

**ASSOCIATED STUDENTS UCLA
BOARD OF DIRECTORS
Regular Meeting
September 27, 2019
12:00 p.m.
Kerckhoff Hall Staterooms**

PRESENT: Pouria Abbassi, Paul Abramson, Adewunmi Adelaja, Noreen Ahmed, Aidan Arasasingham, Ernesto Arciniega, Erika Bricky, Avi Oved, Jesse Torres, Siena Villegas, Frank Wada, Alexis Wells, and Steve Yu

ABSENT: Kevin Eagan

MANAGEMENT: Donna Baker, Finance Director
Ari Baron, Marketing Director
Cindy Bolton, Food Service Director
Roy Champawat, Student Union Director
Patrick Healey, UCLA Store Director
Sandi Gillespie, Association Affairs & External Affairs Manager
Cindy Holmes, Trademarks & Licensing Director
Michelle Moyer, Business Affairs and Compliance Director

GUESTS: Thanatcha Anderson, ASUCLA Finance Division Coordinator
Thomas Gerard, ASUCLA Student Employee
Kelly Goodman, ASUCLA Campus Outreach Manager
Jamal Rivers, UCLA Computer Store Manager
Navi Sidhu, UCLA Student
Patty Zimmerman, Student Union Division Manager

CALL TO ORDER

Mr. Oved called the meeting to order at 12:06 p.m.

APPROVAL OF AGENDA

Mr. Oved called for consent to approve the Associated Students UCLA Board of Directors' September 27, Regular Meeting Agenda. There being no objections, the motion was approved by unanimous consent.

APPROVAL OF MINUTES

Mr. Oved called for consent to approve the Associated Students UCLA Board of Directors' August 23, 2019, Regular Meeting Minutes. There being no objections, the motion was approved by unanimous consent.

EXECUTIVE DIRECTOR'S REPORT

Mr. Abbassi updated the Board on the following topics:

Marketing/Branding

The new ASUCLA, UCLA Store, UCLA Restaurants, UCLA Student Union brand as well as the centennial molecule has been placed on the doors of Kerckhoff Hall and Ackerman Union. New UCLA Store signs were installed at Hill Top and the others are scheduled for an October 7-8 installation.

ASUCLA App

App downloads (iOS) in July/August/September totaled 3,193. Push notifications for Welcome Week events were sent out the last week of September.

Social Media

The Back to School Giveaway on the @ASUCLA Instagram is in progress. The channel gained at least 1,200 followers in five days. Currently, there is a total of 5,344 followers.

Student Employee Engagement

In partnership with the Executive Leadership Team (ELT), and as a key initiative to improve the student employee experience at ASUCLA, Human Resources continues to lead the Student Engagement Committee. The team consists of both career and student employees, and the input of student employees has been vital to recommend courses of action within the organization. A survey was designed and distributed to a focus group consisting of students where key issues were identified and discussed at length. Along with opportunities for improvement, both the survey and focus group revealed that a majority of student workers work well with their supervisors and teams and would recommend working at ASUCLA to their friends and classmates.

Wescom Student Terrace

The new Wescom Student Terrace furniture arrived and has been placed outside of the new Wescom Branch. New modified trash receptacle lids will arrive by mid-October and the new outdoor decorative rugs will arrive the first week of October. Management is working with Wescom to paint the arches. The lighting in the arches was replaced with all new LED bulbs. The cooling tower enclosure was also repaired and painted.

Wescom Student Terrace Events

The first event held on the new Terrace was the Graduate Student Association (GSA) Orientation Welcome Grad Bar, which was attended by more than 800 graduate students. Management is coordinating two Grand Openings, one on November 21 for the Branch and one for the Wescom Student Terrace. Logistics are underway with planning details to coordinate with the Board members.

Wescom Branch

The new Wescom Branch opened September 16. ASUCLA Management is working with the Wescom administration to bring resources to student events. The goal of not obstructing the natural light into the dining room was accomplished.

ASUCLA Student Events

Events such as the ASUCLA Job Fair, USAC's Activities Fair followed by the collaboration with Bruin Resource Center, and the 10th Anniversary Celebration in Ackerman Grand Ballroom (AGB) all took place the last week of September. The Student Union also held the Bruins Night event, which included the Arts in the Union student performance festival, culminating in the Westside Welcome Dance Party in Ackerman Grand Ballroom (AGB).

Anderson Café Open House

Catering hosted a celebration/open house at Anderson Café to highlight both the new offerings and personalized ASUCLA catering menu for the Anderson community, and surrounding campus partners, on September 17. Attendance was good and the Catering Department made some promising connections for opportunities. Anderson-branded retail merchandise will be sold through the Café beginning September 23. Restaurants will facilitate the transaction but the income will be reflected in the LuValle Store.

Restaurant Mobile Ordering

Throughout September, the mobile ordering app was utilized by ASUCLA employees. A reminder email went out to student employees encouraging them to use the ordering app before the rollout of the campus-wide marking plan.

The Campus marking plan will include notices across all social media platforms, ASUCLA BenefitsU emails, local signage at North Campus, push notifications through the ASUCLA app, and a press release.

Customer Service Training Program

As presented to the Services Committee, Food Service developed and implemented an enhanced standardized customer service training program for all student employees. Management formed a committee of managers and student employees to emphasize the importance of customer service in all locations and developed comprehensive training materials. The process was very rewarding for the committee members and they have developed a great final product. New and existing employees will be required

to go through the training. With just a few weeks of training in the operations, we have seen a tremendous positive change in customer service.

Textbook Online Pick-Up

Per discussions at the Budget Presentation and Board of Directors (BOD) Retreat, the Textbook Team modified and expanded the Online Pick-up program. Pick-up and Resident Hall Delivery fees were eliminated and the Ackerman pick-up counter was relocated to draw greater attention to the service and also help expedite the pick-up process.

Sales Growth Through Elevated Brand Management

Pull&Bear's recent on-campus photo shoot was an essential brand story-telling opportunity that was supported by a fantastic effort by TM&L new hire, Jasmine Omidfar, who was recently hired full time as the Creative and Special Projects Manager. Jasmine carried out a two-month campaign by coordinating casting calls and location scouting to select models by utilizing a large selection of UCLA students and their stories for Pull&Bear's photoshoot. Initial results were very positive and final production is underway.

Trademark & Licensing International Strategies

- Europe:
 - France: A new apparel and accessory licensee, Stone Kids, was signed this month which has a market launch date of Spring 2020. ASUCLA team members will go to Paris following the Brand Licensing Europe (BLE) Tradeshow in London in order to meet with this newest licensee and tour the target retailers.
 - Eastern Europe: New men's and women's licensee for Eastern Europe, Markahub, has now commenced sales with a soft launch of their online store for UCLA: www.ucla.com.tr
- Japan: Following ASUCLA team members' successful trip to Tokyo last month to support Alumni Association's Centennial Celebration events and to review the markets and status of UCLA's Japan licensing program, ASUCLA agent, Ingram Co. Ltd. participated in Licensing Expo Japan including a UCLA display.

ASUCLA Job Fair

The ASUCLA Job Fair is among the largest University student employee hiring events in the nation. It is held during True Bruin Welcome Week as part of the schedule of all-day events designed to welcome new and returning students to the new school year. Over the course of the four-hour event, ASUCLA hiring managers join together to fill a variety of open positions in divisions including Food, Retail, Marketing, and Event Services. This year students interested in employment with ASUCLA completed over 1,500 job applications. Hiring managers interviewed all interested applicants, hired more

than 200 new student employees on the spot, and scheduled many more for second interviews. Although the ASUCLA Job Fair is a one-time event, hiring continues in earnest during the coming weeks and ultimately results in about 500 new hires each year.

SUMMER IN THE UNION PRESENTATION

Ms. Zimmerman, Ms. Goodman, and Mr. Rivers provided a Summer in the Union recap of events which included the following:

- Additional Marketing and Social Media Outreach.
- Use of the New ASUCLA Logo
- ASUCLA Coasters and new signage
- Rebranding of Late Night of Ave. A to - ***Bruin Nights***
- Video created for parents by marketing to highlight ASUCLA's jobs, textbooks, and computer store.
- Raffle giveaways at BBQ and Bruin Nights
- Sticker incentive on tours
- Sponsorship w/ Coca Cola for the second year
- Partnership with USAC
- Benefits U texting option
- Use of Kerckhoff Patio for BBQ
- New Frisbee ASUCLA Swag

EXECUTIVE COMMITTEE REPORT

Mr. Brickly explained that the committee met on September 17 and discussed the tour for Assemblymember Kamlager-Dove and heard updates on the Wecom Branch and Pull&Bear Pop-up Shop.

FINANCE COMMITTEE REPORT

Ms. Villegas stated the committee met on September 20 and heard a presentation from the external auditors, KPMG and reviewed the draft internal audit of the Restaurants Central Division.

SERVICES COMMITTEE REPORT

Ms. Villegas stated the committee met on September 13 and heard a presentation on the new customer service training program as well as a presentation from the Academic Materials Task Team. The Committee also watched a demo for the mobile ordering app.

PERSONNEL COMMITTEE REPORT

Ms. Ahmed explained the committee heard a Human Resources presentation and discussed how the committee could be more engaged with ASUCLA employee events

DEVELOPMENT AD HOC COMMITTEE REPORT

Mr. Arasasingham stated the committee met earlier today and heard a presentation from the Associated Director of Development on how to maximize your fundraising potential.

FINANCIAL STATEMENTS

August 2019 Financial Statements

Gross Income at **\$4.8M** (compared to July at \$4.5M) was \$30K better than last year and \$260K below plan. Gross Margin at \$2.3M was \$90K better than last year and \$100K below plan. Strong results in Wages & Benefits and other controllable resulted in a contribution of \$300K which was at plan. Furthermore, strong performance in Allocated Expenses & Other Income resulted in net income of (\$580K) which was over \$100K better than plan and over \$20K better than last year.

BearWear and BookZone had a solid month driven by high visitor traffic and fulfillment of special orders. Academic Material sales were impacted by lower-than-expected Summer Session C enrollment and the move of the Law School starting date. A forward shift in the fall catalog and delay in promotions offered through Athletics also impacted revenues.

Very strong performance in Catering and Concession helped mitigate the lower than expected customer count within other areas. It should be noted that Anderson Café related comparison against plan may continue to fluctuate throughout the year given that projections did not have historical data reference.

Licensing, Student Union & Allocated Expenses posted a strong result for the month. Additionally, lower utility consumption and maintenance costs helped mitigate other areas.

FINANCE DIVISION PRESENTATION

Ms. Baker presented a general overview of the Finance Division.

ADJOURNMENT

Mr. Oved called for consent to adjourn the Associated Students UCLA Board of

Directors' September 27, 2019, Regular Meeting. There being no objections, the meeting was adjourned at 1:51 p.m.

* * * * *

Pursuant to Bylaw 3, section 3.6(d) of the ASUCLA Board of Directors Bylaws, I have reviewed these Minutes and hereby attest to their accuracy.

Kevin Eagan
Board Secretary and Administrative Representative