

Undergraduate Student Government

Newman Vertical Campus 3-270
55 Lexington Ave, New York, NY 10010

✉ senate@usgbaruch.com

📷 @USGBARUCH



Mar 5, 2024 | 📅 SENATE MEETING

Attendees: Senate

Meeting Date:	March 5th, 2024	Meeting Time:	5:30 PM - 6:10 PM
Location:	USG Conference Room	Recorder:	Adriana Cuca

— Attendees —

Jessica Yauri President	Abdullah Mahdi Executive Vice President
Karen Guanga Executive Treasurer	Adriana Cuca Executive Secretary
Adelaide Ilyasov Vice President of Academic Affairs [Early Departure 5:42 pm]	Dave Olajide Vice President of Campus Affairs
Khairun 'Khai' Nisa Vice President of Legislative Affairs	Skyla Chan Vice President of Student Affairs
Asher Gonzalez Chair of Appeals	Amrutha Thirumalesh Chair of Clubs & Organizations
Bricen Fisher Chair of Finance	Aliyah Jara Chair of Graphic Design
Jessica Angamarca Chair of Marketing	[ABSENT] Victor Martinez Representative Senator
[ABSENT] Brianna Augustin Representative Senator	Emile Barhumi Representative Senator
JiaQi Wu Representative Senator	Jason Martinez Representative Senator
Kayla Hualpa Representative Senator	Shazia Hussain Representative Senator
Zena Ally Representative Senator	Geovani Pelaez Representative Senator
[VACANT]	

Passing of the Minutes

- Motion to Pass Senate Meeting #19 Minutes
 - 16-0-0

Reports

I. Asher Gonzalez | Chair of Appeals

- The following appeals proposals and allocations were presented:
 - Marketers of Baruch submitted an appeal to the Appeals Committee to support the funds needed to host their Marketing Gala. The attendance from their previous events is indicative of a high turnout expected for this event. The Appeals Committee and Senate reviewed the appeal request to ensure that it was enough for their budget.
 - Original Budget: \$3,875.00
 - Appeal Request for MOB Marketing Gala: \$5,782.00
 - Total New Budget: \$9,657.00

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- The Vietnamese Student Association (VSA) submitted an appeal to the Appeals Committee to support the funds needed to host their Paris by Night event. The attendance from their previous events is indicative of a high turnout expected for this event, this is also an annual event hosted by the club. The Appeals Committee and Senate reviewed the appeal request to ensure that it was enough for their budget.
 - Original Budget: \$ 10,000.00
 - Appeal Request for VSA Paris by Night: \$1,510.00
 - Total New Budget: \$11,510.00

II. Shazia Hussain | Representative Senator

- The budget proposal and allocation for GLASS was presented for the 2023-2024 budget. The Finance Committee has reviewed their proposal and ensured the budget was appropriate to the club's previous usage and attendance records. This budget originated and was finalized by the year before's finance committee.

III. Jessica Angamarca | Chair of Marketing

- As Chair of Marketing, I serve as the bridge of communication between students and USG. I am the social media manager, I manage the marketing department, and I run the marketing committee. I want to cover our growth on Instagram and TikTok. Since August, Instagram has seen a 24% growth in followers, and on TikTok a 68%. Most of the feedback I notice on our social media shows that most students are unaware of who is part of USG and what we do. The goal of our social media is to make sure we get to as many students as possible. I have come up with three objectives to address these concerns. My first objective is to increase USG's exposure to students, my second is to create more value driven content, and my third is to increase event exposure and calls to action relevant to our initiatives. We have been putting out a USG Events calendar to help us grow on all of our platforms to showcase all of our events each month. We want to encourage club co-sponsorships as well, which my vice chairs have been working on. Some projects to look forward to include:
 - Student vs. Faculty Reel
 - What it's like to be...? Instareel/TikTok → To showcase the work that our senators do behind the scenes.
 - Bernie and Friends, March 12th → A collaboration with the Chair of Clubs and Organizations, Amrutha Thirumalesh.
 - Women in Marketing, March 28th → A panel and networking event to expose students to the career paths in marketing.
- Question from Zena Ally: If we find a soundbite on social media or have an idea for a marketing campaign, how do we go about sharing that with you?
 - Answer from Jessica Angamarca: If you have a vision for a reel or post, or even find a soundbite you think would be great to use for our social media, send it over to me and I will give you feedback.

IV. Khairun Nisa | Vice President of Legislative Affairs

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- I'd like to briefly go over Albany Caucus Weekend and what we accomplished. First off, we spoke to several elected officials including Assemblymember Steven Raga, Assemblymember Harvey Epstein, and State Senator Andrew Gounardes. We lobbied for 17 Lex and discussed the lack of funding allocated to its renovations; we emphasized that its renovation would help solve the spacing issue that we face at Baruch. We also spoke about financial insecurity among our student population, specifically the Food Pantry and the lack of housing resources available to students. We discussed the lack of tenure track, since most of our professors are adjunct faculty we want to ensure more professors are on the tenure track and paid as such. I'd like to shout out Abdullah, Karen, Jessica Y., my vice chairs, and our Office of Student Life chaperone, Stephen for all their help with this weekend event. We will have more meetings with legislators on zoom and more on-campus events as well. A poster making workshop will take place on March 14th in the Bearcat Den and the Free CUNY Rally will occur on March 21st in the plaza. Please spread the word and come join!
 - Question from Jason Martinez: Are there any things that we can do as individuals to help address the issues that were discussed in Albany?
 - Answer from Khairun Nisa: You can always call or email your representatives and speak up for initiatives or advocate for things you care about at Baruch. You can also attend the Free CUNY Rally and spread the word about it to encourage student support to show urgency to our representatives.
 - Question from Skyla Chan: Is there anything that we can do to combat issues Baruch students face such as food insecurity. For example, the Food Pantry, is there anything we can do to support it?
 - Answer from Dinetta Curtis, Deputy Director of OSL: We can always speak to the Dean of Students or Brandy Peer to discuss ways to combat housing insecurity and support the food pantry monetarily.

Main Motions

- I. Motion to allocate an appeal request of \$5,782.00 to Marketers of Baruch for their Marketing Gala.
 - 16-0-0
- II. Motion to allocate an appeal request of \$1,510.00 to the Vietnamese Student Association for their Paris by Night Event.
 - 15-0-1
- III. Motion to allocate \$3,270.00 to GLASS for the 2023-2024 budget.
 - 15-0-0

Adjournment

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- I. Motion to Adjourn Senate Meeting #20 at 6:10 pm.
 - 15-0-0