



**ASSOCIATED STUDENT GOVERNMENT
BOARD OF DIRECTORS MEETING AGENDA
Thursday, October 8, 2009 • 1:00 PM • Campus Center 139**

1. CALL TO ORDER

1.1. Roll Call:

- 1.1.1. President Alexander, Vice President Castillo-Torres, Exec. Asst. Alexander
- 1.1.2. Directors: Alcaraz, Broderick, Davis, Hernandez, Henry, Masoner, Padilla, Pinedo-Navarro
- 1.1.3. Student Trustee: Buckner
- 1.1.4. Advisor: Bell

1.2. Approval of the Agenda

1.3. Approval of the Minutes

2. Public Comment: (This time is reserved for members of the public to address the board on any agenda item. A time limit of two minutes per person, ten minutes per topic will be strictly enforced by a two-thirds majority vote.)

3. Discussion: (Each person will be allowed to speak on each item a maximum of two times. There is a two minute time limit for each time. This ensures timeliness to all participating. In the interest of time, please try not to repeat what has already been said.)

3.1. Discussion of transferring remaining Child Care Parent's account (4175 C) funds in the amount of \$3312.90 to the Child Development Center Trust Account (4230 T) (Melissa Thompson, Child Development Center Director).

3.2. Discussion of transferring \$478.08 from ASG General Fund to Performing Arts Club Account (4662C) (Davis).

3.3. Discussion of the creation of the Student Services One Stop Shop (Bell).

3.4. Discussion of ideas for departments to move into the Campus Center (Castillo-Torres)

4. Action: (Each person will be allowed to speak on each item a maximum of two times. There is a two minute time limit for each time. This ensures timeliness to all participating. In the interest of time, please try not to repeat what has already been said.)

4.1. Approval of transferring remaining Child Care Parent's account (4175 C) funds in the amount of \$3312.90 to the Child Development Center Trust Account (4230 T) (Melissa Thompson, Child Development Center Director).

4.2. Approval of transferring \$478.08 from ASG General Fund to Performing Arts Club Account (4662C) (Davis).

5. Reports: 2 minutes each (oral), submit written report

5.1. President Alexander

5.1.1. College Council

5.1.2. Program Review

5.1.3. District Assembly

5.2. Vice President Castillo-Torres



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5.2.1. Classified Senate

5.3. Executive Assistant Alexander

5.4. Advisor Bell

5.5. Directors:

5.5.1. Alcaraz: Student Center Affairs

5.5.2. Broderick: Public Relations

5.5.2.1. Enrollment Management Committee

5.5.3. Davis: Student Organizations

5.5.3.1. I.C.C

5.5.3.2. Campus Life Advisory Committee

5.5.4. Hernandez: Legislative Affairs

5.5.4.1. SSSCC Region IV

5.5.5. Henry: Student Support Services

5.5.6. Masoner: Finance

5.5.6.1. Finance/Budget Committee

5.5.7. Padilla: Administrative Support Services

5.5.7.1. Facilities and Safety Committee

5.5.7.2. Technology Committee

5.5.7.3. Environmental Safety Committee

5.5.8. Pinedo-Navarro: Campus Events

5.6. Student Trustee: Buckner

6. Announcements

6.1. Next Meeting: October 8, 2009 in CC139 at 1:00PM.

6.2. Student Services moves meeting: October 9, 2009 in the Library Viewing Room from 2:30P.M. to 4:30P.M.

6.3. CHC and SBVC joint meeting: November 20th 2009, 2:00PM at CHC.

7. Adjournment



PUBLIC RELATIONS DIRECTOR
ASSOCIATED STUDENT GOVERNMENT
Monthly Board of Directors Report

ENROLLMENT MANAGEMENT COMMITTEE:

There is no information to report.

PUBLIC RELATIONS COMMITTEE AND LOGO-SUB-COMMITTEE:

The Public Relations Committee met Friday, October 2, 2009 to discuss general strategies, visions, plans and goals for the Public Relations Committee. The Committee planned objectives for each program that the Director of Public Relations is currently managing, in addition to future projects that may or may not be taken on in the future (For more information, read the Projects Under Development Section). The next Public Relations Committee meeting has not been scheduled.

The Logo Sub-Committee may or may not be dissolved, after the satisfactory conclusion of discussions regarding the ASG Logo.

ASG DISCOUNT STICKER PROGRAM:

Public Relations Committee member Maria Chambers and the Public Relations Director have begun the process of contacting and meeting with various merchants throughout San Bernardino County. Currently, there are 35 new businesses that are being targeted specifically due to students' input, in addition to approximately 40 former vendors. More businesses are continuously being added to the target list. The Public Relations Director has one confirmed new vendor, with several more in the process of getting approval from the store or branch owners. There are currently five vendors with agreements in place for the 2009-2010 school year.

Currently, one club has participated in listing businesses that they would like to see targeted for the ASG Discount Program. The inclusion of students in the vendor selection process will proceed with a general survey that will be sent out to all students within the one to two weeks.

PROJECTS UNDER DEVELOPMENT

MARKETING PLAN (Under Development):

The Committee will dedicate most of its efforts in the Spring Semester to the development of a comprehensive marketing and public relations plan that will be intended for use as a blueprint for the next Public Relations Director to use in reforming the image of ASG as desired by the ASG, in addition to outreach goals and strategic planning for the 2010-2011 school year.

ASG VENDOR EVENT (Under Development):

The Public Relations Committee is also discussing the feasibility of having a "Vendor Day" for all vendors to be able to come onto campus and sell or advertize their products in an event similar to Club Rush or College Fair.