

# BAKERSFIELD COLLEGE STUDENT GOVERNMENT ASSOCIATION

1801 Panorama Drive, Campus Center, Room 4 | Bakersfield, California 93305

## A BETTER BC

Thursday, August 4, 2016

2:30 p.m.-3:30 p.m.

BCSGA Boardroom

### 1. CALL MEETING TO ORDER

The meeting was called to order by the chair, President Frazer, at 2:37 p.m.

### 2. ROLL CALL\*

*A majority quorum must be established to hold a bonafide meeting*

The following members were present: President Frazer, V.P Jimenez, Director Garcia, Director Smith, and Director Zavala.

The following members were absent: None.

The following members were excused: Director Lyons.

5/6 members are present, quorum has been established, and a bonafide meeting can be held.

### 3. AMENDMENTS TO THE AGENDA

*The Body will consider any amendments to the agenda.*

No amendments to the agenda.

### 4. PUBLIC COMMENT\*

*This segment of the meeting is reserved for persons desiring to address the Body on any matter of concern that is not stated on the agenda. A time limit of three (3) minutes per speaker and fifteen (15) minutes per topic shall be observed. The law does not permit any action to be taken, nor extended discussion of any items not on the agenda.*

*The Body may briefly respond to statements made or questions posed, however, for further information, please contact the BCSGA Vice President for the item of discussion to be placed on a future agenda. (Brown Act §54954.3)*

None.

### 5. INDIVIDUAL REPORTS

*The Chair shall recognize any officer of the Association, including the BCSGA Advisor, to offer a report on official activities since the previous meeting and make any summary announcements deemed necessary for no longer than five minutes.*

#### a. Chair, Matthew Frazer, President

Thank you all for attending this very important meeting, we, as the SGA, are responsible for educating the students here on campus on the BC bond and how it might affect them. It'll be a big and difficult job, but I have faith we can do it.

#### b. BCSGA Advisor, Dr. Damania

No report.

#### c. Activities Manager, Ian Juarez

Today I've brought in our new videographer, DeAndre, who'll be assisting us with the bond as well as our blogs. I've also brought our Facebook banner, which we've made a few additional changes to. We're trying to make the banners more "personal" so students will be more motivated to participate in the bond voting process. In addition to this banner, we want to add the Delano and Arvin Campuses to the banner, as these two schools are included in the bond and need more campus efforts there.

#### d. P.R. Manager, Rayven Webb

With the bond I'll be working with Manager Juarez in terms of social media networking, as well as face-to-face networking. While I can't interview Student Life officers, I can interview you as students, so anyone interested in that let me know. I'll also be getting in touch with students in leadership roles like SL, tutoring, and club officers. If any of you have anything they want posted, included, or if you find any students/faculty members interested in this, please inform me so I can get that out there.

#### e. Legislative Affairs Manager, DezyVon Manos

Our Department of Legislative Affairs want to get the word out on the bond amongst the student body. We can definitely include this information at our Awareness Booth on August 24<sup>th</sup>, from 11:00 a.m. to 12:30 p.m. as well as commission flyers to include information on the bond.

#### Discussion:

*Manager Juarez:* I have some concern on the budget for publicity, do we have any insight on where we can acquire the funds to print materials for the bond?

#### **Notes:**

*Unless otherwise marked by an asterisk, all agenzied items are action items upon which the Body may take action. Action items may be taken out of the order to be presented at the discretion of the Chair. BCSGA supports providing equal access to all programs for people with disabilities. Reasonable efforts will be made to provide accommodations to people with disabilities attending the meeting. Please call the Office of Student Life at (661) 395-4614 as soon as possible to arrange for appropriate accommodation.*

*Agendas are posted 72 hours before the meetings commences in accordance with the Ralph M. Brown Act.*

*Agendas are posted at the BCSGA bulletin board located in the Bakersfield College Campus Center and online at [www.bakersfieldcollege.edu/bcsga](http://www.bakersfieldcollege.edu/bcsga)*

*If you would like a copy of any of the agenda items listed, please contact Office of Student Life at 661-395-4614 or [studentlife@bakersfieldcollege.edu](mailto:studentlife@bakersfieldcollege.edu).*



*Pres. Frazer:* I believe that for printing materials and flyers, we'll be printing them through the Student Life office, but I'm not completely sure. I'm still waiting on the Administration for any information.

*Manager Juarez:* I'm asking because there is supposedly a separate budget specifically for the bond, that and we aren't allowed to print anything related to the bond through Student Life. I just wanted to know how we could get this money and use it towards publicity.

*Pres. Frazer:* I'll get in contact with the President and Dr. Damania and see if and when we can get our hands on these funds.

*Manager Webb:* And just to be clear, before we get our hands on any physical materials concerning the bond, we'll need to get the information on the bond out on social media first.

*Manager Juarez:* The bond itself is long-term and won't be complete until around 2066 – it's a 50 year long project – this includes our campus, Delano and Arvin. It's not for our students, but future students attending BC.

## 6. NEW BUSINESS

*Items listed have not already been discussed once and thus are considered for approval by the Body.*

### a. A Better BC

#### Discussion:

*Pres. Frazer:* Now let's begin discussing the packet. For the Better BC bond committee, we are still accepting applicants but I don't want to exceed 10 members, so anyone still interested just let me know. Now as for the packet itself, I've condensed a majority of what we'll be doing to spread awareness for the bond, as well as why we support it, and today we'll be discussing what we should have a the "summary", "statement of support" and "reasons why students should support the bond". I want all of you to be involved in this process, not just my own opinions/ideas. Let's start with "reasons BC students should support the bond", we need at least 6 reasons or bullet points.

*Director Zavala:* To give future generations a better chance at a higher education.

*Manager Webb:* To give grit to students in 2066.

*Parliamentarian Serrato:* Renegade Pride.

*Manager Juarez:* Envision a BC for the future to see.

*Manager Manos:* A worthy reason to make a change is that, we are the difference between making a difference and letting it be. We need to go and make that difference, for the better of BC.

*Emanuel:* Bakersfield College is a community college, and thus the bond doesn't just concern the school, but the entire community.

*Director Smith:* Just a quick note, we may want to rephrase the finished date of 2066, because it could throw off students. As for spreading the word around, I think we should direct some of our efforts to high schoolers considering BC.

*Pres. Frazer:* We and Cal-State are in a joint-function, so that we can share the bond information with that particular group.

*Senator Salcido:* Bringing our college up to a higher standard of technology and architecture.

*Director Smith:* Making Bakersfield College a more respectable college as a whole, to those who don't acknowledge BC as a college at all.

*Parliamentarian Serrato:* Because we are visionaries.

*Pres. Frazer:* These are all great ideas, we'll come back to this and choose the ones that are the best, but for now let's move on to "statement of support" – 3 to 5 sentences of why BCSGA should be a part of the bond initiative.

???: We are the main voice for students on campus

*Emanuel:* We are the bridge between Administration and the students of this campus as a whole.

*Director Smith:* We were the elected officially for and of the people.

*Senator Salcido:* We, as BCSGA, aren't just focused on Bakersfield College, but all of Bakersfield and the surrounding communities. BC is a big part of the community in general.

*Pres. Frazer:* We are the BCSGA now, but we are working for the BCSGA of the future.

*Manager Manos:* It's important for us, as BCSGA, to be a part of the bond because we'll need to set an example for the future BCSGA and students.

*Pres. Frazer:* I'll be working on the executive summary myself, since I was assigned to do that, now let's move on to "outreach strategies". Now before we discuss this, I will be assigning you all a role to help me – as the project leader – carry the overall work load; this will also make managing emails and directing people easier. For the weekly themes on education for the banners, Manager Juarez will be in charge of ensuring that the banner are distributed and are in stock. Webisodes will be handled by DeAndre, the weekly civic responsibility tabling will be handed off to Manager Manos and the Legislative Department. Manager Webb will deal with the student testimonies, and for the bond measure buttons, the Department of Activates as well as everyone else will be involved in that process. We are expecting a button maker soon and will be using them to put our slogans, as well as handing them out to students. Also, if anyone has any ideas of slogans we can put on our button, let me know.

*Senator Salcido:* For the slogans we have currently as examples, the 3<sup>rd</sup> slogan, "2066" makes it seem like it wouldn't be our students' problem to deal with.

*Manager Juarez:* Could we change that to, "envision a better BC for the future to see"?

*Pres. Frazer:* That's a nice one. I'll add that to the packet.

*Manager Juarez:* And really quick before we move on, for the responsibilities of the civic responsibility at the tabling, Activates will be handling some of that through our info booth. And for the webisodes, I'd like DeAndre to work with Manager Webb with the student testimonies, so we could include those in our episodes.

*Pres. Frazer:* Great, so you'll just have to coordinate that with Legislative. As for the webisodes, I am all for that, you can definitely work with Manager Webb on that.

*Director Zavala:* The slogan for "A better BC in 2066" doesn't sound very appealing to me, will we be replacing that one with Manager Juarez's?

*Pres. Frazer:* I believe so, just because that number sounds so far off, and it could push away potential supporters of the bond.

*Manager Webb:* We also have to ensure that students understand that this bond isn't directed towards them, but to the future generation of BC students.

*Pres. Frazer:* And we have to let the campus know that this project was meant for later generations of students and that it won't be affecting them directly

*Director Smith:* So the year 2066 is the projected end date for the construction, correct? We have to be careful on how we present this information, because we could confuse students into thinking that 2066 will be the starting date for construction.

*Pres. Frazer:* The projected date for the end of construction is 2066, that is if the bond is passed within the next year or so. The entire process – which includes BC, Delano, and Arvin campuses – will take a very long time and since the campus itself will be open during the year, construction can only be done in small increments. A more detailed run-down of the bond will be presented at the retreat later this month, so we'll get more information then.

*Manager Juarez:* As we speak the campus is already begun renovation over the summer, so we can use that as an example for students still asking about the bond.

*Parliamentarian Serrato:* Another slogan idea for the buttons, "Securing a BC future."

*Director Smith:* Still on the buttons, we could use the Bakersfield College logo, "BC", in our slogan; for example, "**B**e the **C**hange".

*Emanuel:* Try and have at least one slogan include the word, "vote" in it to entice students to go and vote yes for the bond. "Vote this year for a better BC."

*Pres. Frazer:* We'll definitely have a slogan encouraging students to vote; like, "Vote YES on [blank]." Hopefully in the next few weeks we'll have a name for the bond measure so we can include it in our buttons. Our biggest focus is getting people to vote! But most importantly, we must educate students on the fact that the bond isn't going to be labeled, "Better BC", but as the, "KCCD Bond".

*Director Smith:* Do you want to have that name printed on the buttons?

*Pres. Frazer:* We could do that, we just have to ensure people remember to look for KCCD on the bond measure and not BC, because this isn't just affecting the BC campus, it is a district wide bond.

*Parliamentarian Serrato:* Another slogan for the buttons, "Value, Education, Vote"?

*Pres. Frazer:* How about, "Vote for the value of education"?

*Manager Juarez:* We'll also have to plan Button Making Committee, as well as plan a place to start making the buttons.

*Director Smith:* Concerning where we are going to be making the buttons, I am happy to volunteer my residence for the button machine.

*Pres. Frazer:* Thank you Director Smith, We'll hold you to that. Now, we need to develop some, "key word talking points", which we'll do once we go on our retreat and learn a bit more about the bond. Besides that, I believe every building on campus is getting renovated. Now, on to the next item, the BC homecoming, which Director Garcia is in charge of, and this is being shared because from here on out, every BC event will have information pertaining to the bond. Now, Director Smith, you'll be in charge of getting all of the club meeting dates and times, so we can go to those meeting and further inform students.

*Director Smith:* Would you like for the club leaders themselves to speak about the bond?

*Pres. Smith:* That would work, but remember that it is against the law for the club advisors – teachers – to speak with students about the bond.

*DeAndre:* I can include in the webisodes different clubs to speak about the bond?

*Pres. Frazer:* Yes, perfect, please do that. The webisodes will be very important to both educate and pursue our students to vote. Not just for the bond, but voting on campus and beyond campus in general.

*Manager Juarez:* We can also use the webisodes to inform clubs as we are interviewing them, so they can relay that information back to their club members.

*Pres. Frazer:* Would it be possible to have a series of episodes solely about why clubs support the bond? We invite the most active clubs on campus and have them discuss why they support the bond. I think that having different faces and leaders show up on our webisodes will help spread our messages and get more students involved.

## **7. PUBLIC COMMENT**

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## **8. ADJOURNMENT**

In there being no further business, the meeting was adjourned at 3:26 p.m.