

**UNIVERSITY STUDENT UNION BOARD OF DIRECTORS
CALIFORNIA STATE UNIVERSITY, FRESNO ASSOCIATION, INC.
November 7, 2016
USU 308**

AGENDA

- I. Call to Order
- II. Roll Call
- III. Approval of Agenda
- IV. Approval of Minutes
 - A. October 3, 2016
- V. Public Comment
- VI. Communications
 - A. Dr. Coon
 - B. Dr. Muscat
 - C. Dr. Johnson
 - D. Associated Students, Inc.
 - E. Guests
 - F. External Committee Reports
- VII. Chair's Report
- VIII. New Business
 - A. Information Item: Preliminary Presentation of Potential New University Student Union to ASI
 - B. Information Item: Potential New USU Kick-Off Event
 - C. Information Item: Change of Committee Structures for the USU Board of Directors
 - D. Information Item: New Chair for the Budget and Operations Committee: Veronica Salcedo
 - E. Action Item: Change of Non-Voting Position to Voting Position: Jacob Perry
 - F. Information Item: Recruitment for New USU Board of Directors Members
- X. Old Business
 - A. Information Item: Off-Campus Bulldogs Project Updates and Subcommittees
- XI. Committee Reports
 - A. Public Relations & Marketing
 - B. Budget & Operations
 - C. Campus Involvement Ambassadors
 - D. USU Productions
- XII. Associate Dean's Report
- XIII. Adjournment

The next USU Board meeting is scheduled for:

DATE: December 5, 2016
TIME: 3:30 p.m.
PLACE: USU 308

Please direct any questions or concerns to Dr. Colin Stewart in USU room 306, or call 559-278-2741.



USU Board of Directors

Chair's Report
University Student Union Board of Directors
of the California State University, Fresno Association, Inc.
November 7, 2016

I. Old Business

A. Emerging Leaders Retreat Speed Networking

- Board members Ms. Reyes and Ms. Niayesh represented the USU Board of Directors at Leadership's Emerging Leaders Retreat speed networking event on October 23rd, where they promoted our group to other students and shared about our role and responsibilities as Board members.
- Ms. Danzer and Mr. Beck will be representing the USU Board of Directors at the November 6th Emerging Leaders Retreat.

II. New Business

A. Meeting with John Melikian, Staff Council to the Association

- Dr. Colin Stewart, Mr. Guzman, Ms. Niayesh, and I met with John Melikian on Friday, October 21st to discuss the USU Board of Director's bylaws and get some clarification about language and the decision-making process that USU Board of Directors members are engaged in.

B. Association Meeting

- Dr. Colin Stewart and I represented the USU Board of Directors at the Association meeting on Thursday, October 20th.

C. Nightmare at the USU

- The Board participated in the Nightmare at the USU event held on Thursday, October 27th in the pavilion. We provided a spinning wheel activity for students with questions about Halloween, while also promoting the potential new USU and extended hours to students.

Next Meeting: December 5th, 3:30pm
Submitted by: Angelica Reyes



USU Board of Directors

Budget & Operations Report
University Student Union Board of Directors
of the California State University, Fresno Association, Inc.
November 7, 2016

I. Old Business

A. Brochure

- The committee is working with the marketing coordinator to finalize the USU brochure, which markets the different leadership groups and services offered through the USU. Group members worked on approving the pictures within the brochure and writing the brochure text.

B. Budget Handout

- The committee will be updating the current budget handout and working with the Public Relations and Marketing Committee to make modifications to it.

C. Reviewing Bylaws

- Board members of this committee are currently studying the bylaws to better understand the full scope of the committee's responsibilities. Each member has been assigned a specific area of the budget to look into.

II. New Business

A. Personalized Business Cards

- Ms. Salcedo is working on finalizing a business card design for the USU Board of Directors members. These will be personalized cards for each board member.

B. Maintenance Tour of USU

- Committee members received a tour on October 24th from Patrick Pendleton, who is the maintenance supervisor of the USU, to have a better understand of the operations aspect and to learn about updates happening in the building.

Next Meeting: December 5th, 3:30pm

Submitted by: Veronica Salcedo



USU Board of Directors

PR & Marketing Report
University Student Union Board of Directors
of the California State University, Fresno Association, Inc.
November 7, 2016

I. Old Business

A. Lunch with the Board

- The PR and Marketing committee will be hosting its first Lunch with the Board of the school year. This event will be held on December 1st, from 11am-1pm, in the University Student Union (USU) lounge. The purpose of the event is to promote the services in the current USU, promote the idea of the potential new USU, and inform students about the USU Board of Directors. There will be lunch items provided for the students, as well as a survey implemented to see students thoughts about the potential USU. Mr. Guzman has been actively working on updating the poster and making sure all details are finalized for this upcoming event.

B. Social Media

- The committee has decided to create a personal USU Board of Directors Twitter and Instagram, while also continuing to promote the Board through the USU Facebook. The committee's Vice Chair, Ms. Robinson, has been working on the logistics for creating our own social media accounts.

C. USU Services Posters

- The committee is working on the final drafts of the hydration stations and microwave posters for the USU. The committee has decided to expand this project and create posters for other services in the USU as well. Ms. Danser and Mr. Kelley are finalizing the hydration station and microwave posters, and are also working on creating rough drafts for the posters promoting the other services.

D. Buttons Promotional Item

- The committee is in the final stages of completing the buttons promotional item, which will convey both long term and short term promotions. The committee has decided to make buttons promoting the Board, the Bold New U, the USU Extended Hours, and more. Mr. Beck is working on creating the final designs for the buttons.

II. New Business

A. Ruler Promotional Item

- After looking for new promotional items to use for the Board, we have agreed on buying rulers to hand out to students. Ms. Alejandre has been researching different types of rulers and has been creating a design to put on the rulers.

Next Meeting: December 5th, 3:30pm
Submitted by: Athena Niayesh



Student Involvement

University Student Union Board of Directors
of the California State University, Fresno Association, Inc.
USU Productions
November 7, 2016

I. Past Events

- a. Cross Cultural Celebration Week
 - i. September 23 – 30, 2016 at Various Locations throughout campus.
 - ii. Student Involvement collaborated with various entities across the campus to promote and engage with students about the importance of diversity through multiple forums, experiences, and events.
 - iii. Cross Cultural Celebration Parade and Voices of Culture
 1. Monday, September 26, 2016 from 12:00pm – 1:00pm. Parade started at the Joyal Administration building and finished at the Speaker's Platform.
 - iv. Taste of Cultural Festival
 1. Thursday, September 29, 2016 from 6:00pm – 8:00pm located at Memorial Garden near the Kennel Bookstore.
 2. There was a fashion show during the festival.
 3. 200 students attended the event throughout the evening.
- b. October Bulldog Wednesday
 - i. Located at the Speaker's Platform from 12:30pm – 1:30pm.
 - ii. In congruence with the Cross Cultural Celebration Week, Bulldog Wednesday contacted cultural and academic student organizations to table during our event as a way of engaging and encouraging diversity.
 - iii. Bulldog Wednesday also highlighted the diversity on campus by showcasing the 2015 Higher Education Excellence in Diversity (HEED) Award from "INSIGHT Into Diversity" magazine, one of the oldest and largest diversity-focused publications in higher education.
 - iv. Overall attendance was around 150 students.
- c. Homecoming Celebration
 - i. Homecoming Kickoff was on Monday, October 10, 11:00am – 1:00pm at the Speaker's Platform with food, Timeout and Victor – E.
 1. Two of the three food trucks ran out of food,
 - ii. Student Tailgate
 1. Homecoming Student Tailgate was at Beiden Concourse
 - a. T-shirts were given out, tickets for the game, and there was an ultimate fan zone section for the students to dress up.
 - b. Free food was given to the students.
 - c. The overall attendance was 300 students throughout the evening.
 - iii. Various events occurred throughout the week such as red lighting on the clock tower, student organization booth decorating contest, and the campus Homecoming theme was "Paint the town Red." This encouraged offices, schools, and windows to be decorated.
- d. Jokes for Votes
 - i. Event was held on Thursday, October 20, 2016 from 7:00pm – 10:00pm

- ii. 450 people attended the event.
 - iii. Funny or Die comedians like Demetri Martin performed.
 - iv. There were tables that registered students to vote, information on the candidates, and other ballot initiatives for California.
 - e. Halloween Event – Nightmare at the USU
 - i. Thursday, October 27, 2016 from 8:00pm to 11:00pm.
 - ii. Various events happened throughout the night such as costume contest, haunted maze, scavenger hunt, caricaturist , photobooth, and giveaways for students.
 - iii. Various student organizations were present, and local businesses from Campus Pointe also attended the event to pass-out giveaways for students.
- II. Upcoming Events
- a. November Bulldog Wednesday
 - i. Event is on Wednesday November 7 from 12:30pm – 1:30pm at the Speaker’s Platform.
 - ii. Students will be able to be a part of a service table that will allow to fill out thank you cards for fellow students and for a loved one.
 - iii. Hot chocolate will be provided as a way for students to interact with other students and to learn about what it means to have bulldog pride.
 - b. A Full House with Jodie Sweetin – A Star’s Journey to Recovery
 - i. Thursday, November 17, 2016 at 7:00pm in the Satellite Student Union
 - ii. Student Involvement collaborated with Student Health and Counseling Center and Bulldogs for Recovery.
 - iii. The event is free and only for Fresno State students, faculty, and staff.
 - iv. Jodie Sweetin will be speaking on issues of substance and alcohol abuse.
 - c. Attending National Association for Campus Activities (NACA) West Regional Conference
 - i. November 10-13, 2016. The purpose of the conference is to connect with agents, performers, and attending great workshops that facilitate professionals from both student affairs/activities and within the entertainment industry.
 - ii. Shawna, Marine, and Sona are part of the stage crew and planning committees, respectively, allowing for a more involved experience.
 - iii. Shawna will also be presenting on an education session.
 - d. San Francisco Bus Trip
 - i. Saturday, December 3, 2016
 - ii. Students will be able to enjoy a day away from school and work by joining us on a bus trip to San Francisco.
 - iii. Tickets will be going on sale October 31st (\$25 for students and \$30 for guests)
 - e. Finals Cram Jam
 - i. December 12 – 14, 2016 The Cram Jam will have services Monday to Wednesday, mornings and evenings.
 - ii. Mornings will be at the Speaker’s Platform giving out items for finals, small food, and beverages.
 - iii. Evening ideas are currently being discussed.
- III. Communication
- a. Social Media
 - i. Facebook account (USU Productions) has 3,700likes
 - ii. Twitter account (@usuproductions) has 1,330 followers
 - iii. Instagram account (usuproductions) has 1,595 followers

- iv. Snapchat account (usuproductions) has 150 friends
- v. Email blast – sent out at least once a month with information on upcoming events.

IV. Volunteer Event Staff

- a. We are continuously talking to students at our events to not only make sure they are enjoying themselves, but also letting them know about our future events and opportunities to be involved with our events through volunteering.
- b. We finalized selections for the Pit Crew and Marketing Team to help support the USU Productions staff and provide a more engaged and structured system for our volunteers. First meeting was held on September 26th.

Submitted by: Andrew Escamilla