

Minutes of the Meeting of the  
University Student Union Board of Directors  
of the California State University, Fresno Association, Inc.  
April 6, 2015

A meeting of the University Student Union Board of Directors of the California State University Fresno Association, Inc. was held on Monday, April 6, 2015.

**I. CALL TO ORDER**

The meeting was called to order at 3:05 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*	
Dr. Jose Diaz**	

The following voting members were not present:

Moses Menchaca  
Dr. Ignacio Hernandez\*\*\*

The following non-voting members were present:

Ms. Shawna Blair  
Mr. Andrew Dadasovich  
Ms. Melissa Ginotti  
Mrs. Mehrzad Zarrin

The following non-voting members were not present:

Ms. Abigail Hudson

**III. APPROVAL OF AGENDA**

MSC to approve the agenda for Monday, April 6, 2015 as printed.

**IV. APPROVAL OF MINUTES**

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

**V. COMMUNICATIONS**

**Dr. Coon** – Dr. Coon recognized only a few weeks are left in the academic year, and encouraged students to take care of themselves as we approach the stress of the end of the semester.

\*Representative of Dean of Students

\*\*Designee of University President

\*\*\*Academic Senate/ Faculty Representative

**Dr. Diaz** – Faculty searches across many colleges and schools are progressing very well, encouraging to note the campus effort to ensure the diversity of hires to better reflect the community in which we exist and to make sure we have move the ratio to more tenured faculty vs part time faculty, because they're more invested in the campus. Should see new faculty on campus next year.

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

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

Mr. Guzman reported the past month was largely focused on developing the 2015-16 USU budget. The marketing campaign for the Xbox game room is in the final stages of development; a more diverse approach has been taken and the campaign will launch soon. Recruitment for new USU Board members for next year has been completed; a number of high quality applications were received, candidates were interviewed, and the recruitment/selection ad hoc committee has submitted their recommendations for vote today. The subcommittee included Ms. Grigoryan, and Mr. Guzman, Mr. Chin and Mr. Dadasovich. In addition, an ad hoc committee (Grigoryan, Chin and Dadasovich) have submitted recommendations for USU Board Chair and Vice Chair which will also be presented today for vote. Mr. Guzman reported that he has been invited to join the Student Fee Advisory Committee; the committee heard a presentation on a proposal for a small increase in lab fees. Finally, Mr. Guzman is currently conducting individual evaluation conversations with each board member, to solicit their feedback on his leadership, staff support, and the group as a whole, and to provide feedback to each member.

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

Ms. Ginotti reported that numerous programs will be offered during the remainder of the semester, including Vintage Days and Commencement, and that planning is under way for the New Student Convocation Ceremony and After Party. She noted that Robertito's is expected to open very soon in the USU Food Court; others voiced their enthusiasm for this vendor and indicated a desire to order and pay for Robertito's via the Tapingo app in the future. Materials for the renovation of USU 306 (Student Involvement Office), and the Reservations Office are being ordered. Installation should be completed over the summer.

## **IX. NEW BUSINESS**

### **a. 2015-16 Budget**

Ms. Ginotti presented the draft budget that was developed with the USU Board Budget and Operations Committee. The recommended budget reflects the committee's priorities following funding request presentations from many stakeholders and requests in excess of available dollars. The committee expressed strong desire to fund programming initiatives designed to foster involvement, belonging, leadership development and school spirit. Additional student fee funds were made available in this year's budget. The major changes to the budget are reflected in the programming page, and include support for the following:

- Leadership programs professional staff position, and programming dollars as requested
- New signature evening/weekend programs as well as four student employees and a graduate assistant to develop and implement these programs; volunteer group will also continue to offer smaller scale programs.
- Convocation After Party

Minor changes are also included in many of the facility operations pages of the budget, including increases in minimum salary wages which will go into effect January, 2016, as well as increased depreciation expenses for capital improvements.

**MSC** to approve the 2015-16 USU Budget as printed.

### **b. 2015-16 USU Board Members**

Mr. Guzman requested that the expiring terms of three current USU Board members (Guzman, Grigoryan, Pack) be extended another year, and that the newly selected candidates for USU Board be approved. Four candidates were selected for seats on the USU Board, and introduced: Christopher Backer, Cynthia Goginas, Reyna Velasquez,

Natalie Gonzales. 1. Christopher Beck

2. Cinthia Godinez

3. Reyna Velazquez

4. Natalie Gonzalez

**MSC** to approve the 2015-16 USU Board membership.

**c. 2015-16 USU Board Chair and Vice Chair**

Mr. Chin, Ms. Grigoryan and Mr. Dadasovich accepted nominations for chair and vice chair of the USU Board. Four members were nominated for chair, and two declined. The ad hoc committee recommends Mr. Guzman for Chair, and Ms. Reyes for Vice Chair.

MSC to approve the 2015-16 USU Board Chair and Vice Chair.

**X. OLD BUSINESS**

**a. Information Item: Student Org. Booths**

Ms. Ginotti reported that a second meeting regarding the student organization booths took place in March, with USU Board members and interested student organization members to discuss the booths outside the USU, in follow up to the February 27, 2015 meeting where a concept for an alternative structure for student organizations was shared. The substance of this meeting, which was requested by ASI Student Organization Representative Marchini, was to gather input from student organizations on the guidelines for booths as they currently exist, to explore whether guideline/policy changes could address concerns and issues raised in previous meetings. Minutes from that meeting have not been distributed yet. The plan at this time is to convene a group of students (no more than 1 representative per student organization) that represent the interests of student organizations both with and without booths currently as well as students and other individuals who represent general campus and/or academic college perspectives. In the short term this group will focus on revising existing policies and guidelines regarding the booths, with future discussion on long term solutions.

**b. Information Item: ACUI Consultant Visit**

Ms. Ginotti distributed the final report developed by the ACUI consultant team that spent 3 days on campus in early February, 2015. The report includes kudos to the outstanding students and professional staff the team engaged with, as well as an overall finding that the University Student Union is inadequate to serve the needs of our campus and the size of our student population, and that the campus should explore new construction or renovation of the union facility. The report also includes some interim recommendations to consider. We will discuss ways to utilize the report at a future meeting.

**d. Information Item: Trip to Tour Student Unions**

Ms. Reyes reported that USU Board and staff members had recently returned from a trip to tour four student unions during spring break, Wednesday and Thursday, April 1 -2. The group toured union facilities and met with staff at 2 new buildings (CSU San Marcos and San Diego State University), as well as two campuses that had completed significant renovation/expansion (CSU Dominguez Hills, CSU Northridge) projects. Students who attended reported they learned a great deal about contemporary student union facilities and what happens behind the scenes in the facilities and in the planning to begin construction projects. Upon return, the students expressed strong sentiment that Fresno State needs a new student union facility and that Fresno State students deserve the kinds of experiences that other campuses can provide through better student life facilities. Incorporating school spirit into the facility was an important theme to the group.

**XI. COMMITTEE REPORTS**

**a. Public Relations & Marketing** – The committee researched reward programs associated with gaming centers, and is developing a reward incentive program for users of the Xbox games in the Recreation Center. Social media team has been pushing out campaigns related to tickets at the Info Center, Tapingo, Vintage Days, USU Productions events, meet and greet with USU Board. Following the online survey to get more student input on possible new name for the Recreation Center, the committee decided to run one more survey during April on paper only, with final recommendation to be presented in May. A rough draft of the new brochure project has been developed; it should be ready to distribute during Welcome Week.

- b. Budget & Operations** –Planning is underway for USU Board members to participate in a personality inventory as part of the board training. The diversity display showcase plan has been developed; the first display will be up in May, recognizing the Armenian Genocide. The committee continues to investigate options for changing the art in the building. Budget process and tour of other unions have both been completed and both were very positive experiences.
- c. Campus Involvement Ambassadors** – Upcoming presentations about getting involved in student life include Preview Day on April 11, and a Psych 60 class. Leadership board recruitment has concluded successfully for all four boards. Leadership programs recorded 718 participants for Spring Semester 2015 programs. Many students participate in more than one leadership program, indicating positive experiences are leveraging additional engagement.
- d. USU Productions** – March activities featured many collaborations including the HerStory poetry event in collaboration with Women’s Center, *Grease* Dinner, *Big Hero 6* movie screening in collaboration with Pick Your Potion, and Condom Casino in collaboration with the Health Center. Remaining programs include An Evening With Sherman Alexie April 9 in collaboration with Arnie Nixon Center, Karaoke Night at the Bucket April 16, Dixlexia movie screening in collaboration with SSD, Santa Monica excursion May 2, Bulldog Wednesday spirit events on April 8 and 29, and Finals Cram Jam.
- e. Audience Notes** – The Men’s Bowling Team just won the national collegiate championship in Illinois, capturing the Glen Carlson Cup for Fresno State. Alternative Spring Breaks program, which provided community service by 30 students during spring break, earned a lot of media attention including stories on ASB 30, Y101, and the Fresno Bee.

## **XII. ADJOURNMENT**

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

Respectfully submitted,

Melissa Ginotti, Director of Student Involvement