the operating budget was

-Champawat said around \$135,000

-Sidrak asked why the event might have less sponsors if they had a larger base budget

-Shah said expectations increase. She said that the financial contribution seems to be getting less and less. She said this is why they had to take on those finances. She said

with a tangible base fund, there would be more justification to do that

-Sidrak asked if this was because of their financial stresses

-Shah said yes. She said that the expectations and involvement was the same.

-Champawat said they should try and figure out the core of the event.

-Sidrak asked if the funds would be accessible in time for Bruin Bash if they did a referendum in spring

-Dr. Geller said they would begin collecting fees in fall. She said she didn't know the timing

-Zimmerman said they would begin in fall and receive fall funding in December. They would receive the next stages throughout the year. She said they could determine how many students are enrolled and how they could budget in their funding.

-Champawat said it is a cash flow issue.

-Hester asked how long ago did Bruin Bash start.

-Dr. Nelson said 5-6 years ago

-Hester said that she thinks that there are students who will drink or party despite of blackout. She said if they are trying to advocate for Bruin Bash, it is important to talk about the importance of Bruin Bash and that they should educate more on alcohol use.

-Starr asked if it was feasible to have a sponsor

-Shah said they've never gone for a presenting sponsor

-Soto said they have, and they've seen the numbers and while it does help, it isn't a significant amount of what they need

-Bocarsly said bringing back the conversation of a referendum, he doesn't think they should have a referendum just on Bruin Bash. He said that this wouldn't fix the problem of student group funding. He said he thinks that there is a benefit of including it in a referendum. He said doing this would help their image. He said this money would go more to student groups. He said the best it is best that it is separate

-Smith said he likes the idea of charging a fee for Bruin Bash. He said that personally, there is a Greek life section at Bruin Bash. He said he didn't understand why they get that section. He said that if they had that section it would not be fair.

-Soto said they do come early

-Champawat said there are defined sections

-Dr. Nelson said that was part of the buy in to have Greeks to stop having black Sunday. He said that they had a say in Bruin Bash to move activities from the row to the campus. He said that this is the impetus for having the Greeks where they are.

-Smith said he understands this. He said that if they charge fees, these groups have sections more in the front.

-Soto said they have been talking a lot about the origins of Bruin Bash but it is important to see how it has changed. He said Bruin Bash has become engrained in welcome week. He

said that this is a unique program that UCLA has.

-Sidrak said as the past vice president of the pan Hellenic council, they gave out candy, snacks, and sandwiches to the lounge

-Shah said they do to a certain degree

-Sidrak said the chapters are given wristbands to make sure there are no illegal events happening during that time

-Champawat said the historical nature of the event is important and clearly, students can revert to how things used to be. He said the council is grappling with a financial question. He said if they look at the participants, to some degree USAC is looking within itself. The council is also under scrutiny from the community. He said they are looking at where the money is coming from and where it is going.

-Starr said he feels like there is a consensus that they shouldn't have a referendum specifically for Bruin Bash. He said that a referendum would be indirectly helping Bruin Bash. He said that after the referendum discussion, they could see from there if they needed to look for sponsors.

-Champawat said that once they say a referendum is for a certain event, you can't redirect that money unless it is a broad referendum

-Resnick said thank you for their consideration for this. She said referendum wording is wanted as soon as possible and is necessary 15 days before

-Dr. Geller said the chancellor now needs it 15 days before they make their final ballot

-Resnick said they would need final wording. She said she would like to keep this as a discussion. She said she would start a Google document about wording for a possible referendum. She thanked Gamble for her point earlier

-Gamble said if they just fund programming, it indirectly goes to Bruin Bash. She said that they shouldn't put any language about Bruin Bash. She said that most students don't want to raise fees at all. She said a lot of people aren't informed about the issue. She said if they put something out and it fails, it looks bad. She said with whatever is put out there, they needed to be careful of what it says

-Starr said he didn't understand why it would be a bad thing to put a referendum out there that fails. He said it would be good to get their opinion

-Gamble said she was talking more about Bruin Bash

-Soto said there is something to be said in that Bruin Bash would be a specific thing rather than saying that they would give money for student groups. He said it covers a broad spectrum for groups of interest. He said it would be difficult to communicate that as well. He asked if they should put it specifically for programming funds. He said this might not benefit every single student.

-Shah said the difficulty is that USAC is endorsing it. She said that they would be saying

that they are okay with raising fees. She said putting it in the programming fund would be better because the money would still be available for other groups. She said this is the potential she sees if they have it more towards programming.

-Yao said on Soto's point, if they present it they should present it as showing where they programming funds have gone. She said without including Bruin Bash specifically, it would make the funds flexible. She said that putting out a referendum doesn't show that they necessarily support it. She said that putting it out there would give students a voice.

-Starr said they have an issue and they should take some kind of action. He said they could make it clear that this is an option.

-Resnick said they should move forward to a general referendum

-Shah said even if they put the referendum out there, they are leaving the next council with a difficult situation. She said it wouldn't solve anything if it didn't pass.

-Resnick said without the option of the referendum, this would leave the council with not hearing what students have to say

-Starr said that without the referendum, they wouldn't have the option.

-Soto said he feels like Bruin Bash is important. He said it makes no sense to have Bruin Bash to go on without a baseline budget. He said that he would be interested in polling students to see if they would be willing to pay a nominal fee. He said if they charged \$3-\$5, it would cover most of the cost.

-Champawat said it would be \$10,000 tops

-Hester said they could make events like a den package to go to events in a bundle.

-Dr. Geller said they might oversell the venue

-Sholklapper said they offer more basketball tickets than they have spots for

-Soto said this might be a solution. He said they have set times when they distribute the wristbands. He said some students have a later move in date. He said that some people aren't able to get down there. He said if they open it like that, everyone would be able to see when it is available

-Arruejo said this seems rushed. He said there would need to be more time. He said it is one person of an organization sometimes. He said that it would be good for students, but on the other hand there are other options and it would hurt students that aren't involved in USA programming. He said that pledge referendum funding used several different entities. He said he sees how it reaches students, but that not enough students are informed.

-Resnick asked if he was speaking to the referendum

-Arruejo said yes

-Hester said it feels rushed to get funding when the new council just begins. She said the new council might not know about the funding issues. She said that they have a solid 7 weeks before elections. She said they could get the word out there. She said they have a

lot of capabilities here to make these things more popular.

-Resnick asked if the Daily Bruin could run a poll to see how students would vote on a referendum. She said students could see it as something the council supports or as an option to vote yes or no on.

-Gamble said that if they run a referendum, it is most likely to fail. She said they talked about the ORL fee. She said that failed and students didn't know what it was for. She said given the current campus climate and how many people understand it, it will most likely not fund. She said not enough people feel the heat of this situation. She said a lot of the campus doesn't know. A lot of people would see a fee increase and say no.

-Resnick asked if people thought they should poll people

-Bocarsly asked how that was different from the poll they already took

-Sidrak said the previous survey only went to signatories

-Dr. Nelson said it is up to council what they want to do. He said that students would most likely vote no. He said that they needed to find strong reasons why they needed a referendum. He said he doesn't think having something in the Daily Bruin will allow students to know what the issues are. He said it is up to council to decide what they want to do.

-Resnick said they are in this catch 22 position. She said all of the people in the room feel the pressure. She said hopefully with wording and with correct information they can decide what to do

-Starr said they could push that if they would pay \$1 to go to a program, then their dollar is worth it. He said that the amount of students that would be affected would be so much that it would be worth it. He said that he feels like this is minimal but the affect on student groups is larger.

-Resnick said it would be \$3 per students per quarter. This would generate \$175,000.

-Yao said she was looking at the results. She said at a CSC meeting without talking about it, 16 out of 20 votes were yes votes. She said that weeks before the meeting, they talked about the surplus situation. She said the education helped them. She said it is about education. She said that if they put it on the ballot and made a commitment to educate students and let them decide, they could put it in their hands. She said that option should be put on the table.

-Resnick said they could inform them that USAC funds is shrinking and if they would vote yes on a referendum

-Dr. Geller said if they run a referendum they should look at if there should be a piece added on for SIAC, CRC, etc. She said when there is a coalition of people in a referendum, there would be more people to vote for it. She asked if anyone has engaged in conversations with other student organizations.

-Berthelson said that if it were too general, people would say that USAC just wants money. He said that educating people, it is always easy to vote no. He said people needed to know exactly what they are voting for

-Zimmerman said they should look at CS mini fund, for example. She said that they had to cut percentages off. She said that this is something to think about.

-Resnick said she would reach out to the Daily Bruin. She said it wouldn't go forth unless the wording is thought out. She would start a Google Doc to put forward a referendum. She said that the whole council would be able to put their wording on it.

-Sholklapper said there was a poll before and some were against USAC funding and would continue to vote no using a code that would vote multiple times.

-Sidrak asked how they would push that to students

-Gamble said they could look at myUCLA

-Hester said that they could try face-to-face conversations. She said the other day, she was on Bruinwalk and some people were doing a marketing project. She said that they empowered people to make a decision. She said she was trying to think about how they could get their name out there.

-Resnick said these are all good talks to have. She said they want to put this to a vote as soon as possible. She said to please provide their input on the wording. She said there would be an action item coming up.

#### A. \*Resolution Condemning Hate Crimes and Promoting Diversity at UCLA

-Starr moved to approve the resolution. Sholklapper seconded.

-Gamble said this is of importance because issues of campus climate have been growing at this university. She said that groups of students are targeted and hurt. She said there is a lack of representation from this particular community on this table right now. She said that it is important that they reach out to these communities and use this as a mandate to open up dialogue and understand what they want to do to address student issues. Gamble read the resolution as follows:

#### **Resolution Condemning Hate Crimes and promoting diversity at UCLA**

Author: Joelle Gamble, Kinnery Shah, Jason Smith

Sponsored by el Movimiento Estudiantil Chicana y Chicano de Aztlan  
(MEChA de UCLA)

WHEREAS, the University of California, Los Angeles has openly stated that all members of its campus community should conduct themselves with integrity and “respect for the rights and dignity of others”; (1)



WHEREAS, the UCLA Student Code of Conduct and UCLA's Principle of Community state:

"We do not tolerate acts of discrimination, harassment, profiling or other harm to individuals on the basis of expression of race, color, ethnicity, gender, age, disability, religious beliefs, political preference, sexual orientation, gender identity, citizenship, or national origin among other personal characteristics. Such acts are in violation of UCLA's Principles of Community and subject to sanctions according to campus policies governing the conduct of students, staff and faculty." [2]

WHEREAS, acts of discrimination, profiling and harassment against underrepresented groups have regularly occurred at UCLA's campus and across the University of California;

WHEREAS, the UCLA class of 2015 was Chicano/a 11.1 percent and 4.2 percent Latino/a students, yet, the total population of Latinos in California is 37.6 percent; (3)(4)

WHEREAS, a clear lack of understanding and respect to the Chicano/a, Latino/a community stems from the inaccessibility of UCLA to this under-served community and is sometimes manifested on this campus in the form of targeted hate crimes;

WHEREAS, on February 27, 2012, a hateful act was committed against members of the Latino community, when a UCLA student's apartment door was vandalized with anti-Latino/a misogynistic tagging; (5)

WHEREAS, MEChA de UCLA, with other allied students, demonstrated against acts of hate and discrimination in Bruin Plaza on March 1, 2012; (6)

THEREFORE, LET IT BE RESOLVED, that the Undergraduate Students Association Council stands with undergraduate students against acts of hate and condemns the hate crime committed on February 27, 2012.

LET IT BE RESOLVED, that the Undergraduate Students Association Council will work to strongly and openly advocate for concrete measures to improve campus climate, including the implementation of a UCLA diversity requirement.

LET IT BE RESOLVED, that the Undergraduate Students Association Council endorses the community action on March 8th, 2012 that will demand administrative support for the

expedited implementation of the diversity requirement.

LET IT FINALLY BE RESOLVED, that the Undergraduate Students Association Council President will send this resolution to the Chancellor, Vice Chancellor of Student Affairs, Chair of the Academic Senate and any other appropriate administrators.

CITATION:

(1) <http://www.truebruin.ucla.edu/>

(2) <http://www.ucla.edu/campusvalues/>

(3) [http://www.admissions.ucla.edu/prospect/Adm\\_tr/Tr\\_Prof11.htm](http://www.admissions.ucla.edu/prospect/Adm_tr/Tr_Prof11.htm)

(4) <http://latimesblogs.latimes.com/lanow/2011/03/hispanics-population-approaching-that-of-whites-in-california-census-data-shows.html>

(5) [http://www.dailybruin.com/index.php/article/2012/02/westwood\\_apartment\\_vandalized\\_with\\_racial\\_sexist\\_slurs](http://www.dailybruin.com/index.php/article/2012/02/westwood_apartment_vandalized_with_racial_sexist_slurs)

(6) [http://www.dailybruin.com/index.php/blog/timestamp/2012/03/MEChA\\_of\\_ucla\\_demonstrates\\_against\\_racial\\_discrimination\\_on\\_campus](http://www.dailybruin.com/index.php/blog/timestamp/2012/03/MEChA_of_ucla_demonstrates_against_racial_discrimination_on_campus)

-Resnick added to the resolution and asked if she could be a co-sponsor

-Gamble said she was not comfortable about the wording of the amendment. MEChA did not feel comfortable with the wording because she felt like they were not reached out to.

-Resnick said she was aware of this. She said she would like to make sure that this was addressed as immediately as possible. She said she felt like it would be beneficial to add this to bring people together

-Gamble said this comes from her contacting the organization

-Sholklapper said it shouldn't be a slated proposal. He said that they needed to do as much as they can. He said that they might not be reached out to the group in the first place, but they should be coming together

-Gamble said coming from her perspective, it is almost offensive to other people and shouldn't be taken lightly. She said that this is coming from a personal place as well. She said not being contacted about an issue that targeted them could be taken personally

-De Loera said this does become a personal issue. She said they can advertise a town hall but she said they were unaware of this. She said they weren't able to co-program or co-sponsor. She said it is unfortunate that they weren't coming together sooner. She said that it comes to a question of if they wanted to put this on or needed to put it on.

-Resnick said they did outreach that was taken. She said this is an issue that they would like to address as soon as possible. She said she does not feel obligated to do this but this is something that she wants to do. She said the structure of a town hall is for anyone to

come. She said that if this were something that they don't support, she would like to add to that. She said hate crimes affect countless communities throughout campuses. She said they could facilitate a positive dialogue.

-Starr asked who contacted them

-De Loera said the email has been the same for 13 years. She said it could have also been outreaching to other organizations. She said as far as presenting it to everyone, she is thankful for that. She said as far as adding it to the resolution, it comes from her being biased.

-Luis said that they wanted to work with them since they are the group that is working with the resolution first hand. He said that the people that created the resolution should be consulted if they wanted to add the town hall announcement. He said that there is almost mixed messages being sent out and this has been happening for a long time.

-Resnick said she is waiting for a town hall confirmation. She said that any outreach they provide would be wonderful. She said that she would like to work with them. She said this comes from a place of goodness of her heart and that she appreciates their sentiments.

-Sholklapper asked if it would be appropriate to rename the resolution. He said they could specify that this was a specific community. This would change it to address this issue as well as other campus climate issues. He said that is resolution is trying to address a specific issue. He said it might make sense to term the resolution appropriately

-Smith said they wanted to make a statement for all of campus. He asked why this should specify a community

-Sholklapper said this would be because they didn't want to include the campus climate discussion in the resolution

-Smith said this community did not have any say in this discussion

-Sholklapper said by adding this, it would open it back up again

-Gamble said the actual addition of the town hall is a question about the involvement of the people, which the town hall was directed for

-Sholklapper asked what was on March 8

-Gamble said it is an action promoting the demands mentioned earlier

-Sholklapper asked for more information on this

-Resnick said she said they were planning a town hall and sent the email 5 days ago.

-De Loera said that was a general email and it wasn't sent to anyone. She said the main person would be the chairwoman of MEChA.

-Resnick said she apologized for the miscommunication. She said if there was input that she would like to provide to let her know

-Starr said to change the email on OrgSync

-Sidrak asked to cede the floor

-Arruejo said just to say to cede the floor

-De Loera said that the rally is to demand diversity. She said it was for anyone. The demands include diversity requirements, a multicultural center, an apology for the hate crimes or any of the hate crimes that occur, a support for ethnic studies on campus, ORL sensitivity training for RA's or students coming in, and seeing a larger number of administration of all ethnic minorities on campus.

-Luis said they were not trying to make this about a specific group. He said communities are trying to implement actual changes on how they are trying to improve campus climate. He asked what they would do about campus climate so it is better for all of them.

-Starr said if that is the point, he wasn't sure how this town hall is a negative thing. He said condemning the town hall is taking away from what it is meant to be. He said this is a positive event for everyone. He said that the town hall fits in with what the resolution calls for.

-Resnick said the aim of this is to have the most students as possible. She said it is up to council.

-Sidrak said there are two lines and lexicon used makes her uncomfortable. She said to say that the USAC endorses the actions on March 8 part doesn't have enough information. She said that she is sure they are positive and powerful actions but she doesn't know about it. She asked about the section that mentions inaccessibility and asked whom they are addressing with this statement.

-Gamble said it is the 5th one. She said it would be "members of the UCLA community" to make it more targeted. She said the diversity requirement becomes important. She said a lack of education makes people unable to understand other perspectives.

-Sidrak said she is not comfortable with the wording of "a clear lack of understanding and respect."

-Dr. Nelson praised council for getting in front of this after it happened. He said that you couldn't always depend on emails working the way they do. He said the resolution is one thing. He said the fact that UCLA have been fighting to get a diversity requirement for over 20 years is hard to believe because they are in one of the most multicultural cities in the world. He brought up the town hall. He said they could have it tomorrow, but it might evaporate. He said they might think of doing it with a more collective effort. He said from what he's heard, there is a desire for members of the Latino community and council to have a discussion and to see what other entities might want to join in on this. He said this is misogynistic. He said if they wanted to get this collectively done, the effort it would bring up would be monumental.

-Resnick said the town hall would facilitate dialogue. She said that if MEChA wanted to make a special presentation they could as well. She said the town hall is a positive thing

- Starr said he sees this is a positive thing and he doesn't see why the town hall is a negative
- Gamble said she's not sure why the town hall is an issue of contention. She said the authors are just the people are bringing the resolution to the table
- Starr said the town hall is going to happen. He said the town hall condemns hate crimes and promotes diversity.
- Gamble said it could be amended in a different way.
- Berthelson said that since they were working on the diversity requirement, they would love to have someone at the town hall to talk about the progress about the requirement. He said it seems like a lot of the conversation is about who was contacted and who is getting credit. He said what should be focused on what the resolution will do to the issue. He said this should be regardless of who is offended and it should be looked at to see if it would help people
- Starr moved to change the resolution after the 6th line item to read, "WHEREAS, the USAC President recently wrote a press release (6), and Assistant Dean of Campus Climate Christine Mata recently wrote a Letter to the Editor in the Daily Bruin (7); and both are working in conjunction to put on a Town Hall March 7th, 2012 from 8:30-10PM in the Plaza View Conference Room of the John Wooden Center to address the current campus climate in light of this issue."
- Bocarsly seconded.
- Yao asked if their opinion changed from before
- De Loera said it is up to the council whether to add this or not to the resolution. She said for this to be the only event to happen, this would not succeed. She said the discussion needed to be continued beyond that. She said at this point, it is up to the council. She said the point is to have the issue to be seen by students and to face the issue that's at hand. She said this is what MEChA was trying to do in this resolution. She said they should decide because they were elected to represent the students of UCLA
- Sholklapper said they should make this a stronger statement. He said they should have specific things stated in this resolution of what they want to accomplish. He said they should have concrete examples of what they support. He said he would like to see more details. He said that they should say what happened during certain dates mentioned in the resolution. He said there are a lot of informational points not stated in the resolution.
- Resnick asked if they should have a statement made or actionable items
- Shah said going back to what Dr. Nelson said, waiting might not be necessarily a bad thing. She said resolutions are about long-term actions. She said in terms of demands for March 8, they could be incorporated in the resolution. She said this could be reinforced

with what is being said at these events. She said that it is important to talk to communities that are affected. She said when the messaging is off, it is detrimental to the movements that community is taking. She said while they are elected officials, they needed to have face-to-face conversations by who was affected by the resolution.

-Resnick said the outreach was there but the follow up wasn't. She said that follow up would be face to face. She said thank you to Shah.

-Sidrak said it was sent to the right organization according to Orgsync. She said it wasn't sent to the most answered email.

-Gamble said they shouldn't learn about these issues now and they should re-contact members of MEChA. She moved to table this resolution to next week. Bocarsly seconded.

-Resnick asked if she could set up a meeting for them to speak to those entities and to talk about a resolution that is most actionable. She thanked everyone who came tonight. She said the resolution is tabled onto next week.

-De Loera asked if they should include all of council. She said they wanted to all be on the same page

-Starr suggested sending out a Doodle.

-De Loera said she would also contact other organizations on campus.

#### XI. Announcements

-Yao said they would like to have a joint meeting set up to all USAC groups and she would send out a Doodle. The volunteer center has been restructured into government and community relations.

-Arruejo said the finance committee is trying to be on OrgSync. He said this is one of the things they're trying to do to advertise

-Dr. Geller said she would be in Phoenix next week

-Bocarsly said they are working with campus events commission for the second Bruin's Night Out in Westwood. He said he would love for all of them to come to Westwood and to take advantage of their great deals.

-Zimmerman said thank you for their outreach. She said the mini-fund has been really successful. She said they received 5 new mini-fund applications this week. She said if there are recs that need to be filled out, there is still money that needs to be turned in. She said the longer you wait the longer it would take. She said she doesn't have the parking permit forms yet but she will get them usually by tenth week.

-Smith said thank you to everyone who went to Bruin Swap Meet. He said he is surprised that a lot of students came to the tables. He said people were surprised they weren't dealing with money. They will be raffling off an iPod to a student.

-Sidrak asked about what the coolest swap was

- Smith said someone swapped Nutella for N64 controllers. He said some people swapped a sidekick for sunglasses
- Arruejo said in his goal to introduce his committee, he would try to bring all his committee members
- Helvin introduced herself to the council.
- Resnick said that is a wonderful effort.

XII. Signing of the attendance sheet.  
*The attendance sheet was passed around.*

XIII. Adjournment

- Starr moved and Smith seconded to adjourn the meeting.
- Resnick called for Acclamation. Resnick asked if there were any objections to approval by Acclamation. There being none, the meeting was adjourned at 10:20 p.m. by Acclamation.

XIV. Good and Welfare

Respectfully Submitted,  
Katrina Dimacali  
USAC Minutes Taker  
2011-2012