

**ALFSS Summer Planning Retreat Agenda
Saturday, July 11th 2020
9:00am – 1:00pm**

ZOOM: <https://csusb.zoom.us/j/91662856788>

	Action Items
<ul style="list-style-type: none"> • Approval of the Agenda (2 minutes) <ul style="list-style-type: none"> ○ Zometa motions to approve the agenda. Vilchis seconds. No discussion. Motion passes, agenda is approved. 	
<ul style="list-style-type: none"> • Welcome/ Introductions (10 minutes) 	
<ul style="list-style-type: none"> • Future Meetings (5 minutes) <ul style="list-style-type: none"> ○ General meetings <ul style="list-style-type: none"> ▪ Miranda proposes having meetings on 1st Tuesday of the month at 12:00pm to coincide with semester university hour <ul style="list-style-type: none"> • Majority vote: 1st Tuesday @ 12:00pm <ul style="list-style-type: none"> ○ If it occurs during a holiday, it will be pushed back to the first working week of the month ○ E-board meetings <ul style="list-style-type: none"> ▪ Majority votes for a 1 ½ hour meeting on a set date/time after general membership meetings 	<p>Leah Stiff will send out a recurring meeting invite for general meetings Leah Stiff will send out doodle poll for board meeting</p>
<ul style="list-style-type: none"> • Financial Report (10 minutes) <ul style="list-style-type: none"> ○ Report for end of the fiscal year 2019 <ul style="list-style-type: none"> ▪ Trust account is slightly stronger than last year ▪ Paid \$2,454 for the Day of the Dead event that was supposed to occur last year but was canceled due to the fires ○ The new fiscal year has not been taken into account with regards to scholarships. 10 \$1000 scholarships were awarded, so remaining budget is approximately \$3900 <ul style="list-style-type: none"> ▪ Scholarship goals will change this year according to past financial reports ○ All money was moved to an online account during Carlos Robles's time because we cannot be affiliated with the university and have off-campus accounts ○ Doris Selva would like to set up a scholarship following her retirement on behalf of herself and her sons 	<p>Ericka Saucedo will request a refund of these funds Ericka will bring in past financial reports to upcoming board meetings Miranda will be sending an email to arrange this</p>
<ul style="list-style-type: none"> • Budget (20 minutes) <ul style="list-style-type: none"> ○ ALFSS polo purchases <ul style="list-style-type: none"> ▪ Miranda is investigating price estimates to find lowest price 	

- All polo orders should be sent to Ericka Saucedo (CC Monica) via email
 - Online dues payment
 - Jonathan and Ericka are working to set up a cashnet – all membership dues will be taken through cashnet
 - Small fee associated with using a credit card through cashnet (unless you link it directly with your bank account); member will be responsible for this fee
 - MPP Considerations:
 - Vilchis motions to reach out to Dr. Jenna Aguirre (ALFSS Member and Director of Academic Budget & Planning); Gonzalez-Montelongo seconds.
Motion passes.
 - Vilchis contacted Dr. Aguirre during the meeting, who was on board with the idea
- **Breakout Sessions** (45 minutes)
 - Fundraising
 - Membership
 - Collaboration
- **Area Reports** (30 minutes)
 - Report: Fundraising (10 minutes)
 - Attendees: Edgar Astorga, Francisco Alfaro, Susana Barbosa, Iwona Contreras, Rosemary Zometa
 - Goals for amounts:
 - Due to Covid-19: \$5,000
 - 8 scholarships at \$1000 + consistent scholarships (e.g. Doris)
 - 2019-2020: \$3900 from fundraising
 - COVID-1 impacted additional funds
 - Crowdfunder links (Barbosa):
 - [Link 1](#)
 - [Link 2](#)
 - Director of Annual Giving: Carolina Van Zee
 - 909-537-5009
 - Contreras suggests having ALFSS added to the booklet
 - Zometa suggests having a year-round passive fundraiser via cashnet
 - Alfaro suggests having two PDC-specific scholarships, funded by PDC donors
 - Line item will be added to Bylaws so that we can fundraise on PDC
 - Doris Selva and Sons Scholarship must be written in Bylaws

Leah Stiff will add these to the agenda for the next board meeting

- There should be an option for general donation vs. scholarship donation
- Donor outreach must extend past the CSUSB community
- Incorporating fundraising into events in addition to having specific events to fundraise
- Contreras mentions that we should make our name more prominent on the faculty/staff campaign. Vilchis mentions that this could be under marketing.
- Payroll deduction money: first four payments should be going to membership dues, and subsequent payments should go to scholarship donations.
 - Currently the scholarship payroll money is going into donation account – Ericka and Antonio
- Motion by Gonzalez-Montelongo to table fundraising discussion until next board meeting. Seconded by Stiff. Motion passes.
- Report: Membership (10 minutes)
 - Membership drives
 - Social Media
 - FB/IG Live
 - Chat with members and ALFSS alumni about benefits
 - Collaborate with other offices to appear in their IG lives
 - Hold fun events (e.g. virtual movie nights) for students in ALFSS
 - Fall Membership Drive
 - Hispanic Heritage Month
 - Spring Membership Drive
 - Focus on student membership
 - Reimagining the Benefits of Membership
 - ALFSS listserv
 - Use as a benefit for those on payroll deduction
 - Scheduled messages for the listserv
 - Welcome
 - Thank you for continued membership
 - Planned events
 - Student/Staff/Faculty Highlight
 - Criteria? Voting? Nominations?
 - Discounted Events/Latino Graduation Sash
 - Student Benefits
 - Emphasize career goals
 - Involvement on committees (leadership experience)

Ericka will determine how much needs to be moved from donation to scholarship funds.

- Networking
 - Goals for 2020-2021
 - Increase regular membership by 20%
 - Focus on student membership; goal still TBD
 - Proposition of lifetime membership amount. We will consider tiers of membership so as not to discourage payment of membership dues while still honoring our donors
- Report: Collaboration (10 minutes)
 - Establish a subcommittee for collaborations
 - 1 year commitment
 - Mix of general membership and board members
 - ALFSS ambassadors
 - Will be asking for interested members at first general meeting.
 - Aurora Vilchis will be chairing this committee
 - Goals for subcommittee
 - Establish an affinity organization council
 - BFSSA, AFSSA, LGBTQ+FSSA, Latino Alumni Chapter
 - 1 ALFSS representative to attend affinity group meetings.
 - Social Justice Committee
 - Post statements and resources
 - Run-through board for approval
 - President will create a Welcome to the new Academic Year letter that includes:
 - ALFSS Statement to Diversity and Inclusion
 - Fall events
 - Support other affinity groups by sharing information on social media
 - Gonzalez-Montelongo brought up that the affinity group for the Undocumented Student Success Center should be included in this
- **Break** (10 minutes)
- **Programming and Marketing for 2020-2021 Academic Year** (60 minutes)
 - General Notes
 - Ask departments to pitch in for prizes
 - Dr. Jacob Chako
 - \$5 fee for participation in each event
 - Free to ALFSS members
 - Extra raffle tickets for ALFSS members
 - Astorga: Fundraising Events done by The Entrepreneurship Department

Jonathan will consider some criteria for members to reach different tiers of membership after giving specific dollar amounts

Board will look into the Coyote Dreamer Ally Network as a potential affiliate group to collaborate with

- The Entrepreneurship Dept. – Inland Empire Center for Entrepreneurship (IECE)
 - Their yearly event is "Spirit of the Entrepreneur" its and awards gala every fall.
- List of Events
 - Fall Virtual Bienvenida
 - Spring Convivencia
 - Fall or Summer Virtual Concert Series
 - Virtual Paint Night (utilizing some type of digital software)
 - ALFSS Happy Hour (socials throughout the year)
 - Virtual Loteria event
 - Day of the Dead
 - October 28th – November 2nd
 - Fall/Spring Latino Grad Ceremonies
 - Need to emphasize Virtual Grad Ceremony rather than just mailing out the sashes
 - Cinco De Mayo Social
 - Other days of celebration in different countries
 - Hispanic Heritage Month (Sept. 15 - Oct. 15)
 - Fall crowdfunding campaign
 - Capoiara
- **Ongoing**
 - Happy Hour
 - Bi-weekly social offerings
 - Themed happy hours
 - Peru
 - Brazil
 - Etc.
 - Signature drink recipes
 - Have members submit recipes
 - Encourage donations
 - Committee:
 - Jonathan
 - Miranda
 - Aurora
 - Leah
 - Iwona
 - Food sale
 - Fall/Spring
 - Annual Tamale Sale
 - Jesse Felix
 - Outsourcing (?)
 - Curbside pickup
 - Dining services collaboration for cooking demonstration

- Dr. Jacob Chako
 - Record 5-6 sessions on cooking different cuisines, sell to campus
 - Recipe book – Iwona
- Socials for different days of celebration
 - Cinco De Mayo
- Face mask sale with ALFSS logo/different Latino designs
 - Committee:
 - Monica
 - Leah
 - Jonathan
 - Iwona
 - Rosie Valencia
- Collaboration with Latino Alumni Chapter
 - Susana Barbosa
- **Fall 2020**
 - Fall Bienvenida
 - August 24th - September 4th
 - Pre-recorded messages
 - Committee:
 - Susana Barbosa
 - Aurora Vilchis
 - Marisol Johnson
 - Rosemary Zometa
 - Antonio Guijarro
 - Hispanic Heritage Month
 - September 15th – October 15th
 - One week of events
 - Focus on education; not replicate other org.'s events
 - Kahoot-style educational event
 - Collaborate with a faculty member for a lecture/discussion educational event
 - Dr. Bibiana Diaz
 - Collaborate with Latino Alumni Chapter, American Indian and Afro-Latino groups
 - Capoiara – Afro-Latino group
 - Committee:
 - Leah Stiff
 - Jonathan Gonzalez-Montelongo
 - Minranda Canseco
 - Edgar Astorga
 - Ericka Saucedo
 - Dr. Chacko
 - Susana Barbosa

- Antonio Guijarro
 - Rosemary Zometa
 - Monica McMahon
- Day of the Dead
 - October 28th – November 2nd
 - Several days
 - Building of altars (1st day)
 - Mariachi (1st day)
 - Storybook reading (2nd day)
 - Lecture explanation (3rd day)
 - Arts & Crafts (skull painting; art student)
 - Virtual 5k-10k (medals, T-shirt, etc.)
 - Committee:
 - Iwona-Maria Contreras
 - Rosie Valencia
 - Ericka Saucedo
 - Jonathan Gonzalez-Montelongo
 - Carolina Yanez-Macias
 - Leah Stiff
- Fall Latino Grad
 - December 3rd (Thurs) or 5th (Sat)
 - Must emphasize that this will be a virtual ceremony, not just mailing out the sashes
 - BFSSA did curbside pickup
 - Keep in mind safety!
 - Committee:
 - Board members
 - Aurora Vilchis and Jonathan Gonzalez-Montelongo will co-chair
- Fall Crowdfunding Campaign
 - Date(s) - TBD
 - Committee:
 - Susana Barbosa
 - Miranda Canseco
- **Spring 2021**
 - Spring Convivencia
 - Date TBD
 - Committee:
 - Rosie Valencia
 - Virtual Paint Night
 - Date TBD
 - Committee:
 - Monica McMahon
 - Leah Stiff
 - Virtual Loteria
 - Date TBD

- Committee:
 - Leah Stiff
 - Edgar Astorga
 - Rosemary Zometa
 - Virtual Concert
 - Date TBD
 - Committee:
 - Iwona-Maria Contreras (chair)
 - Drive-In/Virtual Movie Night
 - Date TBD
 - Hulu has movie party feature
 - Jesse Felix had a similar idea
 - Spring Crowdfunding Campaign
 - Committee:
 - Susana Barbosa (chair)
- **Virtual Marketing and Fundraising** (15 minutes)
 - Focus on Hispanic Heritage Month and various cultural celebrations for different marketing campaigns
 - Newsletter
 - Birthday recognitions
 - Themes related to the various cultural celebrations
 - Callout for members to share things through the newsletter and social media
 - Incorporate PDC more in marketing campaigns
 - Highlighting influential people in history during celebratory months
 - Highlighting Afro-Latinos
 - Highlighting past ALFSS presidents
 - Use this to request donations
 - Highlighting small businesses
 - Advertisement for them
 - Requesting donations
 - Furthering collaborations with community partners
 - Community membership could include all retirees, alumni, business owners, etc.
- **Discussion Topics** (30 minutes)
 - First general meeting
 - Majority vote: August 4th
- **Adjournment** (2 minutes)
 - Gonzalez-Montelongo motions to adjourn at 12:52pm. Stiff seconds. Meeting is adjourned.

Revisit by-laws to reinstate community membership

Leah Stiff will send out a monthly calendar invite

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