



Assembly Meeting Agenda
Thursday, February 22, 2018
6:00PM - 7:30PM
Saffell Boardroom

6:00PM - 6:05PM

Attendance

6:05PM - 6:30PM

Guest Speaker: Teri Thompson

Teri.Thompson@woodbury.edu

1. Marketing student organizations through social media
 - a. Background- ABC, NBC,
 - b. Promotion in marketing in communication for student organizations
 - c. General goals for social media
 - i. Participation
 - ii. Recognition/ presence/ awareness
 - iii. Adam: commuters miss a lot of opportunities in the organizations
 - iv. Deltas- capture moments through social media like instagram
 - v. Concerns: How to include the rest of the students in an organization that is for latinos specifically
 - vi. Veterans - acknowledge the presence of the student veteran association
 - vii. Keep the interest in all the students and faculty
 - d. Teri:
 - i. Identify who your organization is serving to. Create a person. Who you want that person to be? How that person look like? What are his interests?
 - ii. For marketing or events, it doesn't have to be about the organization. It could be about the things that are important to the students. For example music, art, dance, etc... .
 - iii. The goal is to create content of value for those things that are important to your group so you can share it with others.
 - iv. Identify the people in your organization that can share/post the activities/event you organization is having. Sharing the responsibility makes it easier to manage
 - v. Find a tool that can help to manage your time and activities to create the content. Hootsuite is a good example, and can schedule social media posts in advance.
 - e. Ask simple questions to your "core people"
 - i. what is your prefer way to get information?
 1. Some people like facebook, instagram, email, etc.
 2. Will more than likely have to use multiple platforms
 - f. It is important that the student organizations repeat who they are because not all the students know about them. It is not necessary to repeat it every day, but it's something to keep in mind.
 - g. Thought/ questions?
 - i. Content: pictures, text, videos, infographic
 - ii. Outreach to the community- the community often does not know that this school is here
 1. Try going to a chamber of commerce meeting/ city council meeting. Many members of the cabinet are involved in the community and part of the chamber of commerce. Therefore, the students organization can step up in these administrations as leaders. t

- iii. People look for connect with each other in social media. The same happens in students organizations. The students organizations can target high schools in Burbank so these students can know that they can find a new way to connect at Woodbury.
- h. Commuters-
 - i. Peak commuter interest through social media, and webinars to help for convenience
 - ii. Not all the students check up their emails or social media. Some people would pay more attention to whiteboard signs.
 - iii. Some of the students stay in their respective buildings and they don't know about the activities around campus..

Responses:

- i. Sandwich boards- you are allowed to print 24x36 posters
- j. Talk to IT, possibly get the TV out
- k. Utilize restroom bulletin boards
- l. INCENTIVES
 - i. People love free stuff
 - ii. Meet up with something to eat
 - iii. Once they are there, then you can share what your organization is about
 - iv. Not all the events have to be big,
 - v. Email: teri.thomsop@woodbury.edu

6:30PM- 6:35 PM

Upcoming Events

1. Operation smile- Sigma Omega Nu and Beta Lambda Chi. Next Tuesday and Wednesday during lunch
2. Zone V- First meeting on Saturday 10:00am.
3. AIAS: Panda fundraising event

6:35PM - 6:40PM

Senator Reports

School of Architecture

1. Mohamed Hassan mohamed.hasan@woodbury.edu
 - a. Hi everyone. I'm going to meet with Marc next week to talk about study abroad, automatically enrolling students into a new studio, and some quality of life improvements around the school of architecture. If you have any other suggestions please email me or pull me aside when you see me. Thanks!
2. Jasmine Mangona jasmine.mangona@woodbury.edu
 - a. I just had my first meeting with Christoph Korner today and here are topics we discussed. Please let me know if you need any additional information.
 - b. Hi everyone! This week I met with Christoph Korner who is the department chair for Interior Architecture. His main concern for the Design Center is to change the current keypad on the exterior doors to a key card entrance. He plans for the change to happen in September. Another topic we discussed was the recycling bins that was brought up by the previous senator about a year ago, however he is unaware if they were already made or if there are plans to create new ones. He brought up the idea of possibly changing the desks and chairs in the studios in the Design Center and also adding in shelves for additional storage. In regards to the Materials Lab which is located downstairs, Annie Chu is looking for first and second year Interior Architecture students to help run it and she plans on installing a whiteboard and pin-up space as well. I also plan on working with Mohamed on integrating Interior Architecture concerns and suggestions into the Architecture survey. I will also be meeting with Ingalill March 1st. I plan on going around the studios and asking if any students have any questions, comments, or concerns. Thank you!

School of Business

1. Melissa Toribio mellytoribio@gmail.com
 - a. I hope everyone's classes are going well as we approach midterms. I would just like to remind everyone that the next Executive in Residence will be Dr. Tom Oliver. You can

Speak to Joy to make an appointment with him anytime between 1-4 p.m on Monday, February 26.

1. Marie Vanian Marie.vanian@woodbury.edu
 - a. No Report.

School of Media, Culture, and Design

1. Niomie Glory Niomie.Glory@woodbury.edu
 - a. For this week, I have continued working with Behnoush and following through with the classrooms. They have added the smaller desks and chairs, which leaves the students with a much more comfortable seating arrangement than with the stools. Also, they will be adding more outlets for easier access. For next week, I will be talking to Jennifer Peterson, the communications chair. If anyone has any comments or concerns then please email me. Thank you.
2. Anna Harrington Anna.HarringtonBilu@woodbury.edu
 - a. Hello everyone,
 - b. Next week I will be meeting with Anna Leiker the chair of Fashion as well as rescheduling my meeting with George Larkin, the chair of Film. As per usual, please email me if you have any questions, comments, or concerns that you would like me to bring up in such meetings. Aside from that, please reach out to me if you need anything.

College of Liberal Arts

1. Akeima Young akeimayoung@hotmail.com
 - a. Hey everyone, this week for Cola I was able to set appointments for the chairs in the department where in one of those meetings we discussed the new on campus literary magazine moriah and how the department can help them to be successful. Professor cremer has been sick but when he returns we will be discussing possible dates for the job fair.. If you are in the college of Liberal arts please reach out to me to let me know what changes if any, you'd like to see. I will be making appointments with my chairs for this upcoming week.
2. VACANT Please email any recommendations to aswu@woodbury.edu

6:40PM - 6:55PM

Executive Board Reports

1. Alexandra Holguin, Presiden alex.holguin@woodbury.edu

Guest Speakers

- a. Confirmed:
 - i. Teri Thompson
 - ii. Tamara Blok
 - iii. Greg Houle
- b. Pending
 - i. Stevon Lewis
 1. What topic would you like Stevon to cover or the same as last semester of suicide.
-How to relax
- c. Suggestions: Are there any other suggestions for guest speakers.
Guest speaker suggestions: John Lewis
 1. In light of mass shooting, what are the procedures of these types of situations
 2. CPR certification
 3. Books to prepare for emergency situation
 4. Start to look and/or read the book
 5. Read a couple of pages with the organization so they can communicate it with others
- d. Elections: Elections officially begin Monday. We will be voting using the same source as last semester voting. An email will be sent to all the students and we will post a QR code to vote after the email is sent in the president and treasurers group me to pass around. At AS-You day one activity will be an in n out truck to receive the in n out you must provide proof that you have voted. I would suggest screen shooting your success screen after

voting to get you in n out Wednesday. Autumn will go more in depth on other activities that will be at AS-You day

2. William Garcia, Executive VP william.garcia@woodbury.edu
New projects coming soon
I would like to introduce our newest member of ASWU, Conny our secretary who will be taking minutes during our assembly meetings
3. Bennet Cariaga, VP of Finance bennet.cariaga@woodbury.edu
 - a. Hey! Midterms are around the corner! Take advantage of the time you have to complete your work so that you avoid working at the last minute.
 - b. I have been notified that Sarah is catching up on FREAs and Flyers. Don't worry about late submissions as it is out of your control. Still send your items on time, though.
 - c. So far, I have issued fines to orgs for failing to follow posting guidelines and/or OAC guidelines. Please be sure to follow these guidelines in order to have a successful event.
 - d. Additionally, attendance to Assembly is important, even though some of you may think otherwise. It's helpful for your org and also for your peers in being in the know. Also, attendance to Assembly keeps your org in good standing, which is important for OAC funding. For orgs that are absent, you are risking future OAC funding.
 - e. It's finally here! The lounge furniture is now in the Woody's Dining Room. Maintenance still needs to hook up the power to the outlets, however.
 - f. Reconciliations due for the following orgs:
 - i. Moria - 02/26
 - ii. Beta Lamda Chi - 02/27
 - iii. BSA/CEO/IIDA - 02/28
 - iv. 7500 Club - 03/02
4. Marta Huo, VP of Student Orgs marta.huo@woodbury.edu
 - a. Also since it's been windy, secure all four corners down on the flyer to ensure that your flyers don't fly away. Also if the wind destroyed your flyer, please take it down.
 - b. Lastely, midterm are coming up really soon, start thinking about tabling ideas that are more stress-busters. This can be free food, diy stress ball, coloring, bubble wrap, dance party, cute baby animal pictures.
 - c. Thank you
5. Adam Ramirez, VP of Marketing adam.ramirez@woodbury.edu
 - a. Hey everyone, so just a reminder to submit your FREA/flyers as soon as possible, even if your event is later on in the semester. If you're submitting one, might as well submit them all, even if you are just saving the date.
 - b. Reminder, to target commuters as much as possible when advertising your events. Announce it during class, talk to those you don't normally talk to class, or even before class starts, make some 4x6 flyers (They do not need to be approved) and place them at each desk. You can never advertise too much
 - c. FREA/Marketing due for the following orgs:
 - I. Beta Lambda Chi - Broomball - Tomorrow, 02/23
6. Autumn Davis, VP of Student Life autumn.davis@woodbury.edu
 - a. Hey! Hope the cold isn't getting at you too much! We're finally half way through, and spring is on its way!
 - b. Orgs. You should've gotten a woodstock email requesting your setup needs. If you haven't already, please respond. I need to set this up correctly for FREA. Also make sure you have turned in your funding for artist fees if you requested.
 - c. I am pleased to announce that we have tons of food lined up for you all at woodstock! Nothing screams house party like pizza, so we got some for you! Delicious NY style pizza will be catered from Made in Brooklyn. We also have Fry Nachos coming from Fries first, and Finally, CA Donuts will be coming with their Dream Donut Truck for dessert! I'll have more food updates for you soon! As for drinks, Aguas Frescas from GreenCrush, and Boba from BonBon Tea House are at the top of our list. Of course there will be alcohol and we are going to be getting Margarita Machines from Barts Carts again, as well as an assortment of beers\kegs from Local Breweries. More soon to come!

- d. We are looking for glow art and T shirt design submissions. Email aswu.prograboard@gmail.com for more info.
- e. Lastly, if you're interested please see me regarding Marketing Team for Woodstock. It is paid!

6:55PM - 7:10PM

Advisor Report

1. Mauro Diaz mauro.diaz@woodbury.edu
 - a. Thank you for the time that the leaders commit to this meetings.
 - b. Drink water, eat something, and get some rest
 - c. Please vote for student government, vote for the best staff in your school

7:10PM - 7:30PM

Open Forum

1. If you have anything that was not addressed, please submit an anonymous comment into the Comment Box right outside in the hallway, in the pool house, or via our virtual comment box on our website aswu.woodbury.edu.
2. FREA form- download and edit. DO NOT EDIT ONLINE
3. Desk in a box- we have already used all of our money on swag, possibility for next semester
4. Unity is having scholarships
 - a. Open to everyone, not just LGBT
 - b. Must have 3.0 GPA
 - c. Write an essay saying how you support the LGBT community
5. Flat screen in business office
 - a. Will look into updating for new events
 - b. ASWU will try to talk to IT, but they are super busy right now
6. CEO- barron business plan competition

7:30PM

Next Meeting

1. Thursday, March 1st, 2018, 6:00PM-7:30PM, Saffell Boardroom