




Senate Bill: 2012-13-20
Date: May 10, 2013
Authored by: Jesus Martinez-Ramirez, Chair of Internal Affairs
Committee Action: Approved on May 10, 2013 (votes: 3-0-0)
Senate Action: Senate approved on 05-10-13 (votes: 13-0-0)
Subject: **The Transition of A.S. Productions into a Department**


1. WHEREAS: The Associated Students, Inc. (A.S.) is the primary advocate for more than 34,000 students of California State University, Northridge; and provides excellent, meaningful programs and services designed to create and enhance a spirited, learning-focused campus environment; and
2. WHEREAS: One of the ways the Associated Students accomplishes its mission by providing students with the opportunity to attend safe and entertaining on-campus events produced by A.S. Productions; and
3. WHEREAS: The A.S. Productions executive committee is responsible for fostering education, entertainment, and school spirit throughout the year through creative, cost-effective, and quality large-scale event programming; and
4. WHEREAS: Large-scale event programming requires special skills including: strategic planning, event design, networking and communicating, budget management, contracting talent, marketing strategies, managing event staff, and program assessment; and
5. WHEREAS: The Associated Students created A.S. Marketing as a student driven and staff managed department, in order to address the marketing and promotion needs of all its departments; and
6. WHEREAS: A.S. Marketing is designed to facilitate the best use of financial resources to provide timely and reliable marketing materials that create a quality A.S. brand; and
7. WHEREAS: All other A.S. programs (e.g., Children Center, A.S. Rec, Sport Clubs) have followed similar patterns of transforming from student driven and student managed programs to student driven and staff managed programs; and
8. WHEREAS: The Associated Students has multiple programs and services and limited financial resources; therefore, let it be

1. RESOLVED: That the Associated Students will transform its A.S. Productions into a student driven and staff managed department similar to A.S. Marketing and other A.S. programs, within 5 years; and let it be further
2. RESOLVED: That the Associated Students will provide the A.S. Productions Department with the financial and human resources necessary for large-scale programming, in order to fulfill the programming needs of all its departments; and let it be further
3. RESOLVED: That the A.S. Productions Department will offers its student employees with the opportunity to develop their personal, professional, and leadership skills through the art of large-scale event programming; and let it be further
4. RESOLVED: That in the academic year of 2013-2014, the A.S. Productions Department will be managed in part and in addition to their other duties and responsibilities by the Student Leadership Coordinator with the assistance of 2 programming Graduate Assistants and 5-7 programming student employees and student volunteers; and let it be further
5. RESOLVED: That in the academic year of 2014-2015, the A.S. Productions Department will be managed by a new programming employee with the assistance of 1 programming Graduate Assistant and 5-7 programming student employees and student volunteers; and let it be further
6. RESOLVED: That the new programming employee will be recruited by A.S. Human Resources; and let it be further
7. RESOLVED: That in the academic year of 2015-2016, the A.S. Productions Department will be managed by this programming employee with the assistance of 1 programming Graduate Assistant and 5-7 programming student employees and student volunteers; and let it be further
8. RESOLVED: That in the academic year of 2016-2017, the A.S. Productions Department will be managed by this programming staff with the assistance of 2 Graduate Assistants and 5-7 programming student employees and student volunteers; and let it be further
9. RESOLVED: That in the academic year of 2017-2018 and beyond, the A.S. Productions Department will be managed by this programming staff with the assistance of 2 Graduate Assistants and 5-7 programming student employees. However, the department can adjust the number of programming student employees and student volunteers as needed, as well as the number of hours they work and their salaries in order to fulfill all the programming needs of the Associated Students; and let it be further

10. RESOLVED: That since the Associated Students has limited financial resources and other programs and services, the A.S. Senate has the authority to postpone this resolution or other resolutions related to the funding of A.S. Productions and the costs associated with them in any given year with a $\frac{2}{3}$ majority vote; and let it be further
11. RESOLVED: That this resolution shall supersede all Codes and Policies related to A.S. Productions, or its previous forms, that the A.S. Senate has adopted prior to this resolution; and let it be further
12. RESOLVED: That copies of this resolution will be distributed widely, including, but not limited to the following:
David Crandall, Associated Students General Manager
Leanne Vincent, Associated Students Student Leadership Coordinator
Diane Hartjen, Associated Students Controller
Sandy Abrams, Associated Students Children Center Director
Cyndi Signett, Associated Students Recycling Coordinator
Trent Morgan, Associated Students REC Director
Tim Szczepanski, Outdoor Adventure Coordinator
Ken Premo, Support Services Manager
Kevin Mojaradi, Marketing and Public Relations Director
Dr. Dianne F. Harrison, California State University, Northridge President
Dr. William Watkins, Vice President for Student Affairs
Dr. Shelley Ruelas, Associate Vice President for Student Life
Daily Sundial



Sydni Powell, President
2012-2013



Christopher Woolett, Vice President
2012-2013

A.S. Productions Transition into a Department

Year	Staff	Grad Assistant	Student Employees	Estimated Cost
2012-2013	1	1	5-7	\$147,000
2013-2014	1	2	5-7	\$169,000
2014-2015	2	1	5-7	\$207,000
2015-2016	2	1	5-7	\$207,000
2016-2017	2	2	5-7	\$229,000
2017-2018	2	2	5-7+	\$229,000+

- * Estimated Salary of Leadership Coordinator \$80,000
- * Estimated New Staff Salary \$60,000
- * Estimated Graduate Assistant Salary \$22,000
- * Estimated Student Employees Salaries (for 6 students) \$48,000