

Executive Committee

April 5th, 2023

2:00 pm - 4:00 pm

T-152

Zoom Call: <https://sfsu.zoom.us/j/91666786157?pwd=YlFGZHYzbGoySThwT25aU3dVay9VQT09>

Meeting ID: 916 6678 6157

Passcode: Exec

Agenda

- I. Call to order
- II. Roll Call
- III. Approval of Agenda
- IV. Approval of Minutes (02/22/23)
- V. Open Forum
- VI. Discussion Item

a. Prayer Space Discussion - Follow Up (Karina Zamora - President)

The Committee will discuss continuing discussions on the future of the Prayer Space, considering information presented at our Food for Thought meeting with President Mahoney.

b. Discussion on PIVOT (Karina Zamora - President) [pg. 9-13]

The Committee will hear from Jeff Jackanicz who will be continuing a discussion on the alternative revenue source he discussed at the 03.29.23 BOD meeting's open forum.

c. Statement regarding issues with the ROMC (Karina Zamora - President)

The Committee in collaboration with our AED of Marketing, will discuss formulating a statement to be shared on social media, to acknowledge and address recent issues with the ROMC mural celebrations.

- VII. Action Items
- VIII. Announcements
- IX. Adjournment

*Members shall be teleconferencing in from the following locations: 207 Harvard Ave, N. Claremont, CA 91711;
1600 Holloway Ave., San Francisco, CA 94132*

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Executive Committee

February 22nd, 2023

2:00 pm - 4:00 pm

T-152

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Minute

I. Call to order

Meeting was called to order at 2:07 pm.

II. Roll Call

Karina Zamora, President (Chair) – Present

Iese Esera, Chief of Staff – Excused

Mea Montanez, VP of Finance – Present

Arojit Das, VP of Social Justice & Equity – Present

Ersa Rao, VP of Facilities & Operations – Present

Priyam Mavani, Chief Justice – Present

Tonee Sherill, Executive Director – Present (designee Alejandro Rios)

III. Approval of Agenda

Motion to approve the agenda for February 8th, 2023.

Moved by Ersra Rao, VP of Facilities & Operations.

Seconded by Arojit Das, VP of Social Justice & Equity.

Yes: 4 No: None Abstain: None

Motion is Approved.

IV. Approval of Minutes (02/08/23)

Motion to approve the minutes for 02/8/23.

Moved by Arojit Das, VP of Social Justice & Equity.

Seconded by Ersra Rao, VP of Facilities & Operations.

Yes: 4 No: None Abstain: None

Motion is Approved.

V. Open Forum

Shanice Robinson, Senior Manager for Cultural and Social Justice, reported on various activities related to sexual assault prevention and survivor support. She mentioned that they had recently hosted a training session with a nonprofit organization and had begun recruiting members for the Taskforce. They were still actively seeking new members and had contacted the Institute for Civic and Community Engagement to recruit interns with backgrounds in psychology, social work, mental health, or public health. She expressed a desire to expand survivor support outside of the staff and involve other campus partners. They also discussed plans to distribute a Title IX survey and to review existing documents related to the Task Force's framework, with the goal of updating the data to reflect current trends. She mentioned that they were reaching out to external organizations to see how they could apply similar programs to their unique campus setting. She acknowledged that delegating tasks had been difficult given the limited number of members but expressed a hope to recruit more people to the Taskforce in the future. She shared that they are working with the Institute for Community and Civic Engagement (ICCE) because they have a wider reach. As one person overseeing many programs, she expressed concern that their support would not receive their full-time commitment. She is working with campus partners, like ICCE, to make their work inclusive, particularly when dealing with trauma such as sexual assault. She emphasized the need to be inclusive to what the campus thinks is needed, rather than just going off their own or the task force's opinions. She also highlighted the need for a realistic budget and expressed concern about exclusivity towards survivors of sexual assault, as there are other types of assault on campus like domestic violence. She offered to provide a full report with their comments and concerns.

VI. Discussion Item

a. AS Risk Assessment Report (Alejandro Rios - Associate Executive Director)

The Committee will discuss Associated Students Risk Assessment Report.

Alejandro Rios, Associate Executive Director shared his screen to present two documents, including the risk assessment report, which is a yearly evaluation of Associated Students' operations. The risk assessment policy uses a three-step methodology to identify and evaluate risks in each area and control the mitigation of risks without compromising the organization's mission and vision, he stated. The questionnaire displayed on the screen asks questions about financial reporting, revenue, accounts payable, purchasing, investing, HR, property inventory, cash, and information technology, he added. The report identified grants and contracts as the only section that needs enhancement, meaning that there are some risks that require clarification and written procedures. However, the risks are not red flags, he said, and the organization is aware of the procedures that need to be enhanced.

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The report's purpose is to identify the best section that needs attention and to assign the appropriate person to carry out the action, he said. He mentioned **Veronica Castillo, AED Finance** is the person in charge of security. He also discussed enhancing the current written procedures, which does not involve any policy changes. They aim to streamline the transition from receiving a grant to its final approval. The grants and contracts have varying requirements or stipulations on how the money can be spent, he said. The existing policies in place for accounts payable and receivables need to be followed strictly during the transition period. However, he stated that there are concerns about following the grantor's instructions when it comes to spending the money. For example, if the grantor specifies that the funds can only be used for salaries or meals for students, it should not be spent on transportation.

b. Academic Resilience Ceremony (Mea Montanez - VP of Finance)

The Committee will take action on acknowledging students persevering through academic excellence.

Mea Montanez, VP of Finance, said that during the Finance Committee meeting, she wanted to discuss something with **Veronica Castillo, AED Finance** and present a budget to the Executive Committee. However, because she needed to figure things out with **Veronica**, she was okay with just discussing it for now. She reiterated her desire to see her idea come to life but acknowledged that she couldn't do it alone. She suggested that if everyone takes a small part, it could be achieved. She reached out to **Priyam Mavani, Chief Justice** after **Christine Amador, Leadership Development Coordinator** suggested adding it to the bylaws. She wasn't sure how to address the text for the bylaws, so she asked **Christine** for help in preparing a draft or guidance on how to word it. **Christine** said that whether an item should be included in the bylaws depends on its intended purpose. The bylaws serve as a structural governing document that outlines the board's operational function and committee responsibilities, she stated. She suggested that the duties and expectations policy may be a more suitable place for the item depending on its nature. The main advisor, which is herself for the Rules Committee, will be responsible for providing guidance on the policy language, she added, but the members are ultimately responsible for its content. The item will be forwarded to the Rules Committee if it pertains to policy language, she said. She also suggested to **Mea** that she should take some time to discuss the purpose of the ceremony. She said that this is important because the bylaws would need to be edited to reflect the ceremony's intended purpose. She believes that it is necessary to have a foundational idea of what the ceremony is for, who will be in charge of it, and how the logistics will be handled. The discussion should determine whether the ceremony will be a board initiative or if the board will provide financial support to bolster an event that one of their programs already hosts, specifically Project Connect's annual scholarship ceremony, she stated.

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The scholarships awarded are based on academic resilience, and she suggested that instead of hosting a new event, the board could provide financial support to the existing event to achieve the intended purpose of the new ceremony. **Mea** shared her initial idea with **Veronica** about a scholarship for students. She mentioned that the current process for applying for scholarships can be time-consuming, with lengthy personal statements that can be difficult for full-time students to complete. She proposed a system where students could apply for scholarships based on a shorter personal statement, making it more accessible. However, **Veronica** mentioned that due to a deficit, a scholarship may not be feasible, instead, **Veronica** suggested making the ceremony more affordable as an alternative, she said. Despite initially wanting to pursue a scholarship, she changed her proposal to align with **Veronica's** suggestion. **Christine** acknowledged that it might not be financially feasible to provide additional scholarship money outside of what was already available. However, she suggested that the board could still support Project Connect by recognizing students for their academic resilience. The board could collaborate with Project Connect and invest more resources towards improving their existing program instead of starting from scratch. She suggested that this approach could result in greater benefits for the students. She added that there is a ceremony for scholarship recipients at San Francisco State University. Anyone who is a student at the university can apply for the scholarships, as there are no specific criteria limiting people from applying, she said. The scholarship recipients are notified via email, but Project Connect hosts a ceremony to recognize and award them publicly. This includes giving them a form of recognition for their achievement in receiving the scholarship. She mentioned that they have been a reader for these scholarships for multiple years and are familiar with the process. She mentioned a proposal was made to the board regarding the allocation of funds for Project Connect. The proposal suggested that a portion of the annual budget be dedicated to supporting the ceremony and related projects. She said that it was highlighted that due to COVID-19, the ceremony had to be put on hold but was intended to return this year. **Adriana**, who was previously the director for Project Connect, was mentioned as someone who could provide insight into the scholarship aspect of the project. While Project Connect does not directly deal with scholarships, **Adriana** collaborates with the University to find readers for the scholarships. She clarified that although the scholarships are awarded in collaboration with the University, they are AS scholarships, and the University provides the funding. The proposal would not require an amendment to the bylaws but would simply be an amendment to the budget, she clarified.

VII. Action Items

None.

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VIII. Announcements

Christine Amador, LDC announced that a calendar invitation had been sent out that morning for AVP student life and dean of students interviews. She emphasized that this was a very important position that the university was hiring for, and that it was important for administration to find someone who would work well with the board of directors as they continue to serve students. Members were encouraged by her to attend the interviews via Zoom, and there are 4 events scheduled, so they should attend the ones they are able to. Additionally, she announced on behalf of **Fayeeza Shaikh, Science & Engineering Representative** that there will be a tabling event on Monday asking for the Board of Directors presence at the event that she is working with the Dean of the College of Science and Engineering to organize, a career fair on March 2nd in the Annex.

IX. Adjournment

Meeting was adjourned at 2:44 pm.

Respectfully submitted by: Pragati Makani

Approved by: Karina Zamora, President

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Executive Committee Agenda Item Request Form

****ITEMS RECEIVED AFTER THE DEADLINE INDICATED IN THE CALL FOR ITEMS WILL NOT BE CONSIDERED UNLESS IT IS AN EMERGENCY/TIME SENSITIVE ISSUE****

In an effort to streamline how agenda items are received, please utilize the following form to submit any and all agenda item requests for the upcoming Board of Directors Executive meeting.

Email *

kzamora@asi.sfsu.edu

Date of meeting *

March 8, 2023 ▼

What kind of item is it? *



Action



Discussion

What is the item called? (Example: Resolution in Opposition of the City and County of San Francisco's Parking Tax) *

Prayer Space Discussion- Follow Up

Please provide a brief description of the item (example: The Board will discuss and take action on the Resolution in Opposition of the City and County of San Francisco Parking Tax) *

The Exec Committee will continue discussions on the future of the Prayer Space, considering information presented at our Food for Thought meeting with President Mahoney.

Sponsoring Committee/ Board member *

Karina Zamora

Recommended Motion (example: Move to approve the Resolution in Opposition of the City and County of San Francisco Parking Tax) *

N/A

What fiscal impact does this item have? Please provide a projected cost, where the money will come from, how this expense is beneficial, etc. *

N/A

Please provide some background on this agenda item to help contextualize it for fellow Board members. *

Now that the university has provided us updates, we will discuss how we'd like to move forward with the prayer space, whether thats to wait on organizations or host a campus survey.

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Date of meeting *

April 5, 2023 ▼

What kind of item is it? *



Action



Discussion

What is the item called? (Example: Resolution in Opposition of the City and County of San Francisco's Parking Tax) *

Discussion on PIVOT

Please provide a brief description of the item (example: The Board will discuss and take action on the Resolution in Opposition of the City and County of San Francisco Parking Tax) *

Jeff Jackanicz will be continuing a discussion on the alternative revenue source he discussed at the 03.29.23 BOD meeting's open forum.

Sponsoring Committee/ Board member *

Karina Zamora

Recommended Motion (example: Move to approve the Resolution in Opposition of the City and County of San Francisco Parking Tax) *

N/A

What fiscal impact does this item have? Please provide a projected cost, where the money will come from, how this expense is beneficial, etc. *

N/A

Please provide some background on this agenda item to help contextualize it for fellow Board members. *

Jeff J. would like to gather feedback from the board, following up from his remarks at open forum.

Attachment(s). Please note that requested agenda items will not be added to the Board agenda unless copies of the supporting document(s) are submitted with this request.



PIVOT SOW - SF...

This form was created inside of Associated Students Inc of SFSU.

Google Forms



SAN FRANCISCO STATE UNIVERSITY PROPERTY REPRESENTATION PIVOT AGENCY SERVICES OVERVIEW

PIVOT AGENCY OVERVIEW

PIVOT Agency has extensive experience working in college athletics, we understand the complexities in the space having negotiated multimillion-dollar partnerships. PIVOT understands the naming rights sponsorship landscape and our expertise will translate into measurable results. Partnering with PIVOT will expose your company to an extensive network, provide your company with invaluable insight and ultimately expand your business while supporting your goals.

PIVOT Agency, in partnership with San Francisco State University (SFSU) will provide the following services and execution that can include, but is not limited to:

PHASE 1: PROPERTY CONSULTING AND MARKET PREPARATION

- **Exploration & Information Gathering** – In partnership with SFSU, PIVOT will pull together all analytics, statistics, impressions, attendance, ratings, anecdotes, etc. to fully understand the facts and data around the opportunity. Data will be sourced from all relevant parties, including the University, 3rd party syndicated resources, and PIVOT data points.
- **Asset Development** – After collecting all relevant data, PIVOT will identify and develop key sponsorship assets to maximize exposure and value for SFSU.
- **Creation of Naming Rights Platform** – Through identification and development of key highly valuable assets, PIVOT will develop a comprehensive naming right platform to take to market. Platform will identify signage and branding locations, as well as activation and potential campus wide opportunities.
- **Impression Analysis** – Following identification of key naming rights assets, and analysis of primary and secondary data, PIVOT will analyze all relevant impressions generated. PIVOT will assign an impact score to value the source of the impressions and use industry standard CPMs to develop a proposed advertising value.
- **Market Factors** –PIVOT will take assigned advertising value along with competitive set analysis, and run against existing market factors, including market dynamics, team performance, fan behavior, etc.
- **Sales Strategy** – Based on revenue goals and considering newly developed naming rights platform, PIVOT will provide a sales road map to reach expected revenue goals.
- **Deck and Marketing Materials Creation** – PIVOT will work in collaboration with university partners and review current sponsorship and creative assets, provide recommended edits to existing sales deck and/or create new sales material to properly convey the University story and naming rights opportunity.



PHASE 2: SALES EXECUTION

- **PHASE II Identifying and Prospecting Qualified Leads** – Through a thorough understanding of the current landscape, donors, and opportunities specific to this market, PIVOT will identify and provide an initial pipeline of qualified, and targeted naming rights leads.
- **PHASE II Capitalizing on Corporate Network** – PIVOT will utilize its existing network and experience to amplify sponsorship exposure. PIVOT has extensive relationships with many of the leading and most active companies actively spending within sports & entertainment.
- **PHASE II Hosting Client Meetings and Events** – PIVOT will set up meetings with qualified and interested parties. When applicable, PIVOT will utilize SFSU events for hosting potential partners and will engage leadership to help lead partnership conversations.
- **PHASE II Platform and Partnership Development** – Based on in-depth discussions and a thorough understanding of target brands goals and objectives, PIVOT will customize partnership proposals and relevant deal points to ensure proper alignment.
- **PHASE II Leading Term Negotiations** – PIVOT will lead negotiations with all new naming rights prospects to help maximize sponsorship revenue and long-term partnership success.
- **PHASE II Account Management** – PIVOT will establish an internal account manager to be the lead point of contact for all discussions. The Account Manager will work closely with leadership to properly communicate and update all PIVOT sales progress.
- **PHASE II Sales Pipeline and Reporting** – PIVOT will track and manage a sales pipeline on behalf of SFSU to properly manage and communicate all sales activity. PIVOT will establish a reoccurring call to keep leadership up to date on all relevant conversations.

FINANCIAL STRUCTURE*

PHASE 1 GO TO MARKET NAMING RIGHTS PREPARATION

- Term – 30 days (March 15-April 15, 2023)
- Fee - \$25,000

PHASE 2 SALES EXECUTION

- 3 months term with a strategic focus on specific leads (April 16-July 15, 2023)
- Monthly Retainer - \$10,000 per month
- Commission
 - 15% commission for full length of respective agreements on all new naming rights revenue self-generated by PIVOT.
 - 7.5% commission on all naming rights agreements generated by the University via introductions.

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Date of meeting *

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What kind of item is it? *



Action



Discussion

What is the item called? (Example: Resolution in Opposition of the City and County of San Francisco's Parking Tax) *

Creating a Statement to address recent issues with the ROMC

Please provide a brief description of the item (example: The Board will discuss and take action on the Resolution in Opposition of the City and County of San Francisco Parking Tax) *

The Exec. committee in collaboration with our AED of Marketing, will work on formulating a statement to be shared on social media, to acknowledge and address recent issues with the ROMC mural celebrations.

Sponsoring Committee/ Board member *

Karina Zamora

Recommended Motion (example: Move to approve the Resolution in Opposition of the City and County of San Francisco Parking Tax) *

N/A

What fiscal impact does this item have? Please provide a projected cost, where the money will come from, how this expense is beneficial, etc. *

N/A

Please provide some background on this agenda item to help contextualize it for fellow Board members. *

The Exec. committee in collaboration with our AED of Marketing, will work on formulating a statement to be shared on social media, to acknowledge and address recent issues with the ROMC mural celebrations.