

UNDERGRADUATE STUDENTS ASSOCIATION
COUNCIL

Tuesday, May 29, 2012
417 Kerckhoff Hall
7:00 p.m.

PRESENT: David Bocarsly, Andrea Hester, Lana Habib El-Farra, Michael Starr, Carly Yoshida, Yasar Mohebi, Kim Davis, Jan Tancinco, Anees Hasnain, Taylor Mason, Stephen Kraman, Sahil Seth, Cassarah Chu, Dr. Deb Geller, Dr. Berky Nelson, Lauren Lazarovici, Bob Williams, Roy Champawat, Patty Zimmerman

ABSENT:

GUESTS:

I. A. Call to Order

- Bocarsly called the meeting to order at 7:06 pm.

B. Signing of the Attendance Sheet

The attendance sheet was passed around.

II. Approval of the Agenda

- Mohebi moved and Kraman seconded to approve the agenda, as amended.

-- Bocarsly called for Acclamation. Bocarsly 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. *5/22/12

-Seth moved to approve the minutes from last week. Davis seconded.

- Starr moved and El-Farra seconded to approve the minutes for May 22, 2012.

-Bocarsly called for Acclamation. Bocarsly asked if there were any objections to approval by Acclamation. There being none, the minutes were approved.

IV. Public Comments

There were no public comments this week.

V. Special Presentations

A. Daily Bruin

James Barragan-Daily Bruin

-Barragan said Daily Bruin is not just for students and that it reaches to the community. This is a part of their mission statement. The Daily Bruin advertises for campus events. Papers are distributed at fixed locations in Westwood and on campus. There is a page for official announcements. Student Body has a right to add announcements to this page. Barragan is from the editorial aspect. Editorial covers multimedia recordings. There is also marketing and advertisements. Next year, the Daily Bruin will be more of a community newspaper. "The" newspaper implies a distant source as opposed to "our" newspaper. We are trying to get it back to "our" with social media. Also, the Daily Bruin often reports bad news. We want to record good news as well. We want people to know the reporters so that others may contact them directly. Daily Bruin will develop an "online first" mentality. Timestamp is our breaking news blog. Students may contact James Barragan at jbarragan@media.ucla.edu, Andra Lim at alim@media.ucla.edu, or Jillian Beck at jbeck@media.ucla.edu. James is the Editor in Chief, Andra is the Managing Editor, and Jillian is the Campus editor. Students may also contact Loic Hostetter at lhostetter@media.ucla.edu. He is the Opinion Editor. Another source is Jeremy Wildman, the Business Manager, at ads@media.ucla.edu. Barragan stated that reporters are given 4 days to complete a story from start to finish. Reporters will often call in order to talk to people directly. Sometimes there is breaking news that must be reported by the end of the day. To guard against being misquoted, have your quotes read back. The whole story cannot be shown to interviewees. Also, the Daily Bruin has to write for the general audience. USAC can help out by simplifying stories. Quotes are not allowed to be changed. Barragan quoted the editor in chief for *The New York Times*. If a major change needs to happen, it will. Students should first contact the reporter in order to make any changes. The Daily Bruin does not do e-mail interviews. The Daily Bruin likes to have raw and truthful answers. Reporters will make mistakes. In order to make a correction, contact corrections@media.ucla.edu. The writer should also be copied along with Jillian Beck. Opinion submissions should be sent to opinions@media.ucla.edu. Submission deadlines are at noon. Advertisements should be emailed to ads@media.ucla.edu. Editorial is not the advertisement section. Editorial will only advertise in their stories if they believe it is important to all students as opposed to events.

-El-Farra asked about the external vice president's office and asked how they would go about writing a story about Cal grants, for example.

-Barragan said, "It is called a peg." A peg is a reason why someone writes a story.

-Arruejo asked if the paper will cut the number of circulation days in order to save money.

-Barragan said the Daily Bruin would not cut the circulation days; however, they have cut positions and the size of the paper. We would not like to cut the days the Daily Bruin runs because we want to reach the community.

-Bocarsly asked if there is a way to correct paraphrasing.

-Barragan answered that this is possible.

-Lazarovici said to take advantage of reading back quotes. She said to not use this as a crutch. Students should come prepared to their interviews.

-Seth asked about resolutions being placed in the newspapers.

-Bocarsly said USAC is still deciding if this is something that should be continued to be pay for. -Hasnain asked if the resolution was changed into a letter if it would be run in the paper.

-Barragan said he does not like the idea of running a resolution as an opinion piece.

- Dr. Geller suggested the paper provide a link for others to look out the resolution.
- Hester asked if Barragan could explain more about the blog.
- Barragan said there are several blogs. Timestamp is only for breaking news. The blog does not have many viewers. Barragan said they were currently working to revamp the website.
- Hester asked if there is a space where community members can post comments. She asked if there would be a forum where reporters and others may communicate.
- Barragan said this is not something they had thought about. He does like the idea though.
- Williams asked why the corrections are hidden. Williams stated that many reporters already have written stories and asked very pointed questions while they may not be completely accurate. Williams would like to know how this happens.
- Barragan suggested speaking with the editor.
- Williams warned the council that some articles might be difficult to be turned back to the truth.
- Champawat stated that Jillian Beck has been doing a great job. Champawat also stated that he prefers interviews in person.
- Bocarsly thanked Barragan for coming.

B. ASUCLA Board of Directors

Jacob Ferrari, Mark Reyes, Maggie Thornton, and Mikaela Saelua

- Bocarsly asked the council to understand pay attention to this presentation as appointments will be coming up soon for undergraduates on the Board of Directors. Thornton and Ferrari are incoming officers. Saelua and Reyes are outgoing officers.
- Ferrari stated that ASUCLA's income goes back to facilities or programming funds. The better ASUCLA does financially, the lower Student Union fees can be. The Court of Sciences Student Center has now been open for a quarter. Students seem to be enjoying the new space. The Board is also dealing with new media: updating the website, YouTube, Twitter, and Facebook. There is also an ASUCLA app for iPhones and iPads. The website has been updated to be more user friendly. All the food in Ackerman and Kerckhoff is owned, operated, or rented by ASUCLA. There are Trademarks and Licensing programs around the world. ASUCLA is widespread. ASUCLA started the Trademarks and Licensing and continues to operate it. In other countries, there are UCLA fashion lines. There are retail brand stores in London, India, and China. Bob
- Williams stated that these stores are licensed by ASUCLA. ASUCLA does not operate these stores. ASUCLA is broken into 4 autonomous branches: USAC, Student Media, GSA, and Services and Enterprises. Williams said that he reports to the Board of Directors. This board has the final say in authority and oversight. If you are elected on to board, there are certain legal responsibilities.
- Lazarovici asked the board what the most important skills to have in order to be effective.
- Reyes said that someone must understand how ASUCLA fits in on campus.
- Saelua said someone must know what campus life is like. The person must also be willing to talk to Roy and Bob.
- Ferrari said ASUCLA is a business, so students must operate it as a business.
- Thornton said the person should take initiative and invest time in the board. This will lead to the person being influential.
- Mason asked if the undergraduates could explain more of their roles.
- Thornton said they sit on a board of 13 people. Three members of the four vote for undergraduates. They sit on standing meetings and ad hoc committees. Finance, services, Personal, and Executive are the four standing committees. The people appointed to the boards may also be a committee chair. People on the board need to be assertive.
- Reyes said board members should be representatives and should also be fiscally sound.

- Hester asked about ASUCLA's outreach Ferrari stated that one forum per quarter may be beneficial to explain how the entities work.
- Thornton said the forum is also a way to keep others updated on projects.
- Zimmerman asked if the Board retreats could be stated as the retreat is mandatory. The orientation retreat is June 18-20 at Lake Arrowhead. Board members must attend 8 out of 10 meetings over the summer.
- Williams said that some [projects cannot be approved without the board. If the board cannot meet, then the projects cannot move forwards.
- Seth asked if it is important to have financial background.
- Thornton said that it is not necessary but the member should be able to quickly pick up the skills.
- Davis asked what qualities are important.
- Thornton said that there is not one type of person that should be a board member.
- Ferrari said committed people are needed.
- Bocarsly thanked the board members for attending.

C. USA 2012-2013 Budget

Student Government Accounting-Debbie Simmons

- Simmons presented the original Budget for 2012-2013. The budget comes from the mandatory membership fees. There are expenses for offices, commissions, programming and more. There was a list of expenses for Ackerman and Kerkhoff. \$142,033 is available for USAC. The effective budget will be August 1, 2012- May 31, 2013. New USAC officers may not spend money from the new budget until August 1. The budget is updated weekly on the USAC website. -Seth asked when accounts would be closed for this year. August 1- July 31 is the fiscal year. SGA must close out accounts in order to prepare for audits.
- El-Farra asked how money might be spent for travel expenses in July.
- Simmons said there should be money set aside.
- Zimmerman suggested that the paperwork should be done early so that SGA can prepare and close out accounts correctly.
- Champawat said that there is still missing paperwork from last year. He stated that people focus on the activities but not on the accounting. Accounts have to close early in order to take care of the flow of paperwork. On the handout, there is the original budget, last year's budget, and the revised budget.
- Zimmerman encouraged current members to call old members to make sure all bills are paid because that money that will come out of this next year's budget.
- Simmons said there is a small safety net to pay for fees.
- Dr. Geller asked if there is someone in charge to make sure the amount of money is correct. Simmons said this is her position.
- Champawat said Simmons recognizes expenses in order to adjust the budget to enable spending. Simmons asked USAC to look at the third page of the handout. Champawat stated that there was an increase in the The Green Initiative Fund, which in turn was recognized by the department of student fees.
- Dr. Geller asked about the delay from SGA.
- Simmons recognized the lag.
- Champawat said there is money set aside in order to cover the lag.
- Mohebi said asked about summer contingency.
- Bocarsly asked what is actually going to be approved.
- Champawat pointed out the change in overhead. He said the excessive surplus was brought down \$250,000 in one year. He stated that in order to bring the number forward sooner, temps would need to be hired in order to accelerate the process. Other variables such as paperwork may slow the process. The temps may cost about \$17,000 coming from administrative overhead.
- Bocarsly stated the surplus number came out in November. Last year's council would have liked to have that number in September.

- Champawat said the amount the money would come from SOOF. Having an earlier date for the surplus will allow for accurate spending throughout the whole year.
- Seth asked if the \$17,500 could be put towards Bruin Bash.
- Champawat stated that part of the problems come from allocating money to groups that are not directly under USAC.
- Seth clarified that spending \$17,000 would not mean there is a set date for when the surplus number can be presented.
- Hasnain asked for clarification.
- Bocarsly stated that last year the council was spending thinking they had \$100,000 more than did. Knowing the amount earlier, the council would be able to allocate correctly throughout the year. Solutions were put in place such as the 25% of spending per quarter for Contingency.
- Champawat stated that surplus is uneven and unstable. Surplus is not wrong accounting. Champawat said that USAC is intended to spend their fees.
- Davis said she wants to discuss the ramifications of taking out funds.
- Bocarsly asked Arruejo how many groups applied to SOOF and what the average per group was.
- Arruejo said there were 300-400 groups with each applying to about \$400 each.
- Champawat stated that SOOF was the first fund that had a percentage cut from it. Champawat said it is not a full funding source as of right now.
- Seth asked when allocations for large programs would be given.
- Bocarsly stated that there are two rounds of allocations. In September, there are large USAC programs that need surplus money without knowing the number.
- Seth commented that we need to take into account sponsorships.
- Mohebi asked when the date usually comes.
- Champawat said the amount is usually known in January but last year it was known in November. Champawat said that the auditors sign the books around this time.
- Mason said that we need to know sponsorships before we can gamble on \$17,000. Mason stated that she would like to continue to keep the 25% each quarter.
- Bocarsly stated that this will affect the money allocated to Bruin Bash.
- Hasnain reiterated that there is no need to lose the \$17,000.
- Starr said the reason for would be to have a fair allocation throughout the whole year because drastic cuts had to be made last year.
- Champawat stated that funding sources will be in high demand. USAC may be in a permanent scarcity of resources.
- Bocarsly stated that Champawat was discussing the past referendum. Bocarsly said that surplus bails out USAC every year except that last year surplus did not.
- Dr. Geller commented that money may be taken from the Chancellor discretionary fund that was underutilized in this last year. The money would not be taken from other student programming funds.
- Champawat discussed that the problem is still present.
- Bocarsly stated that he would like to meet with people individually to discuss details.
- Hester asked if the phone numbers could be utilized with Google or other groups and if the fees could be removed.
- Zimmerman stated that phone numbers are historical. Zimmerman said that it is still important for officers to have phone lines.
- Champawat commented that there is stability in the turnover of the government.
- El-Farra asked about the discretionary fund.
- Bocarsly stated that the fund is for council wide initiatives.
- Zimmerman stated that this funding source was set aside for spring if something happened after surplus had been voted on. An example was John Wooden Day.
- Champawat commented that everything is so constrained and that this fund allows some flexibility.
- Davis stated that she would like to pick a safe surplus amount.
- Champawat asked for clarification.

- Zimmerman reiterated the proposal by saying that any funds not given by surplus will be taken out from the discretionary fund in order to fill the other funding sources.
- Champawat stated that the surplus may be low or high.
- Seth asked if it is possible to put \$10,000 back into the fund.
- Bocarsly said yes as the fund was created from surplus.
- Yoshida asked if offices used all of SGOF and if that fund can be trimmed.
- Bocarsly said that is an option.
- Champawat pointed out that the funds only increased because there were more admitted students but otherwise there is a downward trend.
- Yasar stated we may need to fund other sources for our own programs.
- Mason stated that Bruin Bash is the main problem and that pushing the date forward will not be effective in assessing Bruin Bash as most of the artists will already be booked.
- Starr said that cuts will be made regardless. He said that he would like to allocate fairly for groups throughout the year.
- Bocarsly said that there is not flexibility because the FiCom guidelines were changed to only allocate 25% per quarter. Bocarsly said the guidelines would have to be changed.
- Davis asked Ron to pick a safe surplus number.
- Arruejo said that he can give an accurate amount.
- Simmons said there was a notification line where deadlines were turned in.
- Lazarovici stated that the budget needed to be moved to a discussion.
- Starr made a motion to approve to discussion. Kramen seconded. Starr called to question overhead budget as is. El-Farra seconded. 12-0-0 approved.
- Bocarsly asked if money will be able to be moved at a later meeting.
- Champawat stated that this was possible.

VI. Appointments

There were no appointments

VII. Fund Allocations

A. EVP Travel Grant

-El Farra said that there was an allocation for the International convention for circle K for \$250. MSA has a conference for MSA West on June 22-24 in San Bernardino. They were granted \$100. Global Architecture was allocated \$206.50.

B. Cultural Affairs Mini-Grant

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

C. *Contingency Allocations

Organizations/Commissions are requiring a total of \$47,384.77 for their programs.

A total of \$17,592.29 was requested from contingency.

A total of \$4,173.75 is recommended for allocation for this week (at 35% reduction).

There is a total of \$25,181.84 left in the Contingency Programming Fund.

VIII. Officer and Member Reports

President – David Bocarsly

Bocarsly stated that he would appreciate any feedback from council members. Last week he met with Eena, the E-board chair. He opened up further discussions with Eena and himself. He thanked everyone for coming to chief of staff training. The presidential appointment is still available along with FiCom and ARC board of directors. The bylaws state that appointees must be return to arc for an evaluation after two year. The past council passed a resolution about bus stops in Century City. Beverly Hill's high school pushed for the stop to be farther away. The USAC council asked that the stop be closer. The resolution has been approved. Last Thursday, the plastic bag ban was passed 13-1. People will need to either bring reusable bags or pay 10 cents for a paper bag. Friday is the date for the official move for USAC officers. After Friday, the USA/ASUCLA listserv will be used. Bocarsly is on the entities committee with Lana and Andrea. He realized USAC's relationship with entities and GSA. He stated that GSA is another great resource for programming. Bocarsly asked if a printout of bullet points of officer reports would be helpful. Zimmerman suggested bullet points on opportunities where other council members may want to be involved for co-programming. Bocarsly asked council members to send in any information an hour before meetings.

Internal Vice President – Andrea Hester

Hester had a meeting with Kiran. Andrea is working on a deck for events.

- Tancinco asked if she used this new deck. Bocarsly stated that is some benefit in collaboration.
- Champawat stated that offer letters is a way to legitimize legal agreements. Champawat suggested integrating the offer letters into programs. Hester said that relevant parties should always be kept informed. Champawat stated that business cannot conflict with already existing businesses through ASUCLA. Hester asked for further questions to be addressed to her later.
- Hester asked for council members to continue working on reaching out to faculty members. Hester asked council to keep CSP in mind when reaching out to students. Hester met with Mike Cohen. Earlier today, ARC met with Adam Swart and Jake F. We voted to keep these two appointees through the year. With working with the board of directors, it is helpful to attend Friday meetings.

External Vice President- Lana El-Farra

El-Farra thanked everyone for attending the same-day voter registration. Joelle and El-Farra attended a meeting with Nancy Pelosi and Congressmen Lucera on the increase of interest rates from 3.4 to 6.8. El-Farra met with Brian on LGBT voter registration efforts. She has a meeting tomorrow with another group about voter registration. El-Farra met with Bocarsly about possibly providing voter registration at all USAC events.

She is hoping to create a voter registration coalition. She was in Colorado for the United States Students Association board meeting. Tomorrow there is a calling for saving the Cal Grant. There is currently an increase in the qualifications. There will be calls made for Darrell Steinberg, Carol Lu, and Bob Huff. The vent will take place from 10-2pm. Tamir created a Google doc with important terms.

Academic Affairs Commissioner— Kim Davis

Students may send in an anonymous evaluation of the Chancellor. Students reached out to faculty in order to vote. Academic appointments are due June 1. After that, appointments will be rolling.

Administration-

Patty Zimmerman passed around information on the computer lab. She asked council to use the copier in the communal office space for flyers. Patty informed council that if they previously had access they will need to fill out new forms for re access after June 1st. Patty stated that the new council may now be signatories. She said if the form is turned in before the 1st, then the locknetics access will not removed. Bocarsly stated that there are several places where signatories need to be updated. Patty asked council members to ask the previous council members for keys or to come to A-level. Patty thanked everyone for coming to the photo shoot. It was the first year that everyone could attend. Patty asked for any poster suggestions to be sent when each member picks their photo. Patty asked council to contact her if there is any trouble with e-mail access. She will forward out the offer letter.

Lazarovici commented on scarcity in regards to the budget. She said scarcity is a core fact of human existence. She stated her past experience on the Daily Bruin. She stated that edits are out of the hands of students once they are sent in to the opinion page. She suggested running an ad in order to not change the text.

Ron Arruejo

Arruejo gave his quarterly report. He stated finance committees presence at committee meetings. The updated forms have two contact people instead of one. Applications must be sent in electronically and manually. Applications must be turned in 20 days prior to the event. The Vice Chair is now able to sign reqs up to \$250. Ron explained the allocation process. Ron discussed the FAQ's of FiCom on the USAC website. Ron pointed out where students can find notifications. Ron stated that this was the first year hosting a funding workshop. There was also the first committee retreat. He commended Cindy on the Wreck over a Rec workshop. Ron suggested withholding a proportion of surplus in order to use for the next year.

IX. Old Business

Mason asked council members to be aware of how they recruit new members. She wants council members to be wary of people that are only attracted to USAC as a resume builder. USAC is the face of the students and applicants should be as well.

X. New Business

Resolution process and guidelines-Andrea Hester

Hester discussed print media with Lazarovici. \$340 is the cost for an ad in the Daily Bruin. Hester asked if council wants the resolutions as ads and if we want to set guidelines for posting in order to be consistent. Kramen commented that he liked the idea of writing an OpEd with a link to the resolution. Davis asked if council could have a word press for resolutions. Zimmerman said a link is placed on announcements when resolutions are passed. Zimmerman suggested that there are ways to rework the site as opposed to making a new site. El-Farra expressed concerns about writing an OpEd as the Daily Bruin does not publish all OpEds. El-Farra agrees with Hester on a standard set of guidelines for posting and sharing resolutions. Starr suggested using Daily Bruin online for USAC. Bocarsly stated that Jillian Beck has an idea of making a USAC and Daily Bruin site for updates. Hester stated that council should ask student groups for feedback on how council can better reach their groups. Dr. Geller suggested placing a summary ad of resolutions at the end of the quarter. She also suggested sending out information in the quarterly presidential e-mail. She also suggested not running and on a Friday and specifying where ads

should be placed. Hester would like to vote on one day having guidelines. Bocarsly asked Hester to reach out to groups and for a document to be drafted.

Bocarsly-Code of Ethics

Bocarsly stated the document came out of Resnick's office. From here on out, we would like new council members to sign the code of ethics at installation. The Code of Ethics is not mandatory for council members to sign. Zimmerman stated that council members are able to keep the signed code. Bocarsly asked if this document could be added to the USAC website. Zimmerman said that that would be fine. Bocarsly asked if it would be a powerful document to sing maybe next council meeting. El-Farra asked to sign the code next week so that council can read over with the document.

Sahil Seth-Transparency

Seth proposed holding a private, anonymous Google forum that allows to students to voice concerns and comments. El-Farra suggested the best way would be to have a form for each office. She suggested one for each specific office and one for all of USAC. Zimmerman stated that there is already ask USAC on the website. It is linked directly to each council member's e-mail. Zimmerman suggested publicizing this site. Mason suggested taking applicable critique. She wants to filter through comments that are not well informed on the event. Starr commented that he liked using the presidential e-mail. Tancinco stated that CEC will be using eventBright to advertise events. There is also a place for commentary. She suggested using this for USAC. Seth restated that he would also like a private forum. He also voiced his concerns about waiting until the end of the quarter because people may not remember their comments about past events. El-Farra stated that she will use this idea but she thought it should an office-by-office decision. Starr is against the anonymous forum due to experience with Daily Bruin. Zimmerman suggested this as a summer project.

XI. Announcements

- Anees announced volunteer positions for the Freshmen Volunteer Day.
- Project WILD is having a boba fundraiser tomorrow.
- The Daily Bruin contacted in creating a mobile ad. Tancinco said that they opted out of this app because they would not be able to control the advertisements at the end of the app. Zimmerman suggested using the ASUCLA mobile app in order to have a USAC link. Hester stated that she will be meeting in the summer with
- SWC is hosting a free Zumba class from 6-7pm
- CEC double feature-eternal sunshine, lost in translation, big lebowski
- Yasar contacted World Peace for a fall program. He would like it to be more than a lecture. Mason, Anees, and El-Farra expressed interest in co-programming.

XII. Signing of the Attendance Sheet

The attendance sheet was passed around.

XIII. Adjournment

- Starr moved and El-Farra seconded to adjourn the meeting.
- Bocarsly called for Acclamation. Bocarsly asked if there were any objections to approval by Acclamation. There being none, the meeting was adjourned at 10:51p.m. by Acclamation.

XIV. Good and Welfare

Respectfully Submitted,

FINAL

Approved: June 5, 2012

Katrina Dimacali
USAC Minutes Taker
2012-2013