

Minutes of the Meeting of the
University Student Union Board of Directors
of the California State University, Fresno Association, Inc.
May 6, 2013

A meeting of the University Student Union Board of Directors of the California State University Fresno Association, Inc. was held on Monday, May 6, 2013.

I. CALL TO ORDER

The meeting was called to order at 3:03p.m.

II. ROLL CALL

The following voting members were present:

Mr. Kris Westcott, Chairperson	Mr. Juan Guzman
Mr. Jesus Vargas	Ms. Kelli Walker
Ms. Bianca Rodriguez	Mr. Andrew Esguerra
Ms. Jamila Ahmed	Ms. Brittany Mitchell
Mr. John Gonzalez	Ms. Tamar Karkazian
Ms. Melissa Ellis	Dr. Andrew Hoff**
Dr. Yishaiya Abosch***	

The following voting members were not present:

Mr. Edward Brown	Mr. Arthur Montejano
Dr. Carolyn Coon*	

The following non-voting members were present:

Ms. Ulfat Saif	Mrs. Mehrzad Zarrin
Ms. Shawna Blair	Ms. Parmita Choudhury

The following non-voting members were not present:

Ms. Hien Huynh

The following guests were also present:

Mrs. Breanne Scogin	Mr. Ishan Kaul
Mr. Eddie Dominguez	Ms. Tianna Arredondo

III. APPROVAL OF AGENDA

MSC to approve the agenda for Monday, May 6, 2013 as printed.

IV. APPROVAL OF MINUTES

MSC to approve the minutes for Monday, April 8, 2013, with the following amendment: Mr. Estevan Gutierrez is no longer on the Board, so should be taken off of roll call.

V. COMMUNICATIONS

Dr. Carolyn Coon – Dr. Coon was not present to give a report.

Dr. Andrew Hoff – Dr. Hoff stated that there isn't much to report on other than budget issues. Money going to schools next academic year will be approximately the same or maybe a little more in comparison to the current year. The Chancellor's and Governor's offices have indicated that if the California economy continues as current, budgets should be good for next year and there shouldn't be any fee increases for students.

Dr. Yishaiya Abosch – Dr. Abosch had nothing to report, but did congratulate the group for making it through

*Representative of Dean of Students

**Designee of University President

***Academic Senate/Faculty Representative

another school year.

Associated Students, Inc. – Ms. Choudhury stated that she has nothing new to report on other than the Dance Marathon, in which she will do so later in the meeting.

Guests – No guests had anything to report.

External Committee Reports

1. Association Board meeting- Mr. Westcott attended this meeting in which he stated that the group went through the USU 2013-2014 draft budget. Mr. Westcott shared that the document was not approved as presented, especially due to the deficit and that it will need to be fixed before May 21st in order to get it approved for next year.
2. Student Recreation Center- Mr. Gonzalez shared that this was a record breaking year for the Student Recreation Center in terms of attendance and the usage at the pool has been a pleasant surprise. The SRC thought they would be able to keep the pool open during the summer, but funding will not allow for it.

VI. NEW BUSINESS

a. Information Item: Club Sports Program Report- Mr. Dominguez gave the group a document summarizing what has been accomplished within the Club Sports program via funding from the Board. The funding covers items such as leadership training and development, athletic trainers, web based software, and a graduate assistant. Currently, there are a total of 16 teams and over 300 individual student participants. Continuing, Mr. Dominguez shared a few key highlights including the web based software program that is currently being built for Club Sports and that there were a total of 114 events/competitions that the Fresno State teams participated in this last academic year. It was questioned what the process is to create a new team. Mr. Dominguez stated that there are several things that need to be evaluated when trying to create a new club sports team including whether there are teams at other universities to compete against, the type of liability insurance needed, whether there is a league to play under, and the ability to be recognized as a student organization under the university.

b. Information Item: ASI Dance Marathon Report- Ms. Choudhury expressed that the Dance Marathon was a great event and for being the first one, it was deemed successful with around 300 student participants. While they had a fundraising goal of \$10,000 for the Bulldog Pantry, the event generated approximately \$8,000 but many participants haven't dropped their donations off. The coordinators have debriefed about the event, in which they got a lot of great information and suggestions from students. One conclusion came to was that a dance marathon may not be the type of event Fresno State students enjoy participating in or that they didn't quite understand the concept. Ms. Choudhury shared that perhaps a shorter and more engaging event would better fit the campus community such as a benefit concert. An issue throughout the night was risk management (i.e. intoxicated participants, emergency exits), so they would need to look at a third party vendor to handle this area for future events. Mr. Dominguez added that students showed up to participate, but had no intent to stay the entire time, while Ms. Ellis shared that more student input is needed for future events to ensure they are more engaged and want to participate more. Mr. Westcott asked whether the event fundraised enough to keep the Bulldog Pantry open. Ms. Choudhury responded that along with fundraising events done by other organizations, they are currently in good financial standing.

VII. OLD BUSINESS

No old business to report on.

VIII. COMMITTEE REPORTS

a. Personnel- Ms. Rodriguez gave appreciation gifts to Drs. Abosch, Hoff and Coon, plus a special gift to Dr. Hoff to celebrate his retirement. Ms. Ahmed continued, stating that the last employee appreciation project had been completed and the last social of the year will take place at the upcoming baseball game in collaboration with USU Productions. Lastly, while several current members will be lost due to graduation and other obligations, nine new members will join the group for the next academic year.

b. Budget and Finance- Mr. Vargas shared that the committee has mostly been focused on the possible upgrade to the bowling center system, where they feel that further research is needed on what the increase (if any) in revenue would be if such an expensive project was undertaken. The committee has also been working on a five-year plan for future projects and has made final revisions to the budget.

c. Public Relations and Marketing- Mr. Esguerra shared some of the office hours goals which include circulating throughout the USU with water bottles to talk with students, postings on Facebook for theme days, increasing Facebook likes, creating a graphic and visual for the hydration system plaques, and discussing content and design for the display cases downstairs. Lastly, Mr. Esguerra noted that he is creating a packet of information regarding completed and in-progress projects for next year's committee chair.

d. Planning and Operations- Mr. Guzman started the report with the fact that the committee is working on a USU tour guide that Board members can follow when showing students around the building. A draft of the script has been completed, where the committee hopes to finalize before the end of the semester. Mr. Westcott shared that he came across a new Fresno State Tour app by accident that has been created by University Outreach Services and wants to make sure that the USU will have a presence in this application.

e. Campus Involvement Ambassadors- Ms. Ellis gave an overview of the entire academic year, which included over 30 'Get Involved' presentations, the creation of three different Prezi presentations, and the completion of 35 advising appointments with students. While 35 advising appointments were done, 60 forms were actually completed. This gap will be investigated to see if students felt forced to complete the forms after class presentations. Other improvements for next year will be to add student availability information to the forms to make appointment scheduling more efficient, and to make sure that club and organization information/categorization is correct so that the CIA's give correct information to interested students.

f. USU Productions- Ms. Karkazian started her report with April events including Bulldog Wednesdays, Squirrel Appreciation Week, Magic Mountain bus trip (55 students attended), Avengers outdoor movie showing at Vintage Days (500 people attended), Hands on Human Rights with the Armenian Students Organization, Flavors of the World during Diversity Week and Study Abroad Fair, and much more. Upcoming events include Finals Cram Jam and they are up to 2,230 likes on Facebook. Other projects include helping the Integrated Marketing Committee get student input for the water tower and a student appreciation party.

IX. CHAIR'S REPORT

Mr. Westcott stated that the search committee for the new Student Involvement Director has been completed and that it is now up to Dr. Coon to make the final decision. Continuing, he attended a meeting regarding the new program coordinator position within ASI. The vision and value of this position was discussed, but official approval from Dr. Welty is awaited. A meeting on May 20th will be held to develop a strategic plan for the position. Also being explored is a university wide program for financial literacy, which would be a low cost service to students who seek the understanding of college financials. As shared earlier in the meeting, Mr. Westcott came across a University Tour app created by University Outreach Services and wants to make sure the USU can create a presence within the application. Lastly, Mr. Westcott is continuing to develop guidance curriculum for the incoming Board chair to help with transition.

X. DIRECTOR'S REPORT

This position is currently vacant; no report to give.

XI. ADJOURNMENT

MSC to adjourn the meeting at 3:55p.m.

Respectfully submitted,
Mehrzaad Zarrin, Associate Director

By Taylor Clanton, Administrative Assistant