



ASSOCIATED STUDENTS, INC.

CALIFORNIA STATE UNIVERSITY, DOMINGUEZ HILLS

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Minutes

Executive Committee

Friday April 14, 2023, 9:30 AM

Loker Student Union (LSU) 113

- I. Called to order at 9:39 a.m. by Obioha Ogbonna, Chairperson
- II. Roll Call
Voting Members Present: Edgar Mejia-Alezano, Obioha Ogbonna, Ezinne Nwadiogu, and Jaiden Villanueva
Advisors Present: Michellena Lakey and Rasheedah Shakoor
Visitors: Imari Taylor, Raven Emmert, and Shamshad Elimu
- III. Approval of Agenda – Action Item
*M/Nwadiogu, S/Mejia-Alezano approve the agenda of April 14, 2023 as submitted
VOTE: UNANIMOUS
- IV. Approval of Minutes (March 17, 2023) – Action Item
*M/Nwadiogu, S/Mejia-Alezano to approve the minutes of March 17, 2023 as submitted
VOTE: UNANIMOUS
- V. Time Certain 9:35 a.m. – Christopher Chen, Senior Consultant of Qvest
The Qvest Team will lead the discussion regarding ASI’s current state for the Strategic Planning Process.
 - Chen introduced members of his group and noted that they were there to answer any questions regarding the outcome of the first phase.
 - Chen asked if any new program was added. Lakey noted revenue sharing, Organizations Wrap up event called Club Fest, is new and ASI Toro Ambassadors, the Infant-Toddler Center.
 - Chen asked what the status on the recommendations and topics is, that was addressed as outlined in 2018, 5-year Strategy roadmap. Lakey noted they’re monetizing Spring Fling, however there is no revenue from it. She further noted that more robust marketing efforts will be led by our new Marketing and Public Relations Coordinator, that will help advertising reach out to more students. Currently the ASI fee is the only funds being distributed throughout the existing programs. Mejia-Alezano noted the current \$135 ASI fee is scheduled to go up as of 2023-2024 by \$72 in the fall and \$67 in the spring. Increase is every 2 years based on CPI. Emmert noted that we will start charging for the use of the KDHR equipment as of July 1st. Villanueva noted Quiller

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discussed/suggesting replacing Spring Fling with Club Fest. Chen asked if received any sponsorship from the community.

- Chen asks if there are any programs not bringing in money that could potentially have revenue. Villanueva mentions Spring Fling and Shakoor mentions the ASI Banquet.
- Chen asked are students were aware of what ASI is. Villanueva noted that not all the students, the Club's know that ASI offers them money, however they aren't fully aware that a lot of the events held are sponsored by ASI. Students don't often show interest in ASI. Ogbonna mentions potentially live streaming and even holding an Instagram live during the Board of Directors Meeting could help. Lakey noted in the past year and a half we've been on campus, they've seen a significant increase in interest.
- Chen asks what do the students currently perceive as ASI role on campus. Villanueva noted a bank and Ogbonna noted some students think ASI just hold events. Mejia-Alezano mentions that our Board often gets looked at as elite students. Lakey noted students just know ASI office as the office that does Toro Tuesday and gives scantrons. Ogbonna noted the team morale differs based on campus climate and what a person has going on in their personal lives. It starts off as learning if you can do your job and having faith in your team members being able to do their job. Manansala mentions sometimes students have a hard time being direct, intentional, and systematic. Lakey mentions whenever there are big projects or big seasons of the year everyone feels it and it does affect morale.
- Chen noted the Next steps include CIC, LSU, SQE (the question about what other student voices on campus do they conflict with) and what is the new marketing strategy. Emmert noted one of the biggest things is integrating with NSO and it did bring in a lot of first years and transfers. She further noted there is a more formal marketing strategy that she can share with the committee. Shakoor mentioned the night students and that Truong is trying to do later commuter outreach. Also, more staff and administrators know what is happening with ASI and they tell their students. Chen would analyze what they heard and bring it back to the Committee with their suggestions.

VI. Reports

They were asked to send written reports to Elimu.

VII. Open Forum – Agenda Items Only

Time for audience members to address the Committee on specific agenda items only. None

VIII. Unfinished Business – None

IX. New Business – None

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- X. Open Forum – Discussion Item
Time for audience members to address the Committee. None

- XI. Adjournment
Meeting adjourned at 11:12 a.m.

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