

June 19th, 2013  
3rd Meeting

## Summer Minutes 3

<u>Executive Board</u>	<u>Senate</u>			
Farhana Hassan President	Sam Shivraj VP of Academic Affairs	Saransh Khanna Chair of Appeals	Axelle Bougouma	Date: June 19, 2013
Henry Ma Vice President	Michael Harris VP of Legislative Affairs	Robert Baazashvili Chair of Finance	Anastasia Sourbis	Called to order: 6:12 pm
Santiago A. Flor Gomez Treasurer	Daniel Shafiq VP of Campus Affairs	Olavo De Paula Chair of Professional Development	Nusaybah Quasem	Adjourned at: 8:11 pm
Vanesa Aguilar Secretary	AJ Jaikaransingh VP of Student Services	Jackie Luu Chair of Inter Club Affairs	Kirill Gouvor	
	Jillian Springer Director of Marketing	Jacob Gsell		
		Allen Lavi		

**Meeting called to order** at 6:12 pm

### I. USG Marketing

USG will be revamping the Official Logo. In charge of this task is Jillian, Director of Marketing. There were 6 options presented to the senate as of today but no conclusion has been reach.

Constructive criticism included the need to have the logo look more:

- Appealing and professional
- The need for outer borders
- Not include the VC on the background (won't be clear on paper)
- Have a little over exposure

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- Conflicts with another logo (London Tunnel)
- Not too plain
- Not too political (stars)
- 3 stars to represent the 3 schools
- Less circles, and no banner (clustered)
- More simplicity in each logo
- Stick to white font
- Incorporate different shapes into circles
- Incorporate Bearcat paw

Both Farhana and Bruce pointed out that a new logo is needed that identifies Baruch college when advocating outside Baruch's VC.

USG Magazine Update:

Farhana suggested that those who have the research done on club life to send Ben Messner an email for some constructive criticism.

Michael asked about the Heritage months and Farhana replied by saying that if anyone had any questions to approach Jillian or herself.

Jean asked about not focusing as much on Student Life but give more space to the Club life.

Farhana replied by stating that Student Life does Service learning trips that USG pays for and it would be ideal that other students who are not as involved with club life, to know that these activities are available for them as well.

Chris asked about the Events page and Farhana replied by suggesting Chris to CC Ben but there was no need to meet with him.

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### II. Summer Programs and Projects

Farhana names Michael as the person in charge of Voter Registration that will take place in the plaza.

Farhana speaks about the need to have registration forms ready and asks for any volunteers to help Michael with the event. Axelle expresses interest in helping out.

Farhana comments on the meeting that took place with AVI and says that the quote they gave us was \$800.

Farhana suggests that we reach a compromise with AVI where they grill the burgers for us and we pay for the meat, that way it will not be as expensive.

Farhana asks Danny if he can be in charge of getting in touch with AVI and Danny agrees.

Henry states that we are budgeting food for 100 students and that we might need to ID so that only Baruch ID holders can benefit.

Farhana speaks about Convocation, which will take place on August 27th at 3:00 pm.

In the past USG has helped Freshman Seminar with the scavenger hunt.

AJ is asked if he is interested in helping out again this year and he agrees.

At 5:00 pm the same day we will be having a Block Party in the plaza. We will have our own tent and we need engaging activities to interact with students.

Bruce suggests a performance by the Greek fraternities.

Ana adds that if USG wants performances, she knows some people that are good dancers.

Robbi points out that although giveaways are cool, we need activities that get the student body

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involved.

Farhana agrees as reiterates that we need ideas for activities in the tent.

Collectively those at the meeting suggested the following ideas:

- Carnival games
- USG related prizes
- Fun competition
- Balloon popping game
- Stack them up
- Water gun race/ water pistol game
- Arm Wrestling the bearcat
- Baruch quiz
- DARE Wheel
- Test of Strength
- Nerf Gun and target game/ Zombies (Dan)
- Beer Pong game (not real beer)
- Timed: Stack up cups game
- Basketball machine
- Trivia games? Where we approach the freshmen who are alone
- Photo Booth
- Shoot the can
- Paper plane contest
- Get to know your USG REPS (scavenger hunt)

After brainstorming, the following were agreed for purchase:

- Face painting

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- Caricatures
- Cotton Candy
- Test of strength
- Basketball machine
- DARE Wheel
- Balloon Animals / Clown

### **III. September Programs/Events Breakout Session**

For welcome back week, Student life will not let us be on the plaza every single day since it is a public plaza and we want to avoid complains from the community.

The textbook flea market needs to be outside and Thursday's event will also need to be in the plaza in order to promote the LHM party that night.

In conclusion, on Monday and Wednesday the events will take place inside 2nd floor and on Tuesday and Thursday the events will take place outside in the plaza.

Also, Student Life suggested we change the name of Welcome Week since we will no be having a full week (m-th).

### **IV. Fall Programs**

Farhana states that as we promised in our platform, we will be partnering with LGBTQ for the annual Freakfest event.

After much thought and discussion with President from LGBTQ the new ideal venue for the event would be the GYM.

Suggestions for the theme of the party:

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- Festival, carnival, haunted house
- Costume theme party
- Tarot Card readers
- Illusionist
- Fear factor activities
- Contortionist
- Freaky food
- Ventriloquist
- Hire People to set up the Haunted House

Moving on, Farhana expresses her interest on having a Book reading with author of Human in New York (Brandon).

The main idea is to have a well-known author come to Baruch to do a Book reading.

Suggestions include, working with Barnes and Novels on the VC 1st floor.

Also, AJ has been asked to research authors to bring to Baruch for a book reading.

Farhana expresses favoritism towards Humans of New York.

Michael expresses the idea of working with other clubs and to include a business/ entrepreneurs theme (Eddie Wang - TEDx).

Danny suggests to work with Orientation since they to book signings at the beginning of the year.

Connor explains that the Journalism dept. is starting a new program where one of the professors is/was an editor of fortune magazine. Farhana suggest reaching out to the dept. and seeing if we can work with them.

Judy asks about a budget for this event since most authors get paid for these activities.

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Axelle suggests a new idea, summer book drive.

Farhana explains that the books we currently have in store will be saved for the textbook flea market and she still needs to contact the person in charge of the book drive last year to ask about that books that were left over.

Chris suggests that we do a poll/survey asking the student body which author they would rather see in Baruch College.

### **V. Unfinished Business**

AJ suggest that we start a thread online to discuss the giveaways for welcome week.

Connor explains the situation with the new USGBARUCH.COM emails.

He asks that if anyone has any problem with the log in, to approach him.

Farhana announces the decision reached about the location and date for the USG retreat.

Date has been changed to August 22 -24th.

Location includes a place in the Poconos, which is convenient since there are a lot of activities to do around the area.

Weekend will include one outdoor activity and a team building activity inside.

The house we will be using is the same one used by UCLA during their trip.

Activities around the area include:

- White water rafting
- Laser tag
- Tree top climbing

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Farhana asks how many of those present have not take the Strength test.

Codes will be sent out to those who did not take the test, in a few days.

**Meeting adjourns** at 8:11 pm

Names	P/A/L	Notes
Sam	A	Outside of the country
Michael	P	
Daniel	P	
AJ	P	
Jillian	P	
Saransh	P	
Robbi	P	
Olavo	A	Personal matters
Jackie	P	
Jacob	P	
Allen	A	
Axelle	P	





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Annie	P	
Nusayba	P	
Kirill	A	
Ana G	P	
Judy	P	
Chris	P	
Vasyl	P	
Connor	P	