



# Programs Assessment Meeting Minutes

Associated Students Inc., California State University, Fullerton

10/30/2025 2:30 PMPDT

@ ASI Boardroom, Titan Student Union

## Meeting Details

Meeting Called By: Luca Romero

Meeting Type: Regular

Meeting Attendees: Members, Staff, Public

CSU, Fullerton students, and members of the public may submit comments regarding any item posted on this agenda, or matters of importance to the student body through the [Public Comment Form](#). Comments will be reviewed by the Board Leadership, and submissions received prior to the meeting that are applicable to the governing body will be read during the meeting.

### 1. Call to Order (Romero)

Chair Romero called the meeting to order at 2:31 p.m.

### 2. Roll Call

Members Present: Guzman, Mallareddygari, Romero, Salazar, Soriano

Members Absent: None

Liaisons Present: Allen, Montano, Ryals

Liaisons Absent: None

According to the ASI Policy Concerning Board of Directors Operations, attendance is defined as being present prior to the announcement of Unfinished Business and remaining until the scheduled end of the meeting.

\* Indicates that the member was in attendance prior to the start of Unfinished Business but left before the scheduled end of the meeting.

\*\* Indicates that the member was in attendance for a portion of the meeting, but not in attendance prior to the announcement of Unfinished Business.

### 3. Approval of the Agenda

[Item 3 - fac 10 30 2025\\_age.pdf](#)

#### **Motion:**

**A motion was made and seconded to amend the agenda to postpone New Business item 9.A Resolution to Accept Program #1 Titan Youth Summer Camp to the 11/13/2025 Programs Assessment Committee Meeting.**

**The amended agenda was approved by unanimous consent.**

Motion moved by Isabel Soriano and motion seconded by Jenny Guzman.

### 4. Approval of Minutes

10/02/2025 Programs Assessment Committee Meeting Minutes

**Motion:**

**The 10/02/2025 Programs Assessment Committee Meeting Minutes were approved by unanimous consent.**

Motion moved by Yashwanth Mallareddygari and motion seconded by Armando Salazar.

5. Public Speakers

*Members of the public may address Programs Assessment Committee members on any item appearing on this posted agenda or matters of importance to students.*

There were no public speakers.

6. Reports

A. Chair (Romero)

Chair Romero thanked members for attending and welcomed new Committee member Isabel Soriano. He explained that the summer camp item was moved because he did not feel comfortable making a final decision without more information, and stated that management would send the research soon. He asked the Committee to review the information when it became available, so they could make an informed decision together. He also congratulated members on completing their midterms and reminded everyone to lean on board leadership and one another, emphasizing that leadership wants a more open and approachable environment.

B. Director of Student Government

Chair Romero yielded to Keya Allen, ASI Associate Executive Director. Allen encouraged the Committee to take time to fully review the information about the summer camp when management sends it out. She said the Committee's role is to be informed, ask good questions, and provide thoughtful recommendations to the Board, rather than making the final decision. She appreciated that the item was postponed so members could understand the program and suggest improvements if needed. She closed by thanking everyone for their work and noting how fast the semester is going.

7. Time Certain

None

8. Unfinished Business

None

9. New Business

A. Action: Resolution to Accept Program #1 Titan Youth Summer Camp (Romero)

*The Committee will consider approving a resolution to approve the Titan Youth Summer Camp Program Report.*

**This New Business Item was postponed to 11/13/2025 Programs Assessment Committee Meeting.**

B. Discussion: Program #2 AICA Social Justice Week (Romero)

*The Committee will discuss AICA Social Justice Week.*

Chair Romero yielded to Austin Ysais, ASI Director of Student Programs and Engagement. Ysais introduced himself as the Director of Student Programs and Engagement and gave an overview of Social Justice Week. He explained that it is a week-long, annual event focused on equity, inclusion, and civic responsibility, with most sessions led by student clubs and some faculty. He reviewed the history of how it began, its growth (especially during COVID), the learning outcomes, and the costs associated with running it. He also shared data from last year showing strong attendance and positive feedback. Finally, he recommended continuing the program, starting the planning earlier in the semester, allowing more groups to participate, expanding virtual options for commuters, and improving campus-wide marketing. Chair Romero opened the floor to questions.

- Guzman asked if making this a semester event would mean doing it at the same scale as the current February Social Justice Week, with the same level of sessions, attendees, and funding.  
Ysais clarified that he is not proposing two full events each year; he wants the main event to continue happening the week after student elections. He recommended that promotion, planning, and outreach begin earlier in the Fall semester, allowing the Committee to engage students, clubs, and groups sooner and build more involvement before the Spring event occurs.
- Montano asked if the event would still be marketed as AICA's event, even if campus marketing and Strategic Communications (Strat Comm) became involved.  
Ysais confirmed that it would still be branded as an ASI program, just like other events (for example, Multicultural Fest is still labeled "ASI presents"). He explained that involving Strategic Communications would simply help expand marketing outreach and collaboration, and with the Committee's approval, bringing them in could help grow the program moving forward.
- Ryals asked what strategies had been used in past years to encourage students to attend multiple events during Social Justice Week.  
Ysais explained that they typically incentivize repeat attendance through food, prizes, and giveaways after a student attends a certain number of sessions. He added that in the virtual year, they also used digital labels as a reward. He also noted that AICA members often attend multiple sessions because their own clubs are present at different events, which naturally increases participation across the week.
- Guzman asked for clarification on where Social Justice Week takes place and to expand on Strategic Communications' involvement.  
Ysais explained that the main event locations in recent years have been the TSU, mostly the Theater and Gabrielino rooms, and occasionally at DIRC. Other rooms across campus (like in the library) have also been used, but most events take place primarily at the TSU. Regarding Strategic Communications, Ysais said that historically they've relied mostly on the internal programming/marketing team because the focus was on student groups. However, he thinks involving Strategic Communications moving forward would help expand the program's campus-wide visibility both in the marketing phase and for post-event coverage/articles online.
- Montano asked about the scholarship opportunity mentioned by Ysais.

Ysais explained that one idea brought up by students was offering small scholarship stipends to student presenters or clubs that hold events, for example, giving a \$50 scholarship to a club that presents an event. This would be a way to support student orgs financially and help encourage participation and community building within AICA.

- Ryals asked how the weaknesses identified would be addressed and what strategies would be used to increase student attendance.

Ysais responded that with the additional full-time staff approved last year, they will have more capacity to promote, recruit, and support student groups, so students are not carrying the burden alone. He also said they plan to start marketing and outreach earlier. Staff will proactively meet with departments across campus, such as the Career Center, which they recently visited, to bring more partners and sessions into Social Justice Week. This should help expand reach and attendance.

- Chair Romero asked for clarification on the \$1,500 budget line related to Titan TV. Ysais explained that about \$1,000 of that is a straight chargeback fee that covers Titan TV's filming, camera setup, coverage, editing, and post-production for the event. The remaining approximately \$500 is used for survey incentive costs associated with the program. ASI marketing also supports, but ASI marketing's work doesn't come as a chargeback bill; only Titan TV's post-production/comm costs do.

Chair Romero yielded to Keya Allen, ASI Associate Executive Director.

Allen thanked Ysais and emphasized that the biggest pride of Social Justice Week is that it is completely student-led. She said this event has given CSUF students a unique level of social and political maturity compared to other campuses, helping them navigate major issues and protests over the years. She also praised the consistency and scale of the event, commended AICA for creating a safe space for difficult conversations, and called Social Justice Week one of CSUF's crown jewels.

Chair Romero opened the floor to discussion.

- Salazar agreed with the presentation and supports Ysais' recommendation to start marketing early. He also believes the program should continue. Montano agreed and added that the program should continue and expand.
- Montano agreed with the recommendations and suggested adding virtual session options to include online/commuter and graduate students. She also supported the idea of spreading the program out more over the semester and noted that having the planning team start smaller, earlier in the term, would give them more time to prepare and involve more people.
- Mallareddygari agreed with Ysais' recommendations and emphasized that the current \$8–10k budget is not sufficient, especially if they want to bring a major speaker for the kickoff. He suggested increasing the budget. He also added that Social Justice Week is valuable because it gives students a space to discuss global sociopolitical issues, not just U.S. issues.
- Soriano agreed that the program should continue and expand. She said she'd like to see more workshops focused on action steps and allyship, based on student feedback mentioned in the presentation.
- Chair Romero agreed that the program should continue and be significantly expanded. He noted that marketing efforts should start much earlier and suggested that better resource allocation could dramatically increase student participation. He asked for

clarification about where the marketing is posted and expressed concern that promoting it only on ASI's page might overshadow other events. He also inquired whether marketing could be expanded to other platforms, such as Strategic Communications' official CSUF Instagram, to help increase visibility.

- Salazar highlighted that StratCom oversees campus-wide marketing and, despite some staffing changes, is effective. He emphasized that student engagement in ASI events is low compared to the total student population. Ysais agreed that leveraging StratCom for Social Justice Week marketing would be beneficial, as it would help increase awareness, inform more students, and boost participation, ultimately benefiting both ASI and the student body.
- Chair Romero summarized the Committee's discussion on Social Justice Week, emphasizing three main recommendations. He emphasized the need to enhance marketing efforts to reach a broader student audience, ensuring that more students are aware of and can participate in the event. He also stressed the importance of increasing the budget to secure high-quality speakers who are socially and culturally relevant and can provide meaningful dialogue on current topics. Additionally, he recommended incorporating virtual sessions to allow greater accessibility and participation for students who may not be on campus. These three recommendations enhanced marketing, increased the budget, and virtual opportunities were agreed upon by the Committee, and he thanked everyone for their input and contributions.

 [Item 9.B SJW PAC.pdf](#)

#### 10. Announcements / Member's Privilege

None

#### 11. Adjournment (Romero)

Chair Romero adjourned the meeting at 3:22 p.m.



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Luca Romero  
Chair, Programs Assessment Committee



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Erika Perret-Martinez  
Recording Secretary

## Roll Call 2025-2026

### 10/30/2025 PROGRAM ASSESSMENT Committee Roll Call

Attendance	Board Members			
			Present	Absent
COMM	GUZMAN	JENNY	1	
ECS	MALLAREDDYGARI	YASHWANTH	1	
CHAIR	ROMERO	LUCA	1	
ECS	SALAZAR	ARMANDO	1	
NSM	SORIANO	ISABEL	1	
			Present	Absent
			5	0

Attendance	Liaisons			
			Present	Absent
ADVISOR	ALLEN	KEYA	1	
PRES. DESIGNEE *	MONTANO	AVA	1	
CHAIR DESIGNEE *	RYALS	LIAM	1	
			Present	Absent
			3	0

\*Recording Secretary: Erika Perret-Martinez

Chair Designee\* Liam Ryals

President Designee\* Ava Montano

**QUORUM** 4

**Majority** 3

002 Action: Resolution to Accept Program #1 Titan Youth Summer Camp					
Roll Call Votes			Yes	No	Abstain
COMM	GUZMAN	JENNY	1		
ECS	MALLAREDDYGARI	YASHWANTH	1		
ECS	SALAZAR	ARMANDO	1		
NSM	SORIANO	ISABEL	1		
CHAIR	ROMERO	LUCA	1		
			Yes	No	Abstain
			5	0	0



Presented by Austin Ysais

ASISPE

# SOCIAL JUSTICE WEEK

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# WHAT IS SOCIAL JUSTICE WEEK ?

Social Justice Week is an annual program hosted by Associated Students, Inc. (ASI) at Cal State Fullerton, designed to foster dialogue, reflection, and action around issues of equity, inclusion, and civic responsibility. The program began as a small series of student-led discussions and has since evolved into a university-wide initiative that engages thousands of students, staff, and community members.

Over the years, it has featured influential speakers such as Giancarlo Esposito,, and Diane Guerrero each offering unique perspectives on leadership, advocacy, and systemic change. The week now includes keynote lectures, panels, and interactive activities that challenge students to think critically about social justice topics and their own role in shaping a more inclusive campus culture.



- **2018**
  - THE AICA CHAIR PARTNERED WITH THE HRDI AVP TO DEVELOP AN IDEA THAT UNITED DIRC, HRDI, AND AICA IN CREATING A WEEK-LONG PROGRAM FOCUSED ON SOCIAL JUSTICE EDUCATION AND DIALOGUE.
- **2019**
  - EXPANDED THROUGH A CAMPUS-WIDE CALL FOR PROGRAMS, INCREASING FROM 8 TO 16 EDUCATIONAL SESSIONS THAT INCLUDED FACULTY, STAFF, AND STUDENT PRESENTERS.
- **2020**
  - TRANSITIONED TO A FULLY VIRTUAL FORMAT WITH OVER 30 EDUCATIONAL SESSIONS OFFERED ONLINE. THIS YEAR ALSO INTRODUCED KEYNOTE SPEAKERS, WITH W. KAMAU BELL SERVING AS THE INAUGURAL KEYNOTE.
- **2021-2025**
  - THE PROGRAM HAS BECOME A SIGNATURE ANNUAL INITIATIVE AT CAL STATE FULLERTON, CONSISTENTLY FEATURING 20-30 EDUCATIONAL SESSIONS ENGAGING STUDENTS, STAFF, AND FACULTY ACROSS CAMPUS.

# HISTORY OF SJW





# LEARNING OUTCOMES

**FROM ATTENDING SJW STUDENT WILL LEARN HOW TO...**

- PRESENT ON SOCIAL ISSUES THROUGH MULTIPLE PERSPECTIVES AND FRAMEWORKS OF JUSTICE.
- ENGAGE IN CIVIL DISCOURSE BY LISTENING ACTIVELY, SHARING RESPECTFULLY, AND CONSIDERING DIVERSE LIVED EXPERIENCES.
- CONNECT LEARNING TO ACTION BY IDENTIFYING TANGIBLE WAYS TO CONTRIBUTE TO POSITIVE CHANGE BOTH ON CAMPUS AND IN THEIR COMMUNITIES.
- STRENGTHEN CIVIC ENGAGEMENT BY BECOMING MORE INFORMED, EMPATHETIC, AND SOCIALLY RESPONSIBLE CITIZENS ON TOPICS THAT STUDENTS FIND IMPORTANT



- While Social Justice Week is primarily funded through ASI's annual programming allocation, the program often receives supplementary support through partnerships and collaborations, such as:
- CSUF Diversity Initiatives & Resource Centers (DIRC) – co-sponsorship of select sessions.
- Campus Departments – small contributions toward speaker fees or promotional support.
- Titan TV and Student Affairs Marketing – in-kind contributions for production, design, and coverage.

# FINANCE IMPACT CONT'D



Keynote Speaker Fees & Hospitality	Speaker Fee, travel on-site hospitality for Giancarlo Esposito keynote	\$ 20,000.00
Educational Sessions & Panels	Supplies, print materials and giveaways	\$ 2,850.00
Marketing & Promotion	Digital and print materials, campus banners, and Titan TV graphics	\$ 2,175.00
Production & A/V Support	Sound, lighting, stage setup, livestreaming for keynote and select sessions	\$ 3,400.00
Hospitality & Catering	Refreshments for attendees and presenters across all sessions	\$ 1,275.00
Supplies & Printing	Handouts, signage, evaluation materials, name tags, and décor	\$ 624.00
Post-Event Evaluation & Media	Titan TV editing, post-production, and survey incentives	\$ 1,500.00
TOTAL		\$ 31,824.00

# FINANCE IMPACT



- **Strengths**

- Strong institutional support from ASI and CSUF Student Affairs.
- Established reputation as a signature ASI educational program.
- Alignment with ASI's mission, Student Affairs strategic plan, and Diversity & Inclusion goals.

- **Weaknesses**

- Heavy reliance on a small planning team (Program Coordinator, GA, student staff).

- **Opportunities**

- Expand cross-campus partnerships (DIRC, academic colleges, faculty integration).
- Increase sponsorships or co-funding from departments and community partners.

- **Threats**

- Budget constraints or university-wide cost reductions could limit programming scale.
- Risk of controversy or misunderstanding around sensitive social topics.

# SOCIAL JUSTICE WEEK

# SWOT ANALYSIS



# USER DATA / STUDENT SATISFACTION

Survey Conducted: March 10-17, 2025

Total Respondents: 310 participants

Participant Demographics

- 91% Students
- 8% Staff
- 1% Faculty
- Representation from all 8 CSUF Colleges
- Top academic areas: Communications (18%), Education (15%), and HSS (13%)

# USER DATA / STUDENT SATISFACTION

## Qualitative Highlights (Open-Ended Feedback)

- “I appreciated the mix of student and faculty voices.”
- “The keynote was powerful and relatable.”
- “I’d love to see more workshops focused on action steps and allyship.”

## Quantitative Highlights:

- Overall Satisfaction: 91% rated SJW as “Excellent” or “Good”
- Most Popular Session: “Beyond the Conversation: Reimagining Justice in Higher Education”
- Average Attendance per Session: 65 participants
- Keynote Highlight: Giancarlo Esposito - 700+ attendees
- Titan TV Views: 1,200 post-event replays



# PROGRAM RECOMMENDATIONS



- Semesterly Roll Out
- Virtual Opportunities
- Campus Marketing plan





**LET'S WORK  
TOGETHER AND  
CREATE  
SOMETHING GREAT**