

USG

Fall Meeting 8

11/06/2023

I. Call to Order

- 6:04 PM

II. Roll Call

- Members not present at the time of roll call
 - Grace Satterfield (excused)
 - Kartikeya Dixit (excused)
 - Nina Fonseca (unexcused)

III. Reading and Approval of the Minutes

- Approved

IV. Reading and Approval of the Agenda

- Approved

V. Public Comment

- None next order of business

VI. Guest Speakers

- Anshu Nidamanuri and Tatum Oblonsky from Amazon
 - Anshu
 - Former Student Body President before Matthew
 - Here because I know the impact USG has on campus and we want to bring forward different opportunities to the University
 - Sales Account Manager in the Washington DC Office did the Comp Management Program and sells Prime Video and Fire TV ads
 - Tatum
 - UIUC 2022 graduate
 - Account Executive of Consumer Electronics Accounts in Chicago
 - We want to start the Education Alliance with UIC
 - Education forward partnership with universities exclusively
 - Benefits: being able to bring Amazon advertising certifications, the narratives we use with clients, spreading knowledge to UIC classes, making UIC students more marketable, co-teach courses with other marketing classes to help faculty train students for the future of the workforce
 - Bring more opportunities to UIC even without funding!
 - Partnering with a university, you can come to the office or have classes in collaboration with Amazon (business, marketing, advertising classes)
 - Certifications are free and teach fundamentals of Amazon advertising, even if you do not end up working with Amazon these certifications are great ways to show other employers your abilities and training
 - Guest presentations at classes on the work Amazon does and outside of classroom context
 - Co-teaching courses dedicated to Amazon advertising
 - Working with the Marketing Hub at UIC right now for independent study or accredited classes
 - Great starting point to enter training programs
 - Associate Account Executive

- Teaching everything you need to know about Amazon ads, and sales, interacting with clients, real-world testing out of speaking to clients before you do (pitch readiness testing→ given data and prepare a presentation and graded on it and providing tips until you pass 3), increases product knowledge
- Associate Account Manager
 - Data and larger accounts
 - Using Excel, being trained on how to speak the data to clients
 - Pitch readiness testing
 - Writing tests
 - Good for if you are interested in the space but not an expert→ 4 months of training to catch you up and then in a full-fledged client-facing role
- Associate Creative Campaign Manager
 - Autos and entertainment
 - Tv
 - Testing different creatives and specifications of them
 - Within sales
- Objectives for 2023-2024
 - Come and talk to USG
 - Grasp who would be interested in this and what classes would be best to speak in
 - Offer job shadow day on Amazon→apply to come
 - Follow a day in the life of any sales position
 - Network with different people within the organization
 - Longterm: having classes on campus and guest speakers and co-teaching a course
- Will be at the business career fair from 1-4 PM tomorrow
- Rep Narang: Do you accept international students to the program?
 - Anshu: Yes, but I do not have the exact info
- Rep. Thumu: Certifications many times cost money but the course is free. Is this the case?
 - Tatum: No, everything is free
- COS Basta: In terms of implementing Amazon Ads into the marketing coursework, what would that timeline look like?
 - Anshu: It would be a year or 2. We are talking to the Dean of the Business College. Since we currently do this at UIUC, we can bring that convo jointly so both universities are aware
 - Tatum: We are in talks to get this going sooner
- Pres. Almendras: I know you met with the College of Business with COS Basta, how did that meeting go?
 - Anshu: It went well, the University leaned in and they have been reaching out to Amazon because they saw how successful we are at UIUC and so we got the convo started. I am excited that Amazon wants to come to UIC and create that partnership and we are moving fast. We are starting in the Marketing Hub to create a case study to start the program. Of all the seed schools, UIC is the most leaned in and we see a lot of potential
- Pres. Almendras: Do you have any advice for USG members as well as professional advice?
 - Anshu: Stay involved it keeps you competitive in the job market
 - Tatum: You don't need to know what you want to do for the rest of your life. Test out things and see what you like and if you get a job or internship that you don't like, just be open
- Rep. Patel: How did you begin your career at Amazon, did your majors align with your job?

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- Tatum: I majored in markets and management which was not related to advertising but I minored in public relations. I saw on LinkedIn the training program and I wanted to try it out so I applied to the program. So don't worry, you can still end up working with Amazon Ads even without your major aligning
- Anshu: I was a political science major so that was very different but I had gotten involved and did digital stuff for running for USG President during Covid. I did political media TV ads for people running for elections so that is when I got into advertising. I knew I liked sales because I was selling cars and apartments through college. I found the program and they taught me from there

VII. Old Business

- Resolution 2023-F7-1004 USG's Week of Giving
 - Favored, passed
- Resolution 2023-F7-5003 Room Reservation Funding Allocation
 - Rep. Narang: I motion to amend this resolution to add Rep. Narang as a sponsor
 - Favored, carried
 - SOH Zhou: After this, you do not have to have room allocations in budget breakdowns for future resolutions
 - Favored, passed

VIII. New Business

- Resolution 2023-F8-1005 USG Fall 2023 Social Funding
 - SOH Zhou: This will be a celebration of everything we've done, including dietary options for everyone, if you have any questions let me, Manasvi, or Sajal know
 - Rep. Rothenbaum: Is there a dress code?
 - SOH Zhou: No strict dress code you can be encouraged to dress up in whatever makes you feel comfortable
 - Treas. Caballes: What activities will we be doing?
 - SOH Zhou: They will be team bonding and social
 - Rep. Thumu: We may not be doing these activities again but last year we did a jeopardy of USG rules and a secret Santa
 - Pres. Almendras executive orders the resolution
 - Favored, passed
- Resolution 2023-F8-1006 "All Around the World Before Finals" Tabling Event
 - Treas. Caballes: Do you have to do well to get a stress ball?
 - Rep. Patel: Yes, we thought about doing 5/10 flags correct but it also depends on the number of participants
 - Dir. Heybeli: Maybe 3 or 4 flags correct honestly because it is hard
- Resolution 2023-F8-1007 Thanksgiving Dinner
 - Director Gupta: Why didn't we collaborate with the Commuter Center? On Wednesday from 6-8 PM, they are having the same event and that would save USG funds
 - Dir. Heybeli: We can discuss that this week, thank you for mentioning it
 - Dir. Heybeli motions to amend the resolution to decrease the budget from \$2500 to \$1500
 - Seconded, favored
 - COS Basta: It would be great to collab with the Commuter Center and potentially use their space
 - Rep. Narang: Is this just for international students?
 - Dir. Heybeli: No, some students can be far from home or want to join our dinner even if they can come home
 - Rep. Narang: Because the budget has decreased, will there be an RSVP?

- Dir. Heybeli: Yes, there will be
 - Rep. Narang: What is the capacity?
 - Dir Heybeli: We are still arranging that, it depends on the budget of what we can order
 - Treas. Caballes: I would say it will be a max of around 60 students or a little less with this amount of money allocated
 - Rep. Thumu: Can we have a vegetarian option?
 - Dir. Heybeli: Yes, will add that
 - Rep. Patel: You can add a vegetarian question on the RSVP
- Resolution 2023-F8-5004 USG Professional Media Purchase
 - Rep Thumu: Where will we store the cart?
 - Web Administrator Suarez: The closet in the USG office. We made sure it would be the dimensions that fit inside. We need to clean it out first
 - Dir. Alramahi: We want to store it somewhere that is safe to keep because the equipment is expensive
 - Rep. Patel: My committee wants to purchase a cart also so we don't want to double order
 - Dir. Alramahi: This is the cheapest one we found so I agree
 - Rep. Patel: This camera is too expensive
 - Web Administrator Suzarez: This kit is a good balance between price, quality, and what it brings. This will last for a long time so it is an investment
 - Dir. Alramahi: Cannon is a great quality camera and we have been recording meetings on our laptops and taking event photos on our phones so this will professionalize our meetings. It is a pretty good deal since it will be in USG for a long time
 - Pres. Almendras: This has been a topic of discussion since the second year I've been in USG. We need to up our game, Loyola has very professional equipment for recording meetings.
 - Dir. Gupta: Can other committees or USG members use the camera? How do we make a request?
 - Dir. Alramahi: The media equipment will all be on this cart. This is a PAC resolution but this camera is for all of USG, you don't need permission just let us know to see if we are doing a project at the same time
 - Web Administrator Suarez: The cart is there to keep things organized and protect the equipment
 - Dir. Alramahi: Please just return it to the USG office after use
 - Rep. Thumu: Since the camera is so expensive, is there a lock on the door of the closet
 - Web Administrator Suarez: Yes, there is a lock
 - Rep. Thumu: Back in high school I was in a club that did the media and we had to be trained to use the equipment and I am concerned about all USG members using it. Maybe it would be smart to have 1-2 people trained to do everything
 - Dir. Alramahi: Thank you for the recommendation
 - Pres. Almendras: I agree with that. I think that there would be a very strong system in place so that it does not get stolen or broken. We will have an RSVP to use it and you will CC the advisor in the email so there is accountability. Maybe one person is taking photos but another knows they have it so 2 people have accountability for the camera
 - Rep. Cruz: I am not comfortable using the USG funding for this because this is student money to benefit us in a way. For our Instagram, I can see but I do not see it benefiting the general body

- Pres. Almendras: This is an investment. We don't want to buy a \$50 camera that lags, this is a plan I had to live stream our meetings on Instagram. Great to record meetings so people can hear us. We can take higher-quality photos for social media. It is hard to book the professional photographer at UIC because he was booked through the entire semester. This is a long-term investment that we can use for 5-10 years to come
- SOH Zhou: PAC and outreach are really important to our reach. Anything that helps improve our media is beneficial
- Rep. Santana: Are we looking into a warranty?
 - Web Administrator Suarez: Is the warranty a monthly payment or a one-time thing?
 - Rep. Santana: I am not sure but usually expensive items do have one so look into that
 - Web Administrator Suarez: Most warranties are month to month and we don't want recurrent payment maybe Matoy can shed light on this
 - Treasurer Caballes: If the warranty is a one-time thing, that is fine but not month-to-month
 - Advisor Pegues: Warranties are typically a one-time thing and Carlos found the same camera for cheaper. Maybe look at different spaces for this camera. Would people be more comfortable with a cheaper camera?
- Dir. Alramahi: The Web Administrator can be in charge of helping with the pictures and would know how to use it
 - Dir. Alramahi: Mauricio is well-versed in the camera and tripods and I have as well otherwise we wouldn't make this purchase. I can create a Google Form for when people want to use it and me or Mauricio can go to the event to help
- Rep. Thumu: It might be worth looking into a cheaper camera because we aren't into creative photography and I understand having a professional look but we do not need these additions on the camera for event photos and live streaming
 - Web Administrator Suarez: There is a feature called set-plug and play nature for video recording which allows us to attach the computer as an input source so we picked this one because of that
 - Dir. Alramahi: This may be one of the only PAC resolutions for the entire year and will last for 5-10 years. We spent \$1500 for a USG social so which benefits students more to put it in perspective?
- Rep. Thokkudubiyapu: It would benefit all students if we could host a headshot event that could be a recurring event
- Rep. Patel: I agree with Nathan. I think that is beneficial. I think the camera is slightly expensive. I am not against buying a nice camera but we can find a cheaper yet professional one. Maybe prices will fall due to Black Friday
 - Dir. Alramahi: This was on sale but we will still look into a cheaper option
- Treas. Caballes: Unfortunately we have to do everything by list price
- Web Administrator Suarez: What price do you feel comfortable spending?
 - Rep. Thumu: I don't have a price but because of the data transferring feature from the camera to a computer for editing and getting out graphics that is really important so I feel comfortable with this camera because of that feature
- Web Administrator Suarez: Most cameras do not bring a lens so this has the camera, lens, tripod, and microphone
- Rep. Narang: I think we should stick to this camera because PAC does not need funding for a lot of things and as USG we represent the University and it is important to record

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our meetings professionally and what we do here. If we buy cheaper equipment it will not run for a long time so I think this camera is perfect for USG

IX. Items for Discussion

- None next order of business

X. Ex Officio Reports

a. Report of the Advisor

- i. Happy homecoming
- ii. New staff: Carlos Mata in DOS (Associate Director of Community Standards) will support us in our endeavors this academic year
- iii. Carlos Mata
 1. Born in Chicago, went to Maine West High School in 2013, Ball State University degree in telecommunications and digital and audio communication, Masters in Student Affairs Administration in Higher Education from Ball State University, Hall Director at the University of Toledo, and Assistant Director of Operations at Concordia College
- iv. Carlos will be coming to Monday meetings and supporting USG

b. Report of the Student Trustee

- i. No report

XI. Officer Reports

a. Report of the President

- i. Starting Oct. 2nd, the library will be open 24 hours Monday- Thursday!
- ii. Met with Mick Crumbock and Martha Gutierrez from the Office of Government
- iii. Relations and Advocacy with Director Ramakrishnan
- iv. SFAC- we approved a plan to lower student fees while also getting the funding CSI, COCL, and the Student Centers need!
- v. Currently coordinating a time for the USG Campus Safety Week planning kick-off meeting to iron out final details
- vi. As we are in the final stages of research for the Bachelor's Accelerated Masters in Psychology Program and the Graduate School Admissions Test Fund Program, I will start drafting a policy proposal memo with Director Asad
- vii. USG Faculty OER Leadership Award Subcommittee Meeting (11/10)
- viii. Questions
 1. Treas. Caballes: Is Connecting Student Leaders still at Hawkeyes?
 - a. Pres. Almendras: No, it is now at Vintage, across the street. It is a better space and is bigger
 2. Rep. Narang: Why has it been changed?
 - a. Pres. Almendras: Another person took our spot, Treas. Matoy will update more
- ix. View full report for details
- x. Report filed

b. Report of the Vice-President

- i. CSC and MHC Commissioner Update: All interviews for the CSC and MHC Commissioner positions were conducted last week and will be decided tomorrow morning
- ii. Final Reminder: Friday, November 10th - UIC Homecoming – 5 pm to 7 pm

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1. Pizza party for the committee with the biggest turnout!
 2. 400 cupcakes for 1st 400 students so utilize that
 3. Coffee, cocoa, and doughnuts at our tent
 4. Encourage organizations to participate in spirit competition
 - iii. View full report for details
 - iv. Report filed
- c. Report of the Treasurer
- i. Met with Director Tejal to discuss the Safety Town Hall
 - ii. Met with Director Dilay
 - iii. Placed the catering order for the Homecoming tailgate
 - iv. Placed the orders for the “Connecting Student Leaders Event”
 - v. Submitted the RFF for the USG Coffee, Cocoa, Cookies, and Careers Event
 - vi. Met with my committee to decide what supplies we need to purchase for the office
 - vii. View full report for details
 - viii. Report filed
- d. Report of the Speaker
- i. 2 GBMs left after this
 - ii. Continuing to meet with Representatives individually
 - iii. Attended the Treasury Committee meeting, thank you for having me!
 - iv. USG Halloween Social Recap
 - v. USG Fall Semester Social: Monday, 11/27 6-8 pm (our usual GBM time)—mark your calendars
 1. Pompeii on Taylor
 - vi. Congratulations and a job well done to Interim Speaker Manasvi for leading the meeting last week!
 - vii. Connecting Student Leaders and Tailgate are this week—attend if you can, great chance to mingle with members and be involved
 - viii. Questions:
 1. Pres. Almendras: You reminded me of something I wanted to address in my report. During the Halloween social me, Quinn, and Mauricio designed a Halloween house. We lost by 4 votes, I will never wear my baker’s costume again
 - ix. View full report for details
 - x. Report filed
- e. Report of the Chief of Staff
- i. Held check-in with Director of Legislative Affairs Aparna
 1. Discussed recent meeting with State Senator Collins, and the USG Safety Panel
 - ii. Held check-in with Director of Campus Life Tejal
 1. Discussed USG’s upcoming Connecting Student Leaders event, the UIC Tailgate, the USG Safety Week, and the USG Week of Giving
 - iii. View full report for details
 - iv. Report filed
- f. Report of the Diversity and Inclusion Committee Chair
- i. Had the “Strategic Planning of the Diversity and Inclusion Committee” Meeting with President Matthew and Chief of Staff Quinn;

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- ii. Had a meeting with the Woman's Leadership and Resource Center, Assistant Director of the Advocacy Services Kelly Maginot
 - iii. Visited the Black Cultural Center and the Disability Cultural Center, and had great conversations with Director Pinkett-Little and Director Fink!
 - iv. "Trick-or-Treat: Halloween Give-Away" was successfully done
 - v. Attended the USG Halloween event
 - 1. DIC Halloween gingerbread house won!
 - vi. Had the weekly DIC meetings on Monday and Friday, thank you for the great contribution of DIC members!
 - vii. Met with Treasurer Matoy for the November resolutions and budget planning
 - viii. Had a resolution workshop for DIC members, thanks to those who attended the meeting at the weekend and contributed to the resolutions!
 - ix. View full report for details
 - x. Report filed
- g. Report of the Legislative Affairs Committee Chair
- i. Met with SLCE Director Rae Joyce
 - ii. Committee Meeting: Discussed Student Bill of Rights as well as Reserve Funds
 - iii. 1-1 with President Matthew
 - iv. Met with Governmental Relations at UIC with President Matthew
 - v. Met with State Senator Collins with Representative Aryaman Narang
 - vi. Update Meeting with Student Advocacy Coalition
 - vii. Meeting with ISU President Monk on their piece of mental health legislation and how we can help lobby for it
 - viii. View full report for details
 - ix. Report filed
- h. Report of the Public Affairs Committee Chair
- i. Please complete the merchandise Google form I sent out last week in order to receive your merch because we want to start ordering this week.
 - ii. We sent out the November newsletter this morning!
 - iii. In contact with VP Michael regarding the tailgate competition and reaching out to multiple organizations on campus to sign up.
 - iv. Deputy Chair: Dhanushri Devi Kannan
 - v. View full report for details
 - vi. Report filed
- i. Report of the Student Success Committee Chair
- i. SSC Meeting 4
 - ii. OER Subcommittee meets soon
 - iii. Coffee, Cocoa, Cookies, and Careers event time changed from November 17th, 2023
 - 1. It was originally 11 - 1 PM, now it is from 1 - 3 PM.
 - iv. View full report for details
 - v. Report filed
- j. Report of the Campus Life Committee Chair
- i. Met with Secretary Pettineo to discuss safety town hall
 - ii. Met with Treasurer Caballes to talk about campus Safety Week incentives
 - iii. VP Fernandes and I conducted interviews for the safety commissioner
 - iv. View full report for details

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v. Report filed

XII. Announcements

I. Rep. Rothenbaum: PCRFB at UIC is hosting a night of remembrance for Gaza on Thurs Nov. 16th at 5 pm, learn more about PCRFB and their goal at the event. There will be food and dessert

II. Dir. Asad: Light the Way is having a class registration workshop next week on Tuesday. Red Shoes Review is having a Bob Ross craft night next week on Tuesday.

III. Rep. Thumu: Tomorrow is Election Day, so make sure to vote. Thursday evening Ponyo viewing for Film Club and this weekend there is an SFP event with PULL to pick up trash from 10 am-2 pm

IV. Pres. Almendras: UIC Choir auditions are open

V. Rep. Narang: On Nov. 8th Wednesday from 5-8 PM there is an event hosted called Demo Day. It will be in SSB and is part of the entrepreneurship class and 1 of the things we do is present at Demo Day. I would be happy to see anyone there

XIII. Adjournment

- Motioned, seconded, accepted
 - Adjourned at 7:38 PM