

Minutes of the Meeting of the  
University Student Union Board of Directors  
of the California State University, Fresno Association, Inc.  
March 2, 2015

A meeting of the University Student Union Board of Directors of the California State University Fresno Association, Inc. was held on Monday, March 2, 2015.

**I. CALL TO ORDER**

The meeting was called to order at 3:07 p.m.

**II. ROLL CALL**

The following voting members were present:

Mr. Juan Guzman, Chairperson	Mr. Lor Vang
Ms. Angelica Reyes	Ms. Karmen Geffken
Ms. Mai Thor	Ms. Megi Hakobjanyan
Ms. Lilit Grigoryan	Ms. Danielle Fuentes
Mr. Brian Chin	Ms. Simone Chambliss
Ms. Emily Pack	Ms. Lucy Garayan
Dr. Carolyn Coon*	

The following voting members were not present:

Mr. Moses Menchaca  
Dr. Ignacio Hernandez\*\*\*  
Dr. Jose Diaz\*\*

The following non-voting members were present:

Ms. Melissa Ginotti  
Mr. Andrew Dadasovich  
Ms. Shawna Blair

The following non-voting members were not present:

Ms. Abigail Hudson  
Mrs. Mehrzad Zarrin

**III. APPROVAL OF AGENDA**

MSC to approve the agenda for Monday, March 2, 2015 as printed.

**IV. APPROVAL OF MINUTES**

MSC to approve the minutes for Monday, Feb. 2, 2015 as printed.

**V. PUBLIC COMMENT**

There were no public comments.

**VI. COMMUNICATIONS**

**Dr. Coon** – Dr. Coon encouraged students to remind their friends to complete Haven Training by March 20, to avoid registration holds.

**External Committee Reports** –There were no reports.

\*Representative of Dean of Students

\*\*Designee of University President

\*\*\*Academic Senate/ Faculty Representative

## **VII. CHAIR'S REPORT**

Mr. Guzman reported progress is being made on creating a marketing campaign for the Xbox game room, and that the USU Recreation Center open house on February 5 attracted over 200 students, who enjoyed free bowling and billiards and participated in additional games and activities. He also reported that the USU Board has been actively recruiting for new members through an array of events and strategies, including the Breakfast With the Board on February 26, and a meet and an event scheduled for March 4; interviewing will take place in mid-March. Planning for the USU Board to tour other California State University student union facilities this semester is also underway.

## **VIII. DIRECTOR'S REPORT**

Ms. Ginotti reported that plans for USU 306 office improvement project and the Reservations Office remodel project, both schedule to take this summer, is continuing. She noted the exceptional productivity of the Student Involvement team and student leadership groups, in developing and launching a large number of outstanding recent programs, including the new tradition I Heart Fresno State, the Greek President's Retreat and Greek Impact weekends, and the It's On Us campaign. Additional large scale programs in the works include Vintage Days, Commencement, and the New Student Convocation slated for August 24.

## **IX. NEW BUSINESS**

### **a. Information Item: Trip to Tour Student Unions**

Ms. Ginotti reported that, per the board's previous input to schedule a trip to tour student unions during spring break, the tentative dates are Wednesday and Thursday, April 1 -2. CSU Dominguez Hills, CSU San Marcos and CSU Northridge have confirmed their willingness to host the board on those dates, with San Diego State request still pending. Some discussion about other possible dates followed; Ms. Ginotti indicated the trip could be scheduled to take place at another time, but that due to the Chavez holiday, each of the unions contacted had recommended the best dates during spring break week would be April 1-2. Mr. Guzman asked who would be invited to attend; Ms. Ginotti responded that invitations could be extended to members of the USU Board, USU Productions, Vintage Days, Campus Involvement Ambassadors, ASI, and social Greek leaders, and any other student leaders the board would like to invite.

### **b. Information Item: Student Booth Meeting**

Ms. Ginotti reported that a meeting took place on February 27 with USU Board members and interested student organization members to discuss the booths outside the USU, in follow up to a series of meetings that took place during the 2013-14 academic year with USU Board, ASI leadership and members of student organizations. The meetings last year were open to all student organization members, and were facilitated by USU Board Chair Gonzales and ASI President Menchaca, with support from Student Involvement. The purpose of the meetings, and associated surveys, was to gather input from students about the purpose, value and functionality of the booths. Through those sessions and surveys we learned that there is both great passion and significant issues with the booths. Students by and large love the location of the booths, they are perceived as a place where the identity and value of student organizations is celebrated, as well as a gathering place for members, a location for networking, raising visibility about student organization activities and recruiting. However, we also heard they are challenging to staff regularly, costly to construct, move and store, hard to keep clean and well-maintained. Student organization members told us smaller organizations are unable to have a presence in the booth area because of these constraints. Additional negative student comments included perceptions that the booth area can feel overwhelming, exclusive, predominantly social Greek, unsightly, and overly congested/to be actively avoided. Further, input from other campus stakeholders indicated significant concerns about ADA accessibility, safety of the booths. Given this feedback, an agreement was made at the last meeting of Spring 2014, to invite the campus landscape architect to create a possible concept that would address the concerns while also providing for a designated space to celebrate the vibrancy, diversity and importance of student organizations.

All student organization members were invited to the meeting on February 27; approximately 35 students attended, and after providing the above context, the landscape architect shared his conceptual drawings with the group. The concept he developed was to construct a permanent, metal, cantilevered shade structure with designated 10' x 10' bays to be erected in the same location where the booths are currently located. This structure would provide for lighting, electric outlets in each "bay", and places for organizational branding. Concerns and discussion about the number of bays, the parameters for length of time an organization could reserve a space, the possible impact on the vibrancy of the area, and what furnishing, if any, should be inside the bays were raised. There was an overall sense of general support for the concept, but a lot of questions about the details mentioned above, as well as a few students with strongly negative reactions. During the Feb. 27 meeting, the participants agreed to convene a smaller subcommittee to develop plans that could address the questions above; 11 students signed up to participate in this subcommittee. Their ideas would be taken back to all student organization members.

Ms. Chambliss remarked that a few social Greeks were at the meeting and thought the structure concept was pretty well accepted, with the caveat that a possible block for Greek use during recruitment was important. Mr. Chin noted that as a member of two professional organizations, his groups recruit all year round and would be happy to have access to prime real estate to get their name out there too. He also noted that a few people at the meeting did not like the idea of changing tradition, but others were open to new possibilities. Mr. Guzman confirmed that all ideas will be heard and considered, that this will continue to be an inclusive process and that much more discussion and planning will continue to take place.

## **X. OLD BUSINESS**

### **a. Information Item: ACUI Consultant Visit**

Ms. Ginotti stated that the final report from the ACUI consultant team will be issued shortly. The team was very impressed with the USU Board and all the stakeholders they met. Three articles that were shared with participants during the site visit were distributed to the board: "*Place Matters*, *The College Union Matters: A Quantitative Study*," "*Timeless Elements of Union Design*," and "*Physical Place on Campus: A Report on the Summit on Building Community*."

### **b. Information Item: Focus Group Results**

Ms. Thor reported that USU focus group sessions were held in December, 2014 with collaboration from Dr. Susan Geringer, Marketing and Logistics Dept. Chair, to gain deeper insight into student perceptions of the student union facilities and services. Highlights of the feedback gathered from the twelve participants (8 female/4 male, representing a range of majors, class status, and other demographic areas) included:

- Overall - more security desired inside the building at night; like the hours of operation; like the new patio and balcony furniture
- Rec/Bowling Center - they like the pricing in the bowling/rec center, suggested adding ping pong, hunting and fighting games; suggested renaming Rec Center, gets confused with Student Recreation Center
- Lounges – like the places to study, socialize and use computers/printing; suggested not enough computers, printers and outlets; suggested restrooms on main floor needed
- Pavilion – suggest unisex barber shop, dislike smell of nail care products; suggested coffee shop desired
- Customer Service – positive experiences at Rec Center and Reservations Office, negative experience at Information Center, unaware of existence of Student Involvement Office.
- Programming – enjoy Finals Cram Jam; suggest more evening events; suggest provide events for personal development; suggest improve marketing to reach campus, largely unaware of programs taking place

## **XI. COMMITTEE REPORTS**

- a. Public Relations & Marketing** – Social media team has been pushing out campaigns related to Tapingo, Leave Your Mark recruiting, basketball tickets, meet and greets with USU Board. The suggestion box project is completed. Breakfast with the Board was very successful, lots of student participation and interest. An online survey was launched to get more student input on possible new name for the Recreation Center; more discussion and planning will be taking place during March and April. The new brochure project is still underway.
- b. Budget & Operations** – Budget process for 2015-16 is underway; the committee reviewed 2014-15 budget and is developing priorities for next year. Suggestion of USU Board participating in Strengths Finder inventory/training is being explored. It was determined via input from Art Department faculty that no existing collection of art is available on campus for use in the USU; other options to the refresh the art in the building are being explored. A Diversity Display showcasing various cultural heritage celebrations throughout the year is being created. The goal is to showcase that the USU embraces diversity.
- c. Campus Involvement Ambassadors** – A new series of mini leadership workshops, Leadership On Demand is scheduled; four workshops will take place during March. Emerging Leader Retreat at end of February went very well, 20 participants attended and provided significant positive feedback about the benefit and impact of the weekend. Active support and involvement by the USU Board in the recruiting campaign underway for the four leadership boards, including USU Board, was requested.
- d. USU Productions** – USU Productions highlights from February include Thirsty Thursday, USU Open House, I Heart Fresno State week and nooners. Upcoming events for March include HerStory poetry event at the Bucket on March 12 in collaboration with Women’s Center, *Grease* Dinner Theatre at the SSU March 19, *Big Hero 6* movie screening on March 22, Condom Casino in collaboration with the Health Center on March 23, and three weekly nooner concerts in the south patio. The addition of another social media account, Yik Yak, is being considered. Questions and debate about that particular application ensued; no decision has been made at this time. It was also reported that Ms. Blair recently attended the National Association of Campus Activities annual conference, where she identified many sources and ideas for student entertainment events.

## **XII. ADJOURNMENT**

MSC to adjourn the meeting at 4:13 p.m.

Respectfully submitted,

Melissa Ginotti, Director of Student Involvement