

President's Report

| Prepared by | Tristan Syron | |
|-------------|---|--|
| Department | Office of The President | |
| Members | Tristan Syron- President | |
| | Kevin Sullivan- Vice President | |
| | Claire Fenton- Deputy Chief of Staff | |
| | Zach Vaishampayan- Chief of staff | |
| | | |

EXECUTIVE SUMMARY

*Please note that my last director's report was not sent out- this report includes that as well. *

The past few weeks managed to wither my spirit down, but also remind me of the importance of some significant members of the cabinet. There were many moments of embarrassment, massive mistakes, and missteps. There were also glimpses of courage and humility. The student benefit, simply put- we took a stand and set some standards. I think the most impactful idea I could express is that this administration has really begun to operate with external players. For the first few weeks, most interactions with external players were between Kevin and me. Moreover, every day I hear more and more about the cabinet having meetings with campus partners. Director Okolo, for example, met with members of parking services. I think the impact of all this, the external players are learning how this administration operates and the mentality we bring to the table. I think we stress that we like to operate efficiently, and truly are here to make the difference we sought out to make.

Further, the final three weeks of school saw the return of the full cabinet, the retreat, and excitement for the year. All in all, Kevin and I have been tested and feel ready for the year

ACTIONS ACCOMPLISHED

| | mmary of nplishments | I | Participants/Stakeholders (Internal/External) | s Date & Notes |
|-----------------|-------------------------|---|--|--|
| • Read repoi | ing director rts | • | Members of cabinet | Last year, as campus engagement, I noticed that most directors wrote the same thing down, and reports were largely copied and pasted. The generally mentality in the room was this overarching idea that no- one reads the reports. I'll be honest- I have no clue. It is possible Dr. Frank wakes up at 6:00 on Mondays waiting for the ASCSU report, but I doubt it. I'm also sure that someone in administration reads them, but no one has ever given me comments on them other than advisors. Rather than submit to the complaints, I offer a solution to the cabinet by reading all of them. I also annotate and give them back. This helps me understand what is going on, as well as give them insight and advice on what I would do. The highlights from this week- CJ and Zhara. Zhara gives great explanations around the topics she discusses as Director of Diversity and inclusion. She had some interesting points around intersectionality. Her reports are a welcomed break from my usual week which is mostly dedicated to tailgating, parking, and U+2. |

CJ is brutally honest in his report. He'll express frustrations in the "challenges and setbacks" section. Because of this I can generally address his needs fairly quickly. Also, I've learned that most people suffer from the same issues, so reading on one person's setbacks can generally help 5 or 6 people.

- The difficulty in reading the reports is that, frankly, some are not up to my standard. They get better each time, but just when you think that everyone is on the same page, you get one that was done in ten minutes then turned in simply to make the deadline. I'd rather it be turned in Saturday night and done right then to see poor work
- The biggest challenge of the reports last week was mine. I sent in my rough draft by mistake. MASSIVE spelling and grammar mistakes. Very embarrassing. Pam told me that this proves "you're human". That was very nice, Kevin was much less nice and more blunt "you've done messed up Syron, get over it and move on". Both were right in this case.
 The second week of this reporting period was my
 - reporting period was my vacation. The very first day of vacation CJ texted me telling me to stop emailing- I simply can't. The week off was torture. Not being in the loop

- Conference call/ email and phone calls
- Athletics, Claire Fenton, and Kevin Sullivan

| | | was some kind psychological test. So naturally I asserted myself where I could. The first was conference calling in with Athletics and some members of the cabinet. We discussed catering at the tailgate. The discussion was around weather the LSC, tailgate guys, or an outside vendor should help with this. We all agreed that having a "tailgate feel" was important. We want the grills, and the smoke. With that, we decided on either Food trucks or LSC. The follow up to this was that food trucks would quickly break the bank. Therefore, looks like we are moving in the direction of the LSC. The other issue with tailgating was that someone registered and no one followed up with an email. I'm not sure what happened, but now I need to back track this and figured out what happened. We can't fail in communication. Too much is on the line for silly mistakes at this point |
|------------------------|----------------------------|---|
| • The Acting President | Kevin Sullivan and Cabinet | While on vacation Kevin assumed the role of "acting President". Kevin spent the whole week preparing for this, he quite literally took "the role" and started rehearsing his lines. Once I left, he killed it (in a good way). If it was a performance, it was great. I called here and there to check in with him and others, and there wasn't |

| | | much to say. Kevin ran everything like it was a fine oiled machine. He'd try to answer emails that we were both were on before I could just to make sure I enjoyed my time. If nothing else comes from this week, we can know that if I die, the school is in great hands. Claire and Zach killed it as well. The Whole team working so hard while I'm away just reminds me how fantastic everyone one is. I could disappear for a year and they'd be fine. |
|-------------------------------|----------------------------|--|
| Weekly leadership meetings | • Kevin, Claire, Zach, Kim | Kim was on vacation for a while so this was more of a "catch up meeting". We talked about her vacation, however I can't remember where she went right now. Sometimes I feel like Ronald Regan on his way out of office. He once wrote in his dairy that he enjoyed is wife's siblings visit to the White House. The next day he corrected himself saying that they actually came that day and not the day before when he initially wrote about it. I digress from the point, but essentially sometimes there is so much information you digest in a week, I forget about the things like the administrative assistant's vacation. Claire got a second job- a bar in Old Town. She doesn't believe that it will subtract from ASCSU or school. I'm not |

| | | worried about that at all- I worry it will subtract from her social life and sleep. Claire can do anything, and would never let it take time away from other tasks, however she would lose more sleep. From a "boss" stand point- no concern, from a stance of knowing her as more than a co-worker, I'm hoping she remembers money only useful if you're awake to use it. |
|----------------------|---|---|
| • Weekly with Andrea | Andrea Fairfield- Environmental affairs | These started out with her asking me how to do things. That is no longer, she pretty much tells me what she needs and I try to get it done. Occasionally she has a question- but rarely. I'm so proud. She walked into office nervous, now she has really become comfortable and I love it. This week she needed me to follow up with composting in the stadium. I sent the email and cc'd her. She also needs 12-13 recycle bins. Zach and I are working on this now. Hopefully by Friday Side Note, her and CJ were working on a graphic and she had great feedback. The two make a good team. Collaboration in this cabinet is high |
| • Tailgating video | • | CJ, Sam and I made a video for some marketing. I believe it went live, but I have to double check that. |

Essentially- the feedback on tailgating is "we want Hughes back". I think my role as President is to tell everyone that, and I have. It is also my job to articulate to the student body the truth. And in this case, it's plain and simple- It's gone. We won't ever have Hughes Stadium tailgating, but we can have that mentality. We can have tailgating the way it was; your speaker, your grill, your style. The video articulates these themes and features me

- I saw it once done, I wish there was more cut away and graphics. I think it is a little me talking heavy. I should link CJ, Sam, and Kevin up. Kevin is a wizard with video and has a deep connection with the pulse of the student body.
- Sam and CJ met with me well after 5 and till 9 to accomplish the filming. It was a test of their dedication, but we had a great time
- We started discussions around another deputy that would serve the marketing department. I'll follow up with Zach about this next week. Essentially- I'm flooding the marketing department with requests, and not enough manpower to make it happen.
- Zach is back. It was the first meeting I saw him Run

• cabinet

• The Cabinet, and Pam

| | | Much more agenda and formality. Huge difference between him and Claire. Not sure what I thought about the additional structure. I received some mixed, but mostly indifferent, reviews. What is nice about this cabinet, if they don't like something- they tell us. So hopefully we can eventually get a format that suits everyone's wants and needs. One idea might be to show up with no agenda, other may be having the cabinet hand us their agenda. Zach and Claire will perfect it, I'm sure of it. |
|----------------------------|--------------------|---|
| • DJ meeting with Lance | • Lance Wright | First off, his email is "Wrightme". That's punny and I loved it We discussed getting a DJ for tailgating. Totally possible. We might need to get insurance. Kevin did the follow up and they selected a student to DJ. Now we just need to dot the t's and cross the I's. Should be simple from here. It is all coming together nicely. |
| • Call with Yuval | • Yuval Rosenthal. | Yuval called me to catch me up on voter registration. I don't know if he catches me up because he wants my opinion- or if he is excited to talk about it. Either way- good stuff. I personally doubt he's looking for my okay, because he knows that he knows way more than I. Generally, by the time he |

| | | finishes telling me something I ask two questions 1. "Are you sure?" to which he replies "yes" 2. Then I say, "I trust you, run with it", and follow up with "do you need anything from me"? He either tells me no, or hands me a list or paper with exactly what he needs already prepared and ready to go. I'm beginning to think he knows the outcome of every conversation before he enters it. In this case he wants to use New Era for voter registration. He believes in their ability to be impartial. Ultimately- I trust his judgement. Read his report below for additional details |
|---------------------------|--|---|
| • P-Card Training | • Lea, CJ, Zach, CJ and Sam | P stands for Purchase; the rest, I think, is self-explanatory. Everyone passed, some by more than others (Campus engagement). |
| Convocation and events | Matt Helmer, Kelly Liggett, Marissa Dienstag | Kevin and I attended a meeting about convocation and the other events from admin which we are invited to attend. Mr. Helmer really had his stuff together. He knows every event and the dates and explained how the invitation process works for each. We went over some general expectations and what not This year they wanted to change convocation and our |

roles in it. Rather than giving a speech, they invited us to take part in a video that would stress: being a ram, forever green, and tradition.

- Kevin and I declined the offer.
 I thought that this was a pretty big tradition and the choice was kind of made without any input from ASCSU. I feel like, with tailgating, I haven't made a single decision without the input of those it would affect. This was a minor, but still
- Additionally, the video's script would be written by them, we would have the ability to "tweak it". Apparently, they would have written the speech too. To Kevin and me, the message we deliver on behalf of the current student body to the incoming addition too it should come from us. We'd be happy to have pre-reads and compromise. The message they wanted wasn't what we aligned with. They wanted to stress Forever green, something I'm in discussions of cutting the funding for.
- In the long run- no hard feelings. I just think the message of not speaking is now louder than speaking. I look forward to the other events and collaboration on those.
- (The comments above were from the report not sent out,

| | in this reporting period, we did get our speech and are incredibly thankful to Matt for the opportunity) |
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| Front Desk Staff and Kevin and | I learned Jessie is leaving the front desk. This one hurt, because she truly was amazing. Jessie was probably one of the best resource I had in the office. She picked up quickly how I operate. She even emailed me on vacation saying she knew in the past I like the director reports forwarded to me and asked if she should continue that despite my leave. Jessie has the ability to know what you need before you need to ask. That skill alone, the ability to predict based on experience, will take her far. I hope she enjoys Europe. The reasons this makes the report is the front desk will be hiring. I had a thought that the VP job description says "office manager". I thought maybe he should do those interviews in collaboration with Kim in order to get the office manger's input. I'll run this all by him on Monday. |
| External players regarding re- park | Essentially, I gave input on repark. Summing it up- consistency in messaging is good. If you allow parking the first two games on Saturday, then not the next four students will be mad they can't now, referencing the first two |
| | External players regarding re- |

| • Miko Ellis and satch | | games as justification for the anger. No one enjoys waking up to move a car on Saturday morning. No-one! Mr. Ellis does a fantastic job |
|---|------------|--|
| Mike Ellis and catch • up | Mike Ellis | Mr. Ellis does a fantastic job at checking in from time to time. He asks how I'm doing, making sure I still have hair and what not. He has never treated me as anything less than a friend. He gives great advice and his follow through is amazing. I really have a lot of respect for him Above all else, he doesn't lie. You can really take him for his word. And he doesn't pad stuff for me, he is direct and tells me things the way he sees it. I've really grown a great relationship. The meeting itself- he walked me through grilling at the tailgates and gave me every resource I need to make it happen. He also gave me advice on navigating health codes. They are much more difficult than I assumed. |
| • Game day • committee | | This was the highlight of my week. Claire made the most beautiful power-point. I spent an hour rehearsing this 5- minute presentation. I discussed my entire tailgating plan and what I thought were the failures of the past and my plan to make it the best tailgate yet. I think we came off as professional and concise. My goal would be |

| | | when people think of ASCSU they think of the same mentality we showed at that meeting. I was very happy with it. There were also discussions on the game times, re-park and classes. Everything is moving up the ladder and we'll know more soon. |
|--|---------------------|---|
| Please note the rest is for the end of the summer report | | |
| • Tailgating | Everyone and anyone | It is finalized. The plan is ready in "full send" now. Essentially, we got the DJ equipment, catering order is done and ready to go, and registration is in full swing. Blake and CJ did an amazing job on both the website and graphics for everything. We still need the parking passes, but Doug from Athletics is on it. Water was figured out and other waste management aspects |
| • Canvassing | • Yuval Rosenthal | Yuval and I have been meeting about U+2 a lot. The survey goes out September 4th, I believe. Him and Sam will coordinate tabling efforts and visiting clubs the weeks of august. Then we hit neighborhoods hard. I think this is just like running. If we lose, we don't want to look back and think "I could have done". We will do everything in our power to accomplish this task and Yuval is like the George |

| f u+2. He has ttles" going on ever loses sight picture. visit of many of offices in ras a bus tour had a blast. the true and grant |
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| visit of many of offices in as a bus tour had a blast. the true and grant |
| d got to see each, and niversity has tension n Sam and I it was better to than in bed. n Johnson did sterday of ck. I don't think proof here, but ne Sam because |
| e a huge ne. However, it y person to much as me is ughes. I have a follow up on, lot. I did give t there weren't . All in all- it tandard what I've gh I did develop lationships could be helpful ar. |
| write for hours uch I loved this- pelow. Honestly, it me, but the |
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| | team so their opinions are more important than mine. |
|---|---|
| Meeting with Tony Frank and Blanche Hughes | Convocation Parking meters Conduct and due process U+2 We did get a student on the board that students appeal fee's too. That was easy and a huge thing I thought. Dr. Hughes always spells my name wrong, but she is the most wonderful person on the planet and I don't have the heart to correct her. Also, now I consider it almost a nickname she has for me. Lynn Johnson- ironically, does the same thing, but both spell it wrong in a different way. Again, both are amazing and I consider it a sign of friendship at this point- plus Kevin gets a good laugh every time. |
| Convocation Speech | Amazing- Loved it- couldn't be happier. |
| | |

CHALLENGES/SETBACKS/LESSONS LEARNED THIS WEEK

- I sent the wrong report out. I sent the draft. To anyone who reads my reports-I'm sorry. I really do have a hard time spelling, but generally someone gives it an edit. I'll never send the draft again. During my meeting with RHA they brought it up. The horror- the sheer horror.
- I emailed Joe Parker. Essentially the stadium has two sections, East and West. It was my understanding that the entire stadium sold beer at a "two beers per sale" policy. I thought they were limiting the east side (student side) to "one beer at a time". I emailed him all my thoughts and took an hour typing it and re-typing. Turns out I misunderstood. They want the east side, which is currently one beer at a time, to go to two beers at a time like the rest of the stadium. My bad. I felt like an idiot. The first week of this reporting period was

just riddled with small mistakes like this, which generally I make, but not in this amount.

- Below are the Summer Challenges/ setbacks
- Convocation was a win, parking meters I thought would be a win, but it's becoming complex. Tailgating will be great I think and massive improvement from last year.
- I'm just happy to have everyone in the same town. The excitement in the room encouraging
- I'm tired- always
- Biggest lesson- Kevin is always there

ACTION ITEMS AND GOALS FOR NEXT WEEK

- Finish grills and tailgating plan
 - Budget out the games
 - Get LSC catering
 - o Get the stage and equipment registered and ready
 - Get marketing moving
 - Video
 - Help CJ with graphics
 - Talk to Blake about where to market
 - Talk with some about compensation for social media through collaboration
- Set up registration process
 - Make sure email is sent right after they register
 - Email should have all information and attachment
 - Utilize front desk if necessary
 - Remember car passes
 - Get club sports involved
- Reserve policy
 - \circ $\;$ This is done, give it a once over and send to Jane $\;$
- Board report

- This is finished, but not all the reading materials will be sent out so I need to ensure I read it all
- Schedule myself
 - Academic tour
 - Kevin, Ken or both
 - o BOG
 - o Retreat
 - Get motor poll and supplies for these
- Purchasing stuff
 - o Retreat stuff
 - Social media
 - Video stuff
- Fire-Side chat
 - o Film and release the first one
- RMSMC
 - $\circ~$ Use one of the pages for tailgating
 - Also have a summer one
 - Use their advertisement as much as possible
- Check-in, emails, and catchup
 - Vacation is over, I sent a lot of emails and stayed in the loop, but still need to finish catching up
- Meet with Nick and Lynsie
- Decorate my office already
- Get Pictures hung up.

Action Items for the year

- Parking
- U+2
- Informative registration
- Get RamSkellar pictures back.
- And more



Vice President Report

| Prepared by | Kevin Sullivan |
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| Department | Office of the President |
| Members | President: Tristan Syron |
| | Vice President: Kevin Sullivan |
| | Chief of Staff: Zach Vaishampayan |
| | Deputy Chief of Staff: Claire Fenton |

EXECUTIVE SUMMARY

The end of summer report was an exciting report to write. Spirits are high and energy is contagious as the cabinet is finishing up, continuing or starting new projects for the school year. In particular, I'd like to highlight Director Braun for his work tabling and recruiting. Somehow he managed to beat President Syron's record from last year. What is truly amazing though is that he is still enjoying and thriving at tabling.

ACTIONS ACCOMPLISHED

| Summary of Accomplishments | Participants/Stakeholders (Internal/External) | Date & Notes |
|-------------------------------|--|---|
| Athletics Meeting | Steve Cottingham (External) Joe Parker (External) President Syron (Internal) | Met with Joe Parker and his athletics entourage as an introductory meeting as the new leadership. |

| | | Obviously, we've met many times before so instead Joe told us a little bit about the role athletics plays in to the long term goals for the university. |
|-----------------|---|--|
| • ASCSU Retreat | • ASCSU (Internal) | The retreat this year went swimmingly. We had a great turnout of around 40 or so people. Deputy Chief of Staff Fenton did a good job cutting down on the amount of time stuck in a classroom that the last administration insisted upon. Instead, there was more free time for members of ASCSU to actually relax and get to know each other. I enforced the alcohol policy and am glad to say that I kept a tight ship up there. Note for whoever might run next year, do not have the retreat at the mountain campus. It is too far away and for some reason people insist of keeping the wifi password away from members. Maybe you're thinking that people should disconnect to reconnect but imposing rules that limit a person's communication is just wrong. |
| • SFRB OCL | Jeannie Ortega (External) | I met with the director of Off Campus Life and asked her my four usual questions. When I asked her what benefit OCL brings she offered a solid answer. She referred to Maslow's Hierarchy of Needs. |

| Good point though, shelter is at the bottom of that pyramid. There is a potential for a fee increase as OCL is looking in to a new position for a full time program coordinator. We talked briefly about same day party registration and I'm sensing some push back. LSC / SFRB Mike Ellis (External) I met with Mike Ellis to discuss the progress of SFRB so far and to tour the LSC. I talked about tour the LSC. I talked about tour the LSC. I talked about tom meeting with Tony Frank (External) Blanche Hughes (External) Ben Amundsen (Internal) Ben Amundsen (Internal) Ben Amundsen (Internal) We talked about conduct, parking meters, U+2, convocation and many more. Reference Tristan's report for a very in depth analysis of each issue as well. We asked Dr. Frank for an update on the parking meters, u+taked about conduct, is a swell. We asked Dr. Frank for an update on the parking meters and he informed us that he would be reaching out to resolve that issue again. (Update: We got a response, it would cost money to reprogram them to not accept payment after 4pm. It accept payment after 4pm. It aparting services had those installed and let them be programed to take payment after 4pm. It aparting services had those installed and let them be programed to take payment after 4pm but that's in the past) As for conduct, we asked about if the city dropped | | | |
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| Admin Meeting Tony Frank (External) Blanche Hughes (External) President Syron (Internal) Ben Amundsen (Internal) Ben Amundsen (Internal) We talked about conduct, parking meters, U+2, convocation and many more. Reference Tristan's report for a very in depth analysis of each issue as well. We asked Dr. Frank for an update on the parking meters, utat he informed us that he would be reaching out to resolve that issue again. (Update: We got a response, it would cost money to reprogram them to not accept payment after 4pm. It baffles me that someone at parking services had those installed and let them be programed to take payment after 4pm but that's in the past) As for conduct, we asked | | | at the bottom of that pyramid. There is a potential for a fee increase as OCL is looking in to a new position for a full time program coordinator. We talked briefly about same day party registration and I'm |
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| | • Admin Meeting | Blanche Hughes (External)President Syron (Internal) | wonderful meeting with Tony Frank and Blanche Hughes this past week. When I say wonderful, I mean wonderful. We talked about conduct, parking meters, U+2, convocation and many more. Reference Tristan's report for a very in depth analysis of each issue as well. We asked Dr. Frank for an update on the parking meters and he informed us that he would be reaching out to resolve that issue again. (Update: We got a response, it would cost money to reprogram them to not accept payment after 4pm. It baffles me that someone at parking services had those installed and let them be programed to take payment after 4pm but that's in the past) As for conduct, we asked |

| | | charges against a person that the school's conduct services would do so as well. The example we had in mind were house party tickets that were dropped by the city for being frivolous ended up still being pursued by conduct services. We found out that there were some pretty good reasons why the university wouldn't support that policy. Essentially, crimes worse than a house party can't just be dropped by the university because they were dropped by the city. Convocation: Tristan and I expressed our deep sadness at the lack of a speech at convocation. If you're not familiar. It is a longstanding tradition that the student body president delivers a speech to the incoming class. Tony was not aware of this schedule change. He told us he would look in to it. Tony got us the speech back. |
|------------------|---|--|
| Admin Meeting II | Dr. Blanche Hughes (External) Rick Miranda (External) President Syron (Internal) Ben Amundson (Internal) | Had another meeting at the administration building and there wasn't really an agenda to go over. Instead it was more of an update on our progress and a time for us to ask questions and for help. |
| Convocation | • President Syron (Internal) | Tristan delivered a fantastic speech that so many parents were quick to congratulate him on afterwards. Apparently members of the audience were texting their |

| own best friends after being inspired. |
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| We saw the video Matt |
| Helmer initially offered us. I |
| can't say whether or not it |
| was a good video because |
| like everyone else there, I |
| could not hear it. Glad we |
| took the speech. |
| • I waved like a champion. |
| |

ACTION ITEMS AND GOALS FOR NEXT TWO WEEKS

• I'm working on a secret project regarding a certain establishment in the LSC.

I am finalizing the SFRB application and beginning to appoint members



Chief of Staff Report

| Prepared by | Zachary Vaishampayan |
|-------------|--------------------------------------|
| Department | Office of the President |
| Members | Tristan Syron, President |
| | Kevin Sullivan, Vice President |
| | Zachary Vaishampayan, Chief of Staff |
| | Claire Fenton, Deputy Chief of Staff |

EXECUTIVE SUMMARY

This position over the summer was a little bit of everything. It started off as basically remote work during June when I was out in California, then turned to playing catch-up at the start of July, to basically doing whatever needed to be done once I was settled in. I don't know if this position will every really settle into a routine, but it hasn't yet. What I do know is that the cabinet seems to be well prepared to go into the year to succeed.

ACTIONS ACCOMPLISHED SINCE THE LAST REPORT

| Summary of Accomplishments | Participants/Stakeholders (Internal/External) | Date & Notes |
|-----------------------------------|--|--|
| Meeting to Plan ASCSU Retreat | Pam Norris, SLiCE director Claire Fenton, Deputy Chief of Staff | 8/3Helped to plan ASCSU retreat |

| Kevin Sullivan, Vice President | Worked to see what events to schedule. |
|--|--|
| Yuval Rosenthal, Director of Community Affairs | 8/3 Informed housing officials about ASCSU and our opportunities for students |
| Various Committee Members | 8/6 Represented ASCSU to the Game Day Committee Updated Committee regarding progress made to our Tailgating Plan |
| Kim Grubbs, ASCSU Administrative Assistant Tristan Syron, President Kevin Sullivan, Vice President | 8/8; 8/14 Updated each other regarding progress and problems Ensured that everything would be ready for the retreat |
| Subcommittee Members | 8/8 Discussed Engagement methods for students regarding sustainability Went over volunteer opportunities Prepared for 8/20 meeting with Dr. Frank |
| Committee Members | 8/9 Discussed plans for Bike to the Game and other events Discussed Spoke Opening Debated plans for dismount zone around new Natural Resources Building |
| ASCSU Executive Cabinet | 8/9 Scheduled and ran cabinet meeting Discussed Various topics Discussed Front Desk Protocols |
| | Yuval Rosenthal, Director of Community Affairs Various Committee Members Kim Grubbs, ASCSU Administrative Assistant Tristan Syron, President Kevin Sullivan, Vice President Subcommittee Members Committee Members |

| Attended ASCSU Fall Retreat | ASCSU Members | 8/10-8/12 Helped set up rooming Assisted Deputy Fenton with running events Presented on Professionalism |
|--|--|---|
| Attended SLiCE Staff Lunch | Tristan SyronKevin SullivanSLiCE Staff and Advisors | 8/13 Spoke with SLiCE Staff Introduced ASCSU to new members |
| Attended International Orientation Resource Fair | International Students Sam Braun, Director of Campus Engagement | 8/14 Helped to table to international students Due to low volume, I eventually just let Sam do it on his own |
| Meeting regarding funding for Bee equipment | Sam Braun Freddie Haberecht, Student | 8/15 Spoke regarding funding for a student group to buy hives Discussed what information I would need to write the bill |
| Meeting with Pam Norris | Pam NorrisClaire Fenton | 8/16 First of regular meetings over the year Discussed Post-retreat information and feedback Planned for new hires Discussed new advisor hiring |
| Worked a booth at Ram Welcome Carnival | Sam BraunRam Welcome Attendees | 8/16 Worked "Stand 'em Up booth" Night was tragically cut short by someone's decision to use glass bottles for the game instead of plastic. |

BIGGEST ACCOMPLISHMENTS DURING THE SUMMER

- Set up and Ran cabinet for July and August
- Represented ASCSU on behalf of multiple parties
- Ensured Cabinet members worked to their fullest potential
- Established a working dynamic within the Office of the President

CHALLENGES/SETBACKS/LESSONS LEARNED OVER THE SUMMER

- Managing people for the entire week is much more difficult than managing one room one night a week
- The biggest problems are rarely the most predictable
- Lesson: Never let small problems distract from the bigger problems

ACTION ITEMS AND GOALS FOR THE BEGINNING OF THE YEAR

- Ensure open positions are filled
- Present Executive Bylaws for approval
- Make sure cabinet members have their calendars updated
- Plan Cabinet for the year



Deputy Chief of Staff

| Prepared by | Claire Fenton |
|-------------|--------------------------------------|
| Department | Office of the President |
| Members | Claire Fenton, Deputy Chief of Staff |
| | Zach Vaishampayan, Chief of Staff |
| | Kevin Sullivan, Vice President |
| | Tristan Syron, President |

EXECUTIVE SUMMARY

This summer, the office of the president was hard at work to create a great environment and establish some action plans for the school year. We worked with the summer employees and hosted cabinet meetings to keep everyone informed and on the same page. Furthermore, we planned and hosted the ASCSU Fall Retreat at the end of the summer. There is great momentum moving into this year and we are excited.

ACTIONS ACCOMPLISHED SINCE THE LAST REPORT

| Summary of Accomplishments | Participants/Stakeholders (Internal/External) | Date & Notes |
|-------------------------------|--|--------------------------|
| Interviews for | Haley Candelario (External) | 08/08-08/09 |
| Collegian Advisor | Sam Perrine (External) | Got great insight on the |
| | Tatiana Sophia (External) | innerworkings of Rocky |

| Emma Lannacone (External) Pete Waack (External) | Mountain Student Media Corporation (RMSMC). Met a lot of leaders in RMSMC and learned about the different aspects of the student media corporation. |
|---|---|
| Haley Candelario (External) | 07/31 Discussed relationship between ASCSU and The Collegian Learned more about the different aspects in RMSMC. Discussed press presentation for the retreat. |
| Kim Grubbs (Internal) Pam Norris (Internal) Zach Vaishampayan (Internal) Kevin Sullivan (Internal) | 08/03 Finalized schedule. Came up with plan for professionalism presentation. Discussed catering complications. |
| ASCSU Members and Advisors | 08/10-08/12 Lunch with Advisors and guests to discuss plans and goals for the year. Travelled to Mountain Campus. Participated in Ropes Course and Mountain Campus Tour. Presentations were given on each branch. Discussion around Classism. Waste presentation and activity. Professionalism presentation. Dealing with the Press presentation. |
| Pam Norris (Internal) Zach Vaishamapayan (Internal) | 8/16 Discussed how the retreat went and how to receive feedback from the weekend. Discussed hiring people for our open positions. |
| | Pete Waack (External) Haley Candelario (External) Haley Candelario (External) Pam Norris (Internal) Zach Vaishampayan (Internal) Kevin Sullivan (Internal) ASCSU Members and Advisors ASCSU Members and Advisors |

| Convocation | Tristan Syron (Internal) | 8/16 |
|-------------|--|--|
| | Kevin Sullivan (Internal) | Took photos and filmed |
| | | promotional items for ASCSU |

- Blake Alfred (Internal)
- Madison Taylor (Internal)

social media accounts.

BIGGEST ACCOMPLISHMENTS DURING THE SUMMER

- Fall Retreat: I was the main coordinator for the retreat and I reached out to all branches to get them in attendance. I helped finalize the schedule and was in charge of communicating to all participants and facilitators for the retreat. Based on initial feedback, the retreat was well received and members are excited for the year!
- Cabinet Meetings and Reports: Chief of Staff Vaishampayan and I worked closely throughout the summer to coordinate cabinet meeting agendas and create the template for Summer Reports. The expectations for summer employees were defined and communicated to all our members.
- Created a Dynamic for Office of the President: Chief of Staff Vaishampayan and I have worked closely with President Syron and Vice President Sullivan to establish goals and plans for the rest of the year. We have each taken different roles in Cabinet leadership and we have learned to respect and work with each other through differing opinions.

CHALLENGES/SETBACKS/LESSONS LEARNED OVER THE SUMMER

- There have been miscommunications between Cabinet and the Front Desk which have resulted in misplacement of money. Through this I learned to always double check everything and insure dates, times, and money amounts are correct.
- There were some challenges at the beginning of the summer with getting every employee set up with Outlook and establishing expectations for the summer and rest of the year.
- I struggled at the beginning of the summer to understand the dynamic between student employees when there were different responsibilities

between the students and as a leader in the organization. I quickly learned one of the most important characteristics for student run organizations is to develop respect for your co-workers and employees.

ACTION ITEMS AND GOALS FOR THE BEGINNING OF THE YEAR

- Open applications for the open cabinet positions, interview the candidates, and get them hired.
- Advertise and create momentum for the Student Tailgating lot and highlighting the game day experience.
- Continue building relationships across branches and have more involvement with the Judicial and Legislative Branches.



Director of Diversity Report

| Prepared by | Zahra Al-Saloom |
|-------------|-------------------------|
| Department | Diversity and Inclusion |
| Members | Zahra Al-Saloom |

EXECUTIVE SUMMARY

This summer has been incredibly busy with summer classes, Diversity meetings, a five-day retreat in the Mountain Campus with ASCSU and APACC, and the longest training session. Kim and I attended the Feminist Fight Club meeting directed by Cori Wong where we discussed ways the FFC sub-committees could support each other and offer planning techniques. I met with Emerald Green and Bridgette Johnson from the B/AACC office and discussed my role at ASCSU, as well as the importance of having diversity training for ASCSU as it is the expectation of the university. The same content discussed with Emerald and Bridgette was also reflected in my SDPS training, which was mandatory for me to attend because I am the Peer Mentor Coordinator at APACC. We also went to the ASCSU retreat at the CSU Mountain Campus! This was my favorite part of the year, and I got to know every single person who attended and know their roles in ASCSU.

ACTIONS ACCOMPLISHED SINCE THE LAST REPORT

| Summary of | Participants/Stakeholders | Date & Notes |
|-----------------|---------------------------|--------------|
| Accomplishments | (Internal/External) | |

| • Feminist Fight Club | • Cori Wong (Internal/Organizer), | 08/08 |
|-----------------------|-----------------------------------|--|
| Meeting | CSU FFC sub-committees | • Kim invited me to this |
| | | meeting with her per |
| | | suggestion of Cori Wong. She |
| | | is the director of the CSU |
| | | Feminist Fight Club (The |
| | | Women and Gender |
| | | Collaborative). Cori and I sit |
| | | on the PCDI together, and I |
| | | highly admire her work and |
| | | compassion for the subjects |
| | | of social justice and gender |
| | | equity. |
| | | A lot of this meeting |
| | | surrounded around getting |
| | | the different sub-committees |
| | | of the Feminist Fight Club to |
| | | meet each other and |
| | | understand what they are |
| | | working for. For example, I |
| | | met Jovan from the FFC in the |
| | | Women and Gender |
| | | Advocacy Center, and I |
| | | learned what he was striving |
| | | for in his section of the |
| | | university. It was important |
| | | for me and Kim to attend so |
| | | that we could bring Merall's |
| | | Women's Caucus back and |
| | | learn how to maintain |
| | | throughout the year. A big |
| | | part of retaining ASCSU's |
| | | Women's Caucus is trying to |
| | | create a sound structure in |
| | | terms of leadership and communication so that the |
| | | |
| | | members are up to date on |
| | | the events happening in the FFC and the CSU campus. |
| A Maating / D / A ACC | • Emorald Croce (Internal) | 08/09 |
| Meeting w/ B/AACC | • Emerald Green (Internal), | Meeting with Emerald and |
| | Bridgette Johnson (Internal) | Bridgette was a very eye- |
| | | opening experience, and I |
| | | truly wish I had met with |

| | | them in the very beginning of the summer. It was a meeting that was very different from the ones I had with the SDPS directors. The biggest thing that they wanted from me was to have diversity training, and to implement a mandatory diversity training for ASCSU. I completely 100% agree; it should be our highest expectation, because that is the expectation of the university. We cannot call ourselves representatives of the university (the students) if we are not aware of the issues that transpire. A big lesson they taught me was that serving the university entails the students themselves; it is not the administration or policies. We need to focus on our students. |
|-----------------|--|---|
| • ASCSU Retreat | ASCSU Executive, Senate, Legislative, Front Desk | 8/10-12 What a wonderful retreat! This is better than last year's because it actually brought the different branches together and incorporated everyone. The team building activities in the lower ropes course were something that I took to heart. (I like metaphors). Communication and leadership, and a respect of different methods or approaches are useful for collaborations or discussion, and these activities have taught me how we cannot |

| | | rely on only one individual to create something wonderful. I executed the Classism workshop. We did a step-in activity where we anonymously mapped out the demographic of what people experienced in terms of food or home insecurity. I followed up with the activity with a presentation on intersectionality and the importance of incorporating it into our discussions in ASCSU. I thought it was also important to include resources for this facing financial struggles, so our students can succeed and have a little bit of weight lifted off their shoulders. |
|------------------------------|--|---|
| • SDPS Diversity | • SDPS Offices, Emerald Green | 08/16 |
| • SDPS Diversity Training | SDPS Offices, Emerald Green (Internal), Blanche Hughes (External), Kathy Sisneros (External) | This is the <i>most important</i> thing that I have done this summer. I had diversity training with all the other SDPS student employees, and we discussed a number of topics (intervention, microaggressions, free speech, etc.). The unfortunate thing that I realized is that if I were not the Peer Mentor Coordinator in APACC, I would never have received this training. It is absolutely necessary that the ASCSU Director of Diversity attend this training every year in order to be prepared for what may come up. It is something that I need to be add to the Diversity job |

BIGGEST ACCOMPLISHMENTS DURING THE SUMMER

- Meeting with the SDPS offices gave me insight on what their missions are and who they serve. It was also important for me because now I can direct students to these critical offices if they have questions, so that they can become successful. Maintaining the relationship with the offices is absolutely important because there has been a lack of engagement from ASCSU in the past, and I want to establish a new precedent of not disappearing.
- Attending the PCDI meetings gave me insight on the administrative side of university diversity and inclusion, especially when it came to Human Resources policies. This is a part of the university that students do not often get to hear about and making sure that we have a staff and faculty with a sense and understanding of diversity and inclusion makes the students' experience at CSU worthwhile.

CHALLENGES/SETBACKS/LESSONS LEARNED OVER THE SUMMER

Perhaps the biggest lesson that I have learned this whole summer came to me last week after my meeting with Bridgette and Emerald at B/AACC. There has been inconsistency with the role of Director of Diversity, and that is because of the limitations designed with the job. This job is purposely created to make it seem like there has been an effort in being more inclusive, but that is not the case. Just because Senate created seats for SDPS, that does not mean we are diverse and inclusive. Our parliamentary procedures have been designed to marginalize our students and end the conversations that we need to have. What are doing to ensure that diversity, respect, and zero toleration for bias is actually happening? I learned that this needs to start with myself and my goals. I need to focus on ASCSU for now because they are the representatives of this university. Fixing or amending the situations in our student organization is the first step into making sure that we have equity and no tolerance for bigotry. I

need to begin by making sure that Diversity training is a REQUIREMENT for the Diversity/Inclusion director, and then slowly incorporating it into the training of ASCSU. When people say that "we don't need diversity training", it is because there is a veil of ignorance and privilege in their identity. It only strengthens the need for such a training.

ACTION ITEMS AND GOALS FOR THE BEGINNING OF THE YEAR

- Action #1 is to have coffee with Director Douglas on Monday, August 20th. This is our first official meeting. Hopefully, we will discuss International Day, CSUnite, how to engage international students and have them represent their colleges with the perspective of being an international student, and how to give them the resources they need for their success and comfort.
- Action #2 interview on Friday, August 24th is to attend the finalist interview for Ali Raza. I'm very excited to meet him and draft up questions that I would like to ask during this meeting.
- Goal #1 is to draft up a committee bill with Tristan so that we can create the ADA audit committee. We'll present this to Senate, and we can start advertising board members to sit on the committee to evaluate and discuss what priorities are the most important for the audit. I want to invite Aaron Fodge to the committee's first meeting and talk about the importance of this work and his experience with what goes in.



Director of Campus Engagement Report

| Prepared by | Sam Braun |
|-------------|---------------------|
| Department | Campus Engagement |
| Members | Director: Sam Braun |
| | Deputy: Paine Lewis |

EXECUTIVE SUMMARY

It was a busy few weeks for campus engagement. With the freshman moving in and the cabinet preparing to tackle grill the buffs and student government tailgating. I think that it ended up being a very fruitful few weeks and everything is on track to attract and engage students.

ACTIONS ACCOMPLISHED SINCE THE LAST REPORT

| Summary of Accomplishments | Participants/Stakeholders (Internal/External) | Date & Notes |
|-----------------------------------|--|---|
| • Get Sign-ups for various events | • Sam Braun | 8-12-18 At the ASCSU retreat I was able to pull a lot of signups for the upcoming events that ASCSU is going to be putting on in the early fall semester. I think that the overall |

| | feeling at the retreat was that everyone is ready to participate and make this a good year. |
|--|--|
| Blake Alfred CJ Jewell Merall Sheriff Ken Schmidt Tristan Syron Kevin Sullivan Sam Braun | 8-17-18 Tabling at the Ram Fair was extremely good for our organization because we handed out Over 800 fliers for student tailgating and got about 50 signatures of people wanting to be involved in ASCSU. |
| Lindsey (international affairs) Blake Alfred Will Meehan (friend) Tristan Syron Kevin Sullivan Claire Fenton CJ Jewell Zach Vaishampayan Madison Taylor | 8 – 17-18 The Ram Carnival was a great success and everyone who attended had a fun time. I was able to get a lot of volunteers to help out and make the ASCSU booths the most fun booths there. |
| Not Yet Happened | 8 – 17 - 18 Ramapalooza will be a success! |
| • Tristan Syron | 8-8-18 Me and Tristan went on the Ram academic tour with all of the new administrators and recently promoted administrators. It was a good way to network with faculty eve though we were both sick and I recommend it to everyone! |
| | CJ Jewell Merall Sheriff Ken Schmidt Tristan Syron Kevin Sullivan Sam Braun Lindsey (international affairs) Blake Alfred Will Meehan (friend) Tristan Syron Kevin Sullivan Claire Fenton CJ Jewell Zach Vaishampayan Madison Taylor Not Yet Happened |

| CJ JewellBlake Alfred | 8 – 17 - 18 Me and the marketing department have made a lot of new graphics for tailgating that we have met with the LSC governing board about getting put up all over the LSC as well as fliers to hand out. We also ordered an ASCSU pop- up tent for tabling |
|---|--|
| • Freddie Haberacht | 8 – 17 – 18 Me and Zach met to discuss exactly how we are going to get the bee bill passed and discussed possible co-funding options with Freddie. The bill is shaping up well and will be brought up at the first or second senate session! |
| Zach VaishampayanLiam Aubrey | 8 – 13 – 18 We tabled at the international student orientation and got a lot of sign-ups for ASCSU. |
| Yuval Rosenthal | 8 – 15 – 18 Me and Yuval met to discuss volunteers and other ways to raise awareness for U+2 Survey such as tabling and fliers. |
| • Sam Braun | 8 – 16 – 18 I have scheduled the RLT information meeting and reached out to the interested freshman and other students. I am still planning more activities. Catering and room are reserved. |
| | Blake Alfred Freddie Haberacht Zach Vaishampayan Liam Aubrey Yuval Rosenthal |

BIGGEST ACCOMPLISHMENTS DURING THE SUMMER

- RLT
- Tailgating Fliers and Outreach
- Tabling Success and Outreach

CHALLENGES/SETBACKS/LESSONS LEARNED OVER THE SUMMER

- RFD's and no finance department
- Should have made shifts for ram carnival
- Stay up to date!

ACTION ITEMS AND GOALS FOR THE BEGINNING OF THE YEAR

- Make Tailgating a success
- Make RLT a success
- Fill Senate and Ambassadors for executive
- Brand ASCSU and make it widely known



Community Affairs Report

| Prepared by | Yuval Rosenthal |
|-------------|---|
| Department | Community & Governmental Affairs |
| Members | Yuval Rosenthal, Director |

EXECUTIVE SUMMARY

The past three weeks have been extremely productive for the department. Plenty of projects are fully underway and collaborative efforts are established for the beginning of the school-year. Progress has been made with the occupancy survey, city plan, our voter registration drive, the community welcome walk, Me+3 canvassing, and deputy hiring. Also, President Syron and I have been preparing for our upcoming meeting with Mayor Troxell and City Manager Atteberry.

ACTIONS ACCOMPLISHED

| Summary of Accomplishments | Participants/Stakeholders (Internal/External) | Date & Notes |
|---|---|--|
| Met with Hannah Johnson & Aaron Fodge re: student input for the upcoming city plan. | Collaborated w/: Hannah Johnson (external) Aaron Fodge (External) | 08/02 We had discussed reaching out to the city and seeing whether they are able to send staffers/volunteers to collect information (on the |

| | | | plaza possibly) from students for the upcoming city plan. This is a unique opportunity since the city plan does not get revised or rewritten for 15-20 years at a time. Hannah mentioned the person to speak with is Meaghan Overton and so I had drafted an email to her. We had also discussed the idea of releasing a CSU-sponsored survey to the general student population with questions regarding the upcoming city plan. |
|---|--|---|---|
| • | Advising Meeting w/ Jeannie Ortega | Collaborated w/: Jeannie Ortega, Director of Off- Campus Life (external) | 08/03 Jeannie and I discussed my external collaborations for the upcoming school year as well as projects including our Me+3 effort, the semantics of the planned voter registration drive and the community welcome walk. She proposed to reach out to City Council and host them at the Senate chambers for a town hall type of event. We had also discussed what our advising relationship will look like for the year and determined we will meet bi-weekly to discuss ongoing projects and personal progress. |
| • | Meeting w/ Mike Ellis & Pam Norris re: voter registration drive/midterm election | Collaborated w/: Mike Ellis, Director of the LSC Pam Norris, Director of SLiCE (external) | 08/08 We discussed the concerns that were conveyed to me regarding New Era helping us with our voting registration drive. The concerns are regarding the conceived political affiliation of New Era and their advocacy branch in |

| | | particular. I think we had reached consensus with the matter and decided New Era will administer training and form processing, but the VRD will be staffed 'organically' by ASCSU and community members to ensure non- partisanship. Pam and Mike also suggested looking for an additional similar organization that could balance out New Era. I am currently looking for possibilities. |
|------------------------|---|---|
| Phone Consultation | Collaborated w/: | 08/09 |
| with Justie Nicol Esq. | Justic Nicol Esq. (External) | I spoke to Justie Nicol, who was the attorney responsible for drafting the 'Me+3' petition for the Sydoriak Administration. I wanted to hear from her what went wrong and how come the effort fell short of success. She outlined to me that the petition was circulating but failed to reach the necessary amount of signatures to be put on the ballot. Further, we discussed what a retaining her this year would look like (both financially and logistically). |
| ASCSU Retreat | Collaborated w/: Entire ASCSU Organization (internal) | 08/10 – 08/12 Established relationships with new colleagues and had a blast at the CSU mountain campus. Myself and Director Schmidt enjoyed fishing the South Fork of the Cache la Poudre river and even saw a moose! |
| | | |

| Prep for meetings with Mayor Troxell & City Manager Atteberry | Collaborated w/: Tristan Syron, President of ASCSU (internal) | 08/13 & 08/15 Tristan and I divided up the prep work in a way that I am responsible for assembling a proposal packed regarding occupancy, and he is looking at other discriminatory laws/ordinances. We intend to speak to the mayor and city manager regarding these matters and hopefully gain some city support for code alterations. |
|--|--|---|
| Got an ad placed on the Collegian first day of classes edition (Community Welcome Walk) | Collaborated w/: Kyle Loughlin, Advertising Consultant for Rocky Mountain Student Media (external) | 08/15 I talked to Kyle to confirm the possibility of adding the ad upon request from the Community Welcome Committee. I emailed him the pre-made graphic. I also spoke to him about a post-event article and he instructed me to speak with the editorial staff. We also spoke about a half-page article to inform students regarding the upcoming occupancy survey. |
| Confirmed occupancy survey dates and explored possibility of an online responding option | Collaborated w/: Kevin Raines, Corona Insights Inc. (external) | 08/15 I spoke to Kevin (the survey's project manager) and confirmed the survey will be mailed out on September 4th. Respondents will have approximately six weeks to mail the survey back to Corona Insights. Kevin also mentioned the fact we can create an online response page with minimal additional administrative costs. This |

will be pursued with Ginny Sawyer (from City of Fort Collins) as soon as she returns to town next Wednesday.

CHALLENGES/SETBACKS/LESSONS LEARNED THIS WEEK

• I learned that often times, not all stakeholders will be pleased with a certain outcome, but there are ways to mitigate this dissatisfaction by communication and compromise.

ACTION ITEMS AND GOALS FOR NEXT WEEK

- Meet with Fred Kirsch regarding U+2
- Complete Report for upcoming meeting with Mayor Troxell and City Manager Atteberry
- Collect more applications for Deputy position and begin interviews
- Reach out to Meaghan Overton and pursue involving students in the city plan process



Traditions and Programs Report

| Prepared by | Liam D. Aubrey |
|-------------|---|
| Department | Traditions and Programs |
| Members | Liam Aubrey, Director of Traditions and |
| | Programs |
| | |

EXECUTIVE SUMMARY

In the past two weeks, I have made significant progress on Grill the Buffs. Now that the location has been definitively established we have been able to work with LSC catering to order all the food as well as Flexx to get everything necessary for the event. We have also reached out to the other entities on campus that have historically been in attendance and looked at other ways of enhancing the event.

ACTIONS ACCOMPLISHED

| Summary of Accomplishments | Participants/Stakeholders (Internal/External) | Date & Notes |
|---|---|--------------|
| Grill the Buffs orders placed | We determined that it would not be possible logistically to change the location of Grill the Buffs for this year and it will be | • |

| • Internal communication regarding Grill the Buffs | once again held in the LSC Sculpture Garden. I have communicated with LSC Catering about the historical needs for this event and placed orders with them for this year. I also contact Flexx events to rent the grills, tents and other things for the event. I successfully submitted our application for the event. I submitted RFDs for catering and rentals. I have communicated the marketing department to clarify the final needs with regards to marketing the event including digital and physical signage and social media. Sam Braun passed a signup sheet for volunteers during the ASCSU retreat and we will be reaching out to those who were not there to make sure we have |
|---|---|
| • | signup sheet for volunteers during the ASCSU retreat and we will be reaching out to those who were |
| • | • |

CHALLENGES/SETBACKS/LESSONS LEARNED THIS WEEK

- Lesson learned: Teamwork on these events it critical and when there are others who are more skilled than you and are available to help reach out to them.
- Challenge: Getting everything figured out following all the time we spent trying to determine the location.
- Lesson learned: Staying more than on top of communication is critical.

ACTION ITEMS AND GOALS FOR NEXT WEEK

• Work of more of the details for Grill the Buffs to make sure that this year is better than it has ever been.



Community Affairs Report

| Prepared by | Yuval Rosenthal |
|-------------|---|
| Department | Community & Governmental Affairs |
| Members | Yuval Rosenthal, Director |

EXECUTIVE SUMMARY

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| | | |

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Director of Marketing Report

| Prepared by | Blake Alfred | |
|-------------|-----------------|--|
| Department | Marketing, Exec | |
| Members | CJ Jewell | |
| | | |

EXECUTIVE SUMMARY

This has been one hell of a summer. I am super excited for this year and can't wait to see where we can get too. The start of the summer was rough for me but I believe I am making the right strides in the Marketing Department. It has been great to finally be up here and be able to tackle problems when they arise.

ACTIONS ACCOMPLISHED SINCE THE LAST REPORT

| Summary of Accomplishments | | Participants/Stakeholders (Internal/External) | | Date & Notes |
|---|---|--|---|--------------------|
| • Website, I got up the we are hiring graphic, put up | • | I've worked with many people including CJ on graphics, (still waiting on updated student | • | The last two weeks |
| community welcome | | fees graphic, updated about | | |

| | walk marketing, finalized tailgate registration and updated the exec, legis and judicial branches. I also made department pages for every department except for Sam, I still have to make that one. | page graphics and member resources graphics.) They should be done by this weekend. The website has come a long way, and should be done when we get the professional pictures. | |
|---|---|--|-----------|
| • | | CJ and Sam. We have made great strides on social media. So far, we have utilized stories at every event including ram welcome, convocation, tabeling and as well as us working in the office. We have also been promoting tailgating on our social media forms. I have been saving all of the best stories on the Instagram. We have a great mix of marketing and as well as CSU stuff, it looks so much better. Sam and I have also boosted a tailgating promotion. All the signage and wordage is correct on the website. We will be utilizing these very soon. | 8/15 • |
| | GTB • | We have just finalized the graphics on GTB and they look great. I have reserved the LSC campus wide poster run, LCD's in the LSC and campus wide LCD's. We are putting the posters up in the dorms as well. Ordering rally towels | 8/17 • |

| | tomorrow, and we are going to pass out more forever green t shirts for it. Ordering way finding signs soon as well. We did have a set back though, I just found out that T Frank will not be speaking and therefore his office told us that we couldn't put him on any marketing materials so we had to mitigate the problem by redoing all the posters, handout flyers and LCD graphics. Already fixed the LCD's and got the new poster ready for the second week run. Hand card flyers will be printed Monday as well. | |
|--------------------------------|--|-----------|
| • Tailgating | We are now effectively using Instagram as well as Facebook plus the collegian and reserved LCD's to market the next few tailgates on campus. We already passed out over 500 of the tailgate marketing cards and printed another 1000 with the date on them. Look great, will be tabeling next week. | 8/17 • |
| Met with Yuval on Canvasing | We will be starting on this in the next few weeks. Got an extension, so we will be making a pamphlet and other marketing things social media. | |
| • We are hiring | On Monday, we will be putting out a large we are hiring campaign with social media telling them to go to our website under the get | |

| involved page. We told a bunch of people at tabeling and we should see a big increase of people apply. I also have been encouraging other departments that are hiring to reach out to colleges/organizations across campus that would have the best candidates. Also have put up Governmental Affairs we are hiring out and starting Monday we are blasting it out. |
|---|
| By next week we should have an ASCSU tent that was ordered just a few days ago. Fixed retreat invoices |
| |

BIGGEST ACCOMPLISHMENTS DURING THE SUMMER

- WEBSITE, SUPER CLOSE TO BEING DONE
- Getting more acquainted with the office, now am able to order things, deal with the paperwork and get it done
- Social media is getting there, we have a very good foundation to work off of

CHALLENGES/SETBACKS/LESSONS LEARNED OVER THE SUMMER

- CJ is super busy but he is working on a bunch of graphics so hopefully we get it done this weekend
- Not being here, now I am and it helps a lot being able to tackle problems that arise.
- The hoops you have to jump through, but I am getting used to it.