

Minutes of the Meeting of the
University Student Union Board of Directors
of the California State University, Fresno Association, Inc.
September 8, 2014

A meeting of the University Student Union Board of Directors of the California State University Fresno Association, Inc. was held on Monday, September 8, 2014.

I. CALL TO ORDER

The meeting was called to order at 3:00 p.m.

II. ROLL CALL

The following voting members were present:

Mr. Juan Guzman, Chairperson	Mr. Lor Vang
Ms. Agelica Reyes	Ms. Karmen Geffken
Ms. Mai Thor	Ms. Danielle Fuentes
Ms. Lilit Grigoryan	Mr. Forest Daniels
Mr. Brian Chin	Ms. Jonna Pagaduan
Mr. Moses Menchaca	Dr. Ignacio Hernandez***
Dr. Carolyn Coon*	Ms. Emily Pack
Dr. Jose Diaz**	

The following voting member was not present:

Ms. Kooshali Suresh Kumar

The following non-voting members were present:

Ms. Melissa Ginotti	Mrs. Mehrzad Zarrin
Ms. Shawna Blair	Ms. Abigail Hudson

The following non-voting member was not present:

Mr. Jose Madrigal

Also present:

Dr. Kevin Ayotte	Mrs. Karolina Lamb
Ms. Katelyn Spencer	Mrs. Breanne Scogin

III. APPROVAL OF AGENDA

MSC to approve the agenda for Monday, September 8, 2014 with the following amendments: Under VIII. New Business added Item b. ACUI Regional Conference and Item c. Welcome & Diversity Events. Under IX. Old Business added Item d. Marketing Design Shop.

IV. APPROVAL OF MINUTES

*Representative of Dean of Students
**Designee of University President
***Academic Senate/Faculty Representative

MSC to approve the minutes for Monday, May 5, 2014 as written.

V. COMMUNICATIONS

Dr. Carolyn Coon – Dr. Coon introduced herself as the Associate Vice President for Student Affairs & Dean of Students/ Interim Director for Judicial Affairs. Dr. Coon stated that she has been working at Fresno State for 12 ½ years.

Dr. Jose Diaz – Dr. Diaz welcomed everybody back after the summer break, including those who were present last year as well as new board members. He expressed that he is looking forward to the great work that the students will be completing this year.

Dr. Ignacio Hernandez – Dr. Hernandez stated that he echoes what Dr. Diaz said. He encourages all students to get involved with Welcome Week events and S.A.F.A.R.I. Dr. Hernandez urged students, where possible, to meet the new vice president of Student Affairs. Dr. Hernandez also shared that the new vice president is coming from Texas.

Associated Students, Inc. – Mr. Menchaca announced that the first Thirsty Thursday occurred last Thursday. The next one will occur on the first Thursday of October.

Mr. Menchaca shared that Associated Students, Inc. hosts tailgates for the football games. They also provide pizza to students who are getting ready for the football game. Mr. Menchaca stated that anyone is welcome to attend the tailgate events.

Mr. Menchaca stated that Associated Students, Inc. hosts a Financial Club workshop this Wednesday at 10:00 a.m. in USU 309.

Mr. Menchaca advised that Associated Students, Inc. has a vacant senate position that will be filled on Wednesday. He appreciated the many applications which were received.

Mr. Menchaca confirmed that Associated Students, Inc. has selected the new office manager, Jeannie McIntosh, and that she has accepted an offer for the position.

Mr. Menchaca reported that Associated Students, Inc. hosts food distribution once a month in El Dorado Park.

Mr. Menchaca shared that Associated Students, Inc. has started a lobby course. Anyone interested in participating should stop by the Associated Students, Inc. office for more information.

Mr. Menchaca also stated that Associated Students, Inc. will soon begin sending emails out regarding opportunities to get involved in the Campus Life Committee.

Guests – No guests present at the meeting had anything to report.

External Committee Reports – Ms. Reyes stated that she attended the Integrative Marketing Steering Committee on Tuesday morning. Ms. Reyes informed that during the meeting the Committee discussed collegiate licensing and the correct and appropriate use of Fresno State University's seal, logo, and the Bulldog image throughout campus.

VI. CHAIR'S REPORT

Mr. Guzman informed everyone that all of the furniture for the South patio and balcony was installed over the summer. The bowling system was upgraded during summer as well.

Mr. Guzman advised that he will be attending the Associated Students, Inc. meetings henceforward in order to encourage increased productivity and collaboration.

Mr. Guzman also stated that he attended the Association Board meeting this past Thursday, September 4th. The purpose of the meeting was to approve last meeting's minutes. He plans to attend another Association Board meeting at the end of September.

Mr. Guzman stated that the University Student Union donated several promotional items to the College of Agriculture this past Friday. The College of Agriculture had a barbecue event on September 17th to welcome alumni, staff, and students. The promotional items included T-Shirts, movie tickets, and bowling certificates.

Mr. Guzman stated that the Homecoming Planning Committee meetings occur every other Tuesday from 4:00 p.m. to 5:00 p.m. in USU 310. Anyone interested in planning homecoming is invited to attend.

Lastly Mr. Guzman reported that the Recreation Center hosted an open house this past Thursday. Two hundred and eighty-eight students attended this event. Many of them received discount bowling cards. The students are able to use the cards at the bowling alley with proper ID.

VII. DIRECTOR'S REPORT

Ms. Ginotti echoed the sentiments of Dr. Coon, Dr. Diaz, and Dr. Hernandez. Ms. Ginotti stated that she is thrilled that the students are back at school.

Ms. Ginotti shared that several personnel changes occurred this summer in the Student Involvement Center. Ms. Ginotti introduced Karolina Lamb as the new Administrative Assistant. She also introduced Katelyn Spencer, a graduate student employee who worked with the Student Involvement Center over the summer as a temporary Administrative Assistant, and expressed her appreciation to Katelyn Spencer for her assistance. Ms. Ginotti advised that the Student Involvement Office also hired Gerry Elizondo, the new Assistant Director of Student Involvement, and recently posted a half-time Marketing Coordinator position. A new Commuter Life staff position is also being created this year, with support from Dr. Coon and Dr. Lamas, who recognize the importance of providing involvement opportunities for commuter students.

Ms. Ginotti reported that a new water heater will be installed in the Satellite Student Union this week. Last week there was also a new air conditioning unit installed in the Satellite Student Union lobby. Ms. Ginotti also advised that Student Involvement Office Manager, Sherri Fisk, has moved to the Reservations Office in Room 301; before the change, her office was located in Room 306. Ms. Ginotti hopes that the Reservations Office will be renovated this semester in order to increase functionality and accessibility for customers.

Ms. Ginotti discussed that the Division of Student Affairs is in the early stages developing a one-stop shop for student business services, and one possible location under consideration is the USU Pavilion. Students will be able to take care of financial aid, ID cards, records and registration, and admissions business all in one location.

Ms. Ginotti confirmed that Welcome Week was highly successful. During Welcome Wednesday over 2,000 students attended the events.

Ms. Ginotti announced that next week there will be Cross Cultural Celebration Week. The big events will take place on Wednesday at the USU balcony during lunch time as well as in the evening. Ms. Ginotti stated that electronic promotional materials will be disseminated to promote the event in social media.

Ms. Ginotti added that there will be more exciting events happening soon: Greek Recruitment, United Sorority and Fraternity Council recruitment, and the Emerging Leaders Retreat.

VIII. NEW BUSINESS

a. **Information Item: Neophyte Committee** – Mr. Guzman began by clarifying the USU Board of Directors Neophyte Committee's role. It is a way for the students to become involved with the USU Board without being members. They are not volunteers nor are they members. Students sign up for a semester-long commitment and they are provided an opportunity to explore their interest in becoming eventual members on the Board of Directors. Student applications are due September 19th at the Student Involvement Center, USU Room 306.

b. **Information Item: ACUI Regional Conference** – Ms. Ginotti stated that IRA funding was received to send four students to the Association of College Unions International (ACUI) Regional Conference in La Verne, California from November 6th to November 8th. Ms. Ginotti advised that Ms. Blair will be going with the students. Ms. Ginotti added that anyone interested in going should send Ms. Ginotti an email by September 15th.

c. **Information Item: Welcome & Diversity Events** – Ms. Ginotti stated it is important that next year all of new students experience a welcome to the university in a way that is substantial and helps them in transition to prepare them for academic success. It is also important that commuter students will be able to join campus events early, before classes start.

Dr. Hernandez asked Ms. Ginotti for clarification on how to define commuter students. Ms. Ginotti stated that there are several ways to define them. Ms. Ginotti stated that commuter students are those who do not live in Residence Halls. Currently there are eleven hundred out of twenty-three thousand students living in the Residence Halls. Another 11,000 students live within 5 miles of campus; these students tend to engage in campus life in ways similar to on-campus residents. The remainder of students live greater than 15 miles from campus; this population of commuters may be more at risk in terms of persistence. Ms. Ginotti stated that it is important to provide resources, information and support to commuter students who are at risk for not engaging deeply in the college experience.

IX. OLD BUSINESS

a. **Information Item: EBI Assessment Results** – Ms. Ginotti reported that last year Dr. Coon financially supported the USU's engagement in a national benchmarking survey of student unions, the EBI Student Union survey. Ms. Ginotti informed the Board that the survey assesses how students feel about the Student Union operations compared with students of other schools. Ms. Ginotti provided survey results to everyone at the meeting and explained which aspects of the experience CSU Fresno students are the most and least satisfied. Ms. Ginotti reported that the survey went out to 3,000 randomly selected students. The survey was sent out in late spring and 368 students responded. Ms. Ginotti stated that the collected data is very helpful, and provides a baseline against which future improvements can be measured. Ms. Ginotti explained the results of the survey and suggested analyzing the results more closely in order to elevate overall satisfaction rates in the future.

Dr. Hernandez suggested in order to have a better understanding of the survey that focus group interviews could be initiated as well. Ms. Ginotti agreed that this is a great suggestion.

b. **Information Item: USU Recreation Center Bowling System Upgrade** – Mr. Gomez confirmed that the upgrade was approved last semester and that it was executed over the summer.

c. **Information Item: USU Pit and Patio Furniture Installation** – Mr. Gomez reminded the Board that the USU Pit and Patio furniture installation was approved over the summer.

Ms. Ginotti informed that there are still several things on the wish list for improvement. Ms. Ginotti suggested that the lighting underneath the balcony railings should be brighter, and also that the railings need to be painted.

Ms. Ginotti reported that there are four more table tops for the patio shipping in from China. Ms. Ginotti recognized Mrs. Zarrin for her work on these projects last year.

d. Information Item: Marketing Design Shop – Ms. Ginotti stated that there is a new Graphic Design shop. The shop is for the Student Involvement Office and will also be available to Associated Students, Inc.

X. COMMITTEE REPORTS

a. Public Relations & Marketing – There was no Public Relations & Marketing report. Mr. Forest Daniels introduced himself as the chair of Public Relations & Marketing. Lor Vang introduced himself as the vice chair of Public Relations & Marketing.

b. Budget & Operations – There was no Budget & Operations report. Ms. Mai Thor introduced herself as the chair of Budget & Operations.

c. Campus Involvement Ambassadors – Ms. Danielle Fuentes introduced herself as the chair of the Campus Involvement Ambassadors. Ms. Fuentes stated that this year the CIA performed Involvement Advising Sessions. As of Friday the Campus Involvement Ambassadors completed twenty-one Advising sessions. Ms. Fuentes reported that the ambassadors created a feedback mechanism to help the students get more information from students about what their recommendations are. During the Dog Days Presentations the ambassadors received a feedback score of 5 out of 5 for their presentation. They also received a 4.37 of out of 5 feedback score from guests who attended the Dog Days event.

Ms. Fuentes advised that CIA sends out Housing Interest Forms to all residents who move into housing.

Lastly, Ms. Fuentes stated that the Emerging Leaders Retreat occurs September 26th through September 28th and October 24th to October 26th. The deadline for recruitments are September 19th and October 17th.

d. USU Productions – Ms. Geffken began by stating that USU Productions was involved in a number of Welcome Week events. All of the events were successful. Ms. Geffken stated that USU Productions just had its first “Bulldog Wednesday,” where students showed their Bulldog pride by wearing red shirts and clothing.

Ms. Geffken advised that the outdoor movie *Blended* will be shown on September 10th.

Ms. Geffken stated that from September 16th to September 18th there will be a Blood and Marrow Drive. USU Productions will help with the graphic design and promote the event through social media.

Ms. Geffken stated that SSU Productions took a quick trip to CSU Northridge to attend a Matador night. Ms. Blair discussed her experience at CSU Northridge’s Matador nights.

XI. ADJOURNMENT

MSC to adjourn the meeting at 4:09 p.m.

Respectfully submitted,

Melissa Ginotti, Director of Student Involvement

By Karolina Lamb, Administrative Assistant