

Hispanic Business Student Association (H.B.S.A.)

General Meeting Minutes

Wednesday, March 13, 2024 at 6:00PM | Library 2nd floor, 2206



Meeting called to order by Andrew De La Rosa (Associate Vice President, Public Relations) at 6:02pm

Eboard Officer(s):

Present: Anastacia Rodrigues (Associate Vice President, Public Relations), Cristhy Olivera Perez (Banquet Co-Chair), Luz Toribio (Administrative Assistant), Samuel Reyes Aguilar (Associate Director, Special Events), Yesenia Sanchez-Guitierrez (Associate Vice President, Marketing), Paola Luna (Vice President), Carlos Hernandez (President), David Hernandez (Coordinator of Fundraising), Randy Aoki (Senior Advisor), Melissa Gutierrez (Webmaster), Crystal Garcia-Ramirez (Associate Vice President, Director of Alumni Relations), Andrew De La Rosa (Associate Vice President, Public Relations)

Absent: Alexis Valadez (Associate Director, Administrative Operations)

General Meeting Topic: Marketing presented by Jordan King (Marketing manager, Valley Children's Hospital)

Host: Andrew and Yesenia

Andrew De La Rosa (Director of Public Relations) as the host of the meeting welcomed members, shared the agenda of today's meeting, and introduced the guest speaker, Jordan King. Jordan shared her career journey, highlighting her status as a Fresno State alumna who obtained a B.A. in Mass Communication & Journalism from Fresno State. She detailed her progression from interning at the Girl Scouts and CCS Communications to assuming the role of Director of Marketing & Communications post-graduation. Through these experiences, she honed her skills in managing various media platforms and working with children, emphasizing the importance of media training. Jordan also underscored the significance of networking and nurturing relationships to foster professional opportunities, emphasizing the value of leveraging these connections for growth.

Following her undergraduate studies, Jordan pursued an MBA in General Management at Pepperdine Graziadio Business School while concurrently holding a position. In 2018, she was encouraged by a former club speaker to apply for a Marketing Specialist role at Valley Children's Hospital, eventually progressing to the position of Marketing Manager. Her professional journey also led her to serve as the President of the Public Relations Society of America, Central California Chapter, underscoring the importance of continuous learning and personal growth.

Jordan concluded her presentation by sharing her contact information for further engagement and encouraging attendees to apply for positions, emphasizing the importance of embracing challenges and seeking growth opportunities. The session included a Q&A segment where Jordan provided advice and expressed her enthusiasm for mentoring interns. Andrew and Yesenia Sanchez-Guitierrez (Associate Vice President, Marketing) then shared volunteer opportunities and upcoming events, including Speed Networking Night, the next general meeting, Design Your Board, the Banquet on April 19, a Beach Trip on Saturday, April 27, 2024, and the deadline for Scholarship Applications on April 5, 2014. Randy announced fundraising efforts to support members attending the Banquet and reminded graduating seniors to respond to his email regarding stashes.

Andrew De La Rosa also shared with members the results of the election of Executive Officers for the 2024-2025 academic year and shared the results of the voting on the new constitution and organization chart. The incoming Executive Board Officers' names were shared on the screen. Director De La Rosa announced that the new constitution and organizational chart was passed with a 92.3% approval of the membership and an email communication was also sent out to the membership regarding the results of the election of officers on March 20th just before the meeting.

2024-2025 Executive Board Officers are as follows: David Hernandez (President); Jazmin Bolanos Love (Vice President); Santiago Rodriguez Sanchez (Associate Vice President for Financial Services); Melanie Quijano (Associate Director for Administrative Operations); Yesenia Sanchez Gutierrez (Associate Vice President of Marketing and Digital Production); Yureissi Vargas (Associate Vice President for Public Relations); Ashley Pina Vasquez (Associate Vice President for Alumni Relations); and Cristhy Olivera Perez (Associate Director for Special Events).

Powerpoint: <https://shorturl.at/gCUX2>

Member Attendance:  Spring 2024 Attendance.xlsx

Meeting was adjourned at 6:53pm by Andrew De La Rosa.

Approved by Eboard on Apr 3, 2024