

Princeton USG Senate
Meeting 4
February 28, 2021
8:30pm EST



Introduction

- 1. Question and Answer Session (5 minutes)**
- 2. President's Report (5 minutes)**

General updates:

- Continuing work on virtual academic programming for first-years and sophomores with ODOC
- Met with Angela Wang from the Office of Admissions to discuss the virtual activities fair for Princeton Preview
 - Will take place in the Class of 2025 Facebook page in mid-April
 - Each day will have a theme (dance groups, club sports, etc)
- Discussed developing a framework for social and other spending this semester that focuses on students needs, complies with the relevant spending restrictions, and takes student feedback into account (exploring survey possibilities) in the Executive Committee meeting.
- USG Logistics Team meets on Fridays at 7pm EST. Ashwin, Josephine, Hannah, Ceon, and Christian will check in weekly to make sure logistics are running smoothly and coordinate for content, Senate agenda, newsletter, social media, and website.
- Added committee members to the Slack to streamline communication and encourage group participation within USG.

New Business

- 1. Tigers in Town Presentation- Thomas Dunne and Ian Deas (30 minutes)**
 - Tigers in Town is a program that aims to support local businesses that have been impacted by COVID-19, especially those that rely on student, faculty, and staff customers.
 - Objectives:
 - Support local businesses impacted by the pandemic
 - Provide social opportunities for students living on campus
 - Make local businesses accessible to all students
 - Introduce the class of 2024 to the town of Princeton
 - Diversity dining options for students living on campus
 - Promote public health and Princeton Playbook messaging
 - Logistics:
 - Technology: Leverage the MyPrincetonU platform to facilitate event registrations and check-ins for student participants.

- Guidelines: Prevent clustering at town businesses using time slot registration and underscoring Princeton Playbook messaging.
- Streamlining: Streamline financial processing and communication with businesses using ODUS staff.
- Long-term Goals:
 - Facilitate lasting connections between Princeton students and local businesses.
 - Provide student leaders with more detailed information about events in town.
- Registration Steps:
 - Students can enter their registration details for their event and then select a time slot during which they can attend the event.
 - Event organizers can create a QR code that will be posted at the local business hosting the event for attendees to check in.

Questions from the Senate:

- The Community Dining committee had spoken to Campus Dining about integrating local businesses into the dining program at Princeton. Has Tigers in Town liaised with Campus Dining?
 - Tigers in Town has a focus on engaging with local businesses, but one of the longer term goals of dining initiatives at Princeton aims to allow students to have more accessible dining options outside of Campus Dining. This type of collaboration may be helpful to explore in the future. The feedback from Tigers in Town may also be useful in launching another project in the future focusing on a collaboration with Campus Dining.
- Can ODUS offices host events or are hosting events limited to student groups?
 - Yes, offices are welcome to host events, especially those related to campus life.
- What body provides funding for events?
 - The funding will come from the sponsoring organization, along with supplementation from ODUS.
- Is this program that can be used by any student group, and who is overseeing the operations?
 - The primary administrative oversight will be provided by ODUS.
- How will student groups with modest budgets access this event without having to get funding approved through an organization like the Projects Board?
 - Student groups could create an event in conjunction with ODUS. ODUS will be working with student groups on an individual basis to determine their needs and goals.
- Are there consequences for students who do not show up for their registered time slots, and is there a limit to how many times a student can sign up for events?

- There is not currently a mechanism to account for students who do not attend their registered events. The platform does allow for limited registration during a designated time period.
- Is there a concern that dining hall food would stop being consumed?
 - This is not a concern at the moment because events will not be offering full meals, and there will be a limited number of events happening per week.
- Are Eating Clubs included in organizations that can host events?
 - No, Eating Clubs are not currently incorporated into this program because they are non-University entities.

2. Project Board Proposal- Sophia Chen (15 minutes)

- Asian American Students Association requesting \$1,500 from Projects Board to host speaker Ien Chi.

Votes

- Yes: 19
- No: 0
- Abstain: 0

Consent Agenda

1. Campus and Community Affairs Committee
 - a. Lauren Fahlberg '24
 - i. Hello! My name is Lauren Fahlberg. I'm from McLean, Virginia, right outside of DC and near the CIA. I'm a freshman potentially concentrating in Politics or Economics or the Political Economy track (the best of both worlds)! Even though I aim to get a certificate in Russian and grew up near the CIA I can assure you, I'm not a spy. I can't wait to work on the CCA and with the Senate to bring Princeton and the community closer together during these crazy times. Can't wait to meet all of you!
 - b. Brandon Jones '23
 - i. Hello! I'm a sophomore from Southampton, Bermuda. I am a prospective History concentrator, while I'm also pursuing a certificate in African American Studies. I'm very excited to serve on the Campus and Community affairs committee again this semester. I also play on the Princeton Club Soccer Team. If you want to reach out to me at any time, please email me at bpjones@princeton.edu!
 - c. Hilcia Acevedo '23
 - i. My name is Hilcia Acevedo, currently a sophomore at Princeton. I am a prospective anthropology major and originally from New York City. On campus I serve as an Advising Fellow for Matriculate, Community Ambassador for Programs for Access and Inclusion, and Mentor for the Princeton University Mentoring Program. I am also part of Woke

Wednesdays. Through my work in the CCA committee, I am eager to help strengthen gown-town relations and ensure that Princeton students are aware of the opportunities, resources, and product offerings available within the Princeton community.

- d. Chitra Parikh '21
 - i. Hi everyone! My name is Chitra Parikh, and I am a senior from central New Jersey. I am concentrating in Architecture with a certificate in Global Health and Health Policy, and on campus, I am involved in Naacho Dance Company and Service Focus. I'm looking forward to serving on the CCA committee this semester!
- e. Dillion Gallagher '23
 - i. Dillion Gallagher is a proud member of the Class of 2023 and intends to major in the Princeton School of Public and International Affairs and get certificates in East Asian Studies and Statistics and Machine Learning. Dillion is always interested in bringing real, helpful change to the Princeton community.
- f. Aaron Leung '23
 - i. I am an ORFE sophomore from Toronto, Canada. My extracurricular interests broadly include arts, sports, and service. My interest in CCA stems from both previous membership and the recognition that, given the current landscape, there is a pressing need to support and work with local businesses and communities. As a USG member since freshman fall, I am eager to get back to work.
- g. Bianca Ortiz-Miskimen '22
 - i. I am a junior working towards a BA in the School of Public and International Affairs with certificates in Cognitive Science, Spanish, and Diplomacy. I am most passionate about community development and being an Attorney on Princeton's Mock Trial Team.
- h. Isabella Shutt '24
 - i. From western North Carolina to Mathey College, I hope to cultivate relationships within the communities that supported and continue to shape me. As a member of Matriculate, College Democrats, Letters to Strangers, SPEAR, and The Daily Princetonian, I work to address inequity, increase transparency, and assist our student body.
- i. Kira Fitzgerald '24
 - i. Kira FitzGerald is a first-year in Rocky College originally from Cleveland Ohio. She is currently pursuing a concentration in computer science along with a certificate in cognitive science. On campus she serves as the production manager for PUP, stage manages various shows, and is a matriculate advising fellow.
- j. Maria Khartchenko '24
 - i. Masha (Maria) Khartchenko ('24) is concentrating in Computer Science AB and pursuing certificates in French and Neuroscience. In her free time, she plays piano and dances Flamenco. She also has an interest in languages, is trilingual (fluent in French, Russian, English) and is learning German.

- k. Saoirse Bodnar '22
 - i. I'm a junior concentrating in Neuroscience with a certificate in Global Health and Health Policy. I'm originally from Baltimore, MD and am the oldest of four siblings. This year, I'm the co-leader of the UN Women Faith & Gender Justice fellowship. I like talking to friends and walking around Mountain Lakes when I'm not doing classwork, and can't wait to be an active member of this committee!
 - l. Vicky Feng '24
 - i. Hi! I'm Vicky and I'm a Freshman from Sydney, Australia. I was very involved with my local community in Australia, and would love to continue that involvement now that I'm here in Princeton! I am currently also helping local businesses move to a digital platform with the Tigers for Nassau tech team, so I'm really looking forward to working with CCA to foster even more connections between the student body and broader Princeton community!
2. Sustainability Committee
- a. Adira Smirnov '23
 - i. Hello! My name is Adira Smirnov, and I'm a sophomore from Massachusetts. I'm a prospective EEB major, and on campus, I can generally be found eating cookies at the CJL or looking for the best hot cocoa. I'm very excited to be a part of the sustainability committee, and I look forward to working with all of you!
 - b. Alkin Kaz '23
 - i. I am Alkin, a sophomore student from the ELE department, and an international student from Turkey. I intend to take certificates in Applications of Computing, Finance, and SML. On campus (hopefully after corona), you can find me playing the pianos around or hosting physics-related events as the President of the Princeton Society of Physics Students.
 - c. Allan Vo '23
 - i. My name is Allan Vo, I am from the class of 2023 and am an ORFE major. On campus I am part of the Brazilian Jiu Jitsu club and club tennis. Outside of Princeton, I volunteer at the Vietnamese Association of Illinois and enjoy marine reef-keeping and marine photography.
 - d. Amisha Srivastava '23
 - i. My name is Amisha Srivastava, and I'm a member of the Class of 2023 and am a Mechanical and Aerospace Engineering major getting certificates in Sustainable Energy, Robotics and Intelligent Systems, and Applications of Computing. On campus, I am a photographer with TigerTrends, (about to) volunteer with PEEK, pursuing an independent project with Robotics Club, working on RASC-AL & High Power

Rocketry with Rocketry Club, am a Script Writer for PSAT, and Executive Director for The Insight Spark.

- e. Andrew Castleman '22
 - i. Hi! My name is Andrew, and I am a junior from Philadelphia, PA. I am concentrating in economics and pursuing certificates in computer science, SML, and finance. I am incredibly excited to serve on the sustainability committee and work towards making it as easy as possible to live sustainably on and off campus. Outside of USG, I am a project manager for Princeton University Nonprofit Consulting, an avid poker player, and a massive Philly sports fan.
- f. April Dong '24
 - i. I'm April, and I'm in the Class of 2024. I am a prospective Architecture major with certificates in Environmental Studies and Urban Studies. I'm involved with TigerTrends, the Bee Team, and AASA in the student community.
- g. Aria Lupo '24
 - i. I'm Aria Lupo and I'm in the class of 2024. I plan on either concentrating in Ecology and Evolutionary Biology or Molecular Biology (pre-med), and I am considering certificates in either Environmental Studies or Neuroscience. On campus, I am an active member of SIFP and generally keep up with sustainability news and the conservation society (& am still looking for clubs of interest).
- h. Chris Leahy '22
 - i. Chris Leahy '22 is a SPIA Concentrator/THR Certificate student originally from the lovely little town of Galesburg, IL. He is primarily concerned with refugees, migration, and development academically, and also is interested in devised and virtual theatrical work. On campus, he acts as Production Manager for Triangle, Treasurer for Princeton Model Congress, a leader with Outdoor Action, and works as a Campus Visit Ambassador for the Office of Admissions. He likes nature, cooking, coffee, and long bike rides along the shore, and is looking forward to serving the University community in the Sustainability Committee.
- i. Christian Hernandez '22
 - i. I am a proud Tejano-Texan from Manvel, Texas, and member of the class of 2022. My major is Molecular Biology, and I currently am in the Donia lab investigating antibiotic biosynthesis genes in human-dwelling microbes. In regards to sustainability, I have restored a bayou and grassland ecosystem on my home in Texas, am a member of the Texas Society for Ecological Restoration. On campus, I try to raise study Ojibwa-Cherokee-Iroquois-Lenni Lenape knowledge and perspectives on

nature and raise awareness of extinct animals and endangered ecosystems and their relevance today. My other interests around campus include serving in Princeton Christian Fellowship, scootering, and observing native flora with friends in the neighboring forests.

j. Connor Larson '22

i. My name's Connor, and I'm a junior in the ORFE department from Greenwich, CT. On campus, I'm a member of two club sports teams (Sailing and Skiing), the International Relations Council, and an eating club (Charter). Outside of school, I enjoy skiing, biking, hiking, and visiting cool places in the great outdoors. I'm passionate about sustainability, and I can't wait to meet and work with everyone on the committee this year.

k. Ipsita Tingi '23

i. Hey! My name is Ipsita Tingi. I am a sophomore studying Chemical and Biological Engineering with potential certificates in Sustainable Energy and Environmental Studies. On campus, I am involved in CBE Undergraduate Council, Cards for Courage, and NAACHO Dance Company.

l. Koji Kawamoto '24

i. I am a member of the Class of 2024, and I am a prospective SPIA major with the HPD (History and Practice of Diplomacy) certificate. Outside the classroom, I enjoy running with Princeton Running Club.

m. Lorenzo Prete '24

i. Hi everyone! My name is Lorenzo Del Prete, a member of the Class of 2024 from Rome, Italy, and Freiburg, Germany. I plan on majoring in Anthropology on the Law, Politics and Economics track, with certificates in Environmental Studies and History and the Practice of Diplomacy. I am a member of SIFP, and I am involved with the Office of Sustainability as an EcoReps Member. I look forward to discussing ideas on how to make our campus an ever greener place, particularly looking to reduce our carbon footprint in transportation and nutrition. I would be glad to address any and all of your concerns, so feel free to reach out to me at lprete@princeton.edu, and thank you for this opportunity!

n. Sean Bradley '24

i. My name is Sean Bradley, I am a member of the Class of '24. I originate from Charlevoix, Michigan. I am involved with USG as a Senator, Whig-Clio, and a few other political organizations. I plan on majoring in SPIA and I look forward to working on the sustainability committee.

o. Shana Chen '24

- i. My name is Shana Chen (Shaw-na). I'm from Cherry Hill, NJ, and I'm a freshman. My prospective major is Economics and I'm considering majors in Finance and Statistics and Machine Learning. On campus, I'm a part of the Digital Section of the 'Prince' .
 - p. Taylor Nelson '24
 - i. Hi everyone, my name is Taylor, and I'm so excited to become a part of the sustainability committee here at Princeton! I'm a freshman this year and while my major is still undecided, I'm considering either SPIA or economics and am hoping to receive an East Asian Studies certificate. On campus, I'm involved with the Princeton Political Review as a writer for the international news section. Looking forward to meeting and working with all those on the committee and involved in USG.
- 3. Social Committee
 - a. Zyan Wynn '23
 - i. Hi! I am a sophomore from Atlanta, GA. I am a prospective SPIA who loves interacting with people from different backgrounds and cultures. I joined this committee to help create more magical events and moments for such!
 - b. Axidi Iglesias '23
 - i. I'm a sophomore from Orange County, CA. I'm a potential SPIA major, pursuing certificates in EAS and LAS. On-campus, I am part of the Princeton US-China Coalition, The Princeton Diplomat, Spanish Debate, the Butler College Council, and I volunteer with Princeton Solidaridad Network. I am excited to once again be part of the USG Social Committee!
 - c. Katherine French'22
 - i. I am a junior SPIA major from Clifton, VA with certificates in Spanish and Values and Public Life. On campus, I am an Army ROTC cadet, Orange Key tour guide, Rocky PAA, play for the Club Soccer team, and am a member of the glorious Tiger Inn. I am excited to continue on the USG Committee, which I first joined during my freshman year!
 - d. Elliot Hyon '24
 - i. Hello, my name is Elliott Hyon and I'm a prospective Anthropology major from Los Angeles, CA! I'm one of the 2024 Class Council Representatives and I'm excited to work with the Social Committee in USG to plan fun events for the entire campus. In my free time, I enjoy going to the beach with my friends (pre- and hopefully post-pandemic), reading apocalyptic literature, and learning more about astrology!
 - e. Phoebe Park '22
 - i. I am a Civil and Environmental Engineering student pursuing certificates in Portuguese and Statistics & Machine Learning from Philadelphia. Outside of the Social Committee, I am involved with Class Government,

Princeton Electronica, Katzenjammers, Cheerleading Team, Mental Health Initiative, and other choirs. Music has always been a source of community for me, and I hope to bring good vibes and Princeton together after a difficult year apart.

- f. Albert Zhong '23
 - i. Hello! I am a sophomore student, intending to pursue an Economics Major. I am from the Bay Area, California.
- g. Kazuo Nakamura '23
 - i. My name is Kazuo Nakamura, and I am a sophomore from Long Island, New York. On campus, I am part of the rugby team, and my primary hobbies are music production and DJing.
- h. Lauren Fahlberg '24
 - i. My name is Lauren Fahlberg. I am a freshman from McLean, Virginia. I cannot wait to meet you all in person one day!
- i. Bharvi Chavre '23
 - i. Hi everyone! My name is Bharvi and I am a sophomore from Long Island, New York. I am a prospective Chemistry major on the pre-med track, with a certificate in Engineering Biology. On campus, I am a PAA, a Daily Princetonian associate news editor, and also involved in the USG Social Committee.



*The greatness of a community is most accurately measured
by the compassionate actions of its members.*

-Coretta Scott King

'Tigers in Town' Overview

The COVID pandemic has impacted every aspect of the economy, with a particularly catastrophic effect on small businesses. [Opportunity Insights Recovery Tracker](#) reports that in 2020, the state of New Jersey lost 36.3% of its small businesses to pandemic-related losses. In the local Princeton area, businesses rely not only on students, but also faculty, staff, and visitors to create a steady stream of activity. The town's rich tradition of a diverse range of merchants and businesses thriving in a pedestrian-friendly environment is one of the defining characteristics of the University and town community.

Shortly after the University announced that students would need to depart campus in March of 2020, a group of students established [Tigers for Nassau](#), an initiative that provided critical assistance for local businesses to establish themselves online to stay connected to customers during the pandemic. In the fall of 2020, the 2021 Class Government launched an innovative way to support the town that they knew was impacted by the pandemic, and of equal importance, missed by the students studying remotely. Class leadership offered students a *Taste of Campus*, built around gift packs consisting of goods provided by local shops. Over 400 boxes were assembled and shipped to seniors across the country.

In December, the University announced that all four undergraduate classes would be invited to reside within the dormitories provided that they follow the protocols set forth in the [Social Contract](#). This created an opportunity for students to expand their support of local businesses in Princeton to include in-person engagement. Eager to reconnect with many of the establishments that help shape daily student life at Princeton, elected student leaders worked with the Office of the Dean of Undergraduate Students ([ODUS](#)) to develop the *Tigers in Town* Initiative. ODUS partnered with the [Office of Community and Regional Affairs](#) to help facilitate

collaborative conversations with the local business community. While the particular scope of the program is meeting community needs in the Spring of 2021, we anticipate that many beneficial relationships will spring forth and we expect and hope those to continue well beyond the immediate impact of the pandemic.

Undergraduate student organizations are currently the primary focus of *Tigers in Town*, and the information listed below pertains particularly to student organizations registered with the offices comprising [Campus Life](#). We hope to quickly expand the initiative to other departments and offices throughout campus, provided that their work aligns with the stated goals of the program.

Goals

- To provide financial support for local businesses impacted by the pandemic.
- To create opportunities for students to engage in a social activity that allows for safe in-person interaction, wellness, and connection.
- To make vendors' offerings accessible to students regardless of financial status. This is important due to the reduction of the numerous free and open social activities typically held on campus for students, and subsequent opportunities for students to host them.
- To connect first-year students to the local community, many of whom are experiencing their first time on campus under these circumstances.
- To supplement campus dining options and provide greater variety of food to students.
- To promote the public health and safety information listed in the [Princeton Playbook](#).

Program Criteria

Businesses should be local to the Princeton area, with priority given to locally-owned businesses that typically serve students and campus organizations.

To ensure that all students are able to participate, university sponsors must offer at least one item offered free of charge to the participants. Students are permitted to purchase additional items while at the business, but it cannot be a prerequisite to get the free item offered.

Eligibility is for students that are currently in the University's testing protocol.

The terms delineated in the Social Contract apply to all *Tigers in Town* programs.

Tigers in Town events should be scheduled during weekdays (M-F), as business owners report that customer support during that time is currently their greatest need.

Note that due to current requirements governing in-person activities, student leaders are not permitted to perform any “on-site” assistance during the *Tigers in Town* event.

Logistics

Enrollment

Each business interested in participating should identify the item(s) that they want to offer, propose dates/time for the program, and identify who on their staff will serve as the single point of contact for the initiative. This individual’s name and contact information will be shared with students interested in sponsoring an event and also will be shared with the ODUS staff administering the program. Businesses can send this information to odus@princeton.edu.

Scheduling

ODUS will share information submitted by businesses with student organizations so that student leaders can assess and then sponsor *Tigers in Town* events. When students are interested in scheduling an event, they should reach out to the business contact and confirm that they are open and available to host a *Tigers in Town* event. Businesses cannot hold more than one event at a time, and if they are hosting more than one event in a single day, there needs to be a clear delineation of time between the events (i.e a morning event and an evening event, not events separated by a 1 hour break).

Funding and Registration

Student leaders are responsible for securing funding and completing registration with campus offices before any publicity is shared. Campus Life groups must register this activity with [CLEVER](#). If a group is not self-funding the initiative, they must secure funding from a University source in advance of the registration of the program. Groups eligible for the USG [Projects Board](#) can apply for *Tigers in Town* provided that they are connected with other group program activities or events. Be mindful that Projects Board reviews funding requests once per week on Thursdays and requires advance planning; the application is accessible via [SAFE](#) and must be submitted by 11:59PM on the Monday prior to Thursday’s meeting.

Event Onboarding

Once funding is secured and the event is reserved with the business and registered with the necessary university offices, students can create a *Tigers in Town* event so that students can sign up for designated time slots. The *Tigers in Town* initiative requires that campus life student organizations and businesses use the QR codes in the [My PrincetonU](#) platform. Students are

invited to schedule no more than ten students per 15-minute block. In light of this ratio, student organizers can determine the maximum cost of the *Tigers in Town* event; simply multiply the number of available sign-up slots by the cost per item that is being offered. Due to the health and safety guidelines of this initiative, all participants must use a sign-up method and not exceed 10 people per 15 minutes. The sign-up schedule should be shared with the business so that they can anticipate the numbers and arrival times of students coming into their establishments.

QR Codes

The QR code procedure helps control the pedestrian flow, which is paramount to promoting proper health and safety. When a *Tigers in Town* event is created within MyPrincetonU, the QR code PDF should be emailed to the business contact. The business contact is responsible for posting the QR code for each *Tigers In Town* event at the beginning of each event. When students arrive at the business, they will “check in” using the QR code. This will verify that they are in the right business at the correct time. Students will need to DUO authenticate on their phones, and can then present a successful check-in screen to the person at the register so that they know the individual is eligible to participate in the give-away. Since the authentication process takes a bit of time, it is advisable not to have the QR code at the point of sale, but rather at a clearly visible location upon entering the establishment. It will be helpful if the same location is used for every *Tigers in Town* location so students can become accustomed to the location and check-in without requesting staff assistance.

Financial Coordination

The financial coordinator for this initiative is Karen Ehee, the financial coordinator for the Office of the Dean of Undergraduate Students. Karen can be reached via email at karen.ehee@princeton.edu or via phone at 609.258.7444. In most circumstances, Karen will be the financial representative for the sponsoring organization, including the over 350 student organizations registered with ODUS. She will also be able to communicate with other university departments sponsoring *Tigers in Town* events so that businesses can successfully navigate the financial operations of the University.

Participating businesses should note that as registered University business activity, invoices should not include sales tax. If you need a copy of the University’s New Jersey Tax Exemption Form, please request one from Karen Ehee. In order to facilitate the payment process, all businesses should complete the University’s supplier on-boarding process. This process includes providing relevant tax documents, such as a W-9, as well as inputting bank information and payment terms as directed by finance@princeton.edu.

Each invoice should include the following information: The name of the University organization- (the specific registered name of the organization), the name and contact information of the group contact (ie the student who is planning the event), the name, street address, and phone

number of the business, the business contact, and the quantity and description of what was purchased.

Reporting and Assessment

We will be able to track and report the financial impact of *Tigers in Town* to area businesses and the Princeton community.

The MyPrincetonU platform will give sponsors the opportunities to see not only who signed up for their events, but also what the rate of participation was for each *Tigers in Town*.

The program will give sponsoring organizations important information about what items and businesses are most popular with constituents. This will help organizations plan future events that best meet student interest.

Sponsoring organizations will be able to communicate with individual participants through direct messaging and short surveys to get feedback on the program.

Tigers in Town will give businesses data about how best to engage with student customers over the long-term, which will strengthen the business community in Princeton.

The relationships and communication channels established between student organizations, University offices, and area businesses will have longer-term benefit beyond the specific programmatic goals of this semester; there is hope that this sparks longer-terms partnerships between students and local businesses.

Projects Board Funding Request

Projects Board Co-Chairs: Nelson Dimpster, Stephane Sartzetakis, Jen No

AASA Contacts: Jennifer Lee (nahyunl@princeton.edu)

Date: 2/28/21

AASA: A Conversation with Ien Chi

Event Description:

AASA plans to host Ien Chi, the former creative director at Jubilee Media, on April 8th, for Ien to share his experiences building a multimedia network with global influence. We are especially interested in hearing about how his Asian-American identity played a role in his work in the media world as a film-maker and creative lead telling stories to empower people. We also look forward to him sharing any advice he has for students, particularly young Asian-Americans, aspiring to pursue a career in media!

In the past, Ien has been the lead creative on some of YouTube's most popular shows such as Odd Man Out, Middle Ground, and Spectrum - leading Jubilee to reach 5.5M+ subscribers and 1B+ views in less than 3 years. He is also a recipient of the national gold ADDY award and has worked with Nike, NASA, Apple, NBC Asian America, and the New York Times in the past. At our event, Ien will lead a 20-minute presentation followed by a 30-minute Q&A session.

We believe that Ien will bring tremendous insights about the modern media industry and provide incredible lessons on Gen-Z creativity and leadership to our students. This would be an incredible opportunity for our audience to learn about the behind-the-scenes of a career in the social media world, both the ups and downs, and the work that goes into building a successful multimedia company whose target audience is people our age! We have not finalized a speaker fee yet, however, we expect the price to be from \$1500-2500.

Campus Conversations: This event exemplifies the mission of CCI as Ien will be discussing what his Asian-American identity means to him and what role it has played in his career in the media world. Additionally, we will also be asking him to speak about the projects he spearheaded at Jubilee Media which focused on exploring different identities (whether it be racial, gender, religious, etc.) and finding common ground between differing perspectives on social and political issues. We hope to have Ien share the insight he has gained on how productive, empathetic conversations can be carried out between people with drastically different viewpoints and how we can reflect more deeply on our own beliefs and identities.

Date and Location: April 8, 2021 @ 5 or 7 pm on Zoom

Amount Requested : \$1500

Total Cost: \$ 2500

- Event has also received contribution from ODUS

Budget:

Payment for Speakers: \$2500