

Minutes of the Meeting of the  
University Student Union Board of Directors  
of the California State University, Fresno Association, Inc.  
September 9, 2013

A meeting of the University Student Union Board of Directors of the California State University Fresno Association, Inc. was held on Monday, September 9, 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. John Gonzalez, Chairperson  
Mr. Jesus Vargas  
Ms. Jamila Ahmed  
Ms. Megi Hakobjanyan  
Mr. Jonathan Rodriguez  
Mr. Andrew Esguerra  
Dr. Carolyn Coon\*

Mr. Juan Guzman  
Ms. Kristin Lacey  
Ms. Diana Salcido  
Ms. Lilit Grigoryan  
Mr. Paul Kroll  
Mr. Levi Landon  
Dr. Jose Diaz\*\*

*The following voting members were not present:*

Mr. Moses Menchaca

Academic Senate Representative\*\*\*

*The following non-voting members were present:*

Ms. Angelica Reyes  
Ms. Tianna Arredondo  
Ms. Melissa Ginotti  
Ms. Shawna Blair

Ms. Jessica Lopez  
Ms. Candice Amico  
Mrs. Mehrzad Zarrin

*The following non-voting members were not present:*

*The following guests were also present:*

Dr. Paul Oliaro  
Ms. Marina Aguilera

Mrs. Breanne Scogin  
Ms. Denise Altounian

**III. APPROVAL OF AGENDA**

MSC to approve the agenda for Monday, September 9, 2013 as printed.

**IV. APPROVAL OF MINUTES**

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

**V. COMMUNICATIONS**

**a. Dr. Carolyn Coon** – Dr. Coon welcomed the group back for a new year.

**b. Dr. Jose Diaz** – Dr. Diaz expressed he is happy that the semester is underway and it's great to have everyone back on campus. He stated that there is close to 23,000 students enrolled this fall semester, while the university hired about 50 new faculty members. There was a bit of faculty turn-around from previous years and anticipating another large group leaving this upcoming year, so they will be planning accordingly.

**c. Dr. Yishaiya Abosch** – Ms. Lacey shared with the group that Dr. Abosch had to resign from the USU Board this year due to a time conflict. The Academic Senate has been contacted to find a replacement.

\*Representative of Dean of Students

\*\*Designee of University President

\*\*\*Academic Senate/Faculty Representative

**d. Associated Students, Inc.** – Ms. Amico briefly discussed the upcoming T-shirt Exchange for the campus this year. It will start in October and will take place to promote campus spirit. The idea is for students to bring in an old high school shirt, which can then be traded in for a new Fresno State shirt.

**e. Guests** – Dr. Oliaro wanted to thank the group for their willingness to be involved on campus as a member of the USU Board. He stated that there are a couple of things to think about for the new school year including the new position within Associated Students, Inc. When the position was being discussed last year, it was designed to work closely and collaboratively with the USU Board of Directors, specifically to make a more unified effort between the groups for student benefit. Secondly, SAFARI takes place on Wednesday and will be located on the USU balcony for students to get information on the various departments within Student Affairs, along with others across campus. Each year, more than 1,000 students participate in the event. Lastly, the new university president, Dr. Castro, has been here five weeks so far and the biggest message he sends is that he cares about the students, especially their success. Dr. Oliaro indicated that the group should invite him to a future USU Board meeting.

**f. External Committee Reports**

1. Student Communications – Ms. Hakobjanyan shared that the meeting was mostly about social media and how it can be used to reach students including Facebook, Twitter, Instagram, and Vine. Also discussed were the Bulldog Blog and the new radio station which is student oriented on Saturday nights where students can use it to highlight upcoming events.

**VI. CHAIR'S REPORT**

Mr. Gonzalez stated that the USU Board had the first of committee meetings last week where Mrs. Debbie Astone attended. She wants to better connect with the members of the USU Board to help ease the budget process. She also gave the group an opportunity to provide input on logo ideas for the new convenience store on campus. Mr. Gonzalez also attended a new member orientation for the Association Board of Directors and their first official meeting takes place on October 1st. LeaderPalooza took place last month where a total of 12 campus organizations and 72 student leaders were present at the event. Another order of business includes the USU Board's desire to visit another CSU campus to see how their facilities operate and how they reach out to students. Mr. Gonzalez and Ms. Ginotti have started looking into what campus would best fit for this experience. Lastly, the USU Board will collaborate and help with events USU Productions is hosting during Homecoming week. Volunteers from the USU Board will be needed at many of the events.

**VII. DIRECTOR'S REPORT**

Ms. Ginotti introduced herself as the new director for Student Involvement and shared that the power of student leadership programs, the sense of belonging of the students, and the unique combination of student activities and the student union as one are what drew her here. She has spent the last six weeks getting to know the staff, students, and others around campus and has been evaluating the strengths and challenges of the department. Ms. Ginotti shared that the greatest strengths include the staff working with the students on a daily basis and of course the students themselves. Challenges include the continued work needed with integrating student activities and the student union to fully leverage the capacities of the department. Other challenges include Gary Nelson's planned retirement at the end of this calendar year, in which the search for his replacement will hopefully start soon. Lastly, opportunities for the department include filling the last vacant full-time custodial position and a time for the department to rebrand and shine with all the new people coming in throughout campus.

**VIII. NEW BUSINESS**

**a. Information Item: Welcome New Student Involvement Director, Melissa Ginotti**- Mr. Gonzalez welcomed Ms. Ginotti to the USU Board as the new director of Student Involvement.

**b. Information Item: Welcome New Appointed Faculty to the USU Board of Directors, Dr. Jose Diaz**- Mr. Gonzalez welcomed Mr. Diaz as the new appointed faculty member for the USU Board.

c. **Action Item: Vote on New Members Paul Kroll, Jonathan Rodriguez, and Angelica Reyes of the USU Board of Directors for the 2013-2014 Academic Year**- It was MSC to approve Paul Kroll, Jonathan Rodriguez, and Angelica Reyes as new members of the USU Board for the 2013-2014 academic year.

d. **Information Item: USU Building Updates**- Ms. Lacey shared new updates for the USU including the installation of HD scoring monitors in the bowling center, new furniture in the lounge area, landscaping for the Pit area, and charging stations located in the pavilion, lounge, and bowling center. New furniture for the Pit area is also currently being evaluated.

e. **Information Item: USU Building Tour Updates**- Ms. Lacey stated that she has met with Ms. Scogin regarding University 1 classes and doing USU Building tours for students enrolled in the classes. Campus Involvement Ambassadors provide the class with an involvement presentation and then a USU Board member takes them on a tour of the USU. The next phase is possibly providing the presentations and tours to students outside of University 1 classes since they seem to be responding well to them.

#### **IX. OLD BUSINESS**

No old business to report on.

#### **X. COMMITTEE REPORTS**

a. **Personnel**- Mr. Rodriguez indicated that committee goals include a birthday project and possibly goodie bags for staff, USU Productions members, and USU Board members. Mr. Rodriguez shared that the Welcome Bark project seemed like it was successful and well-received by employees.

b. **Budget and Finance**- Ms. Salcido shared goals of the committee including increasing the recognition of USU Board members and staff, possibly creating a new student fees document, continued discussions of USU renovations especially the Pit area, an improvement in communications between committees, and most importantly, to increase the amount of feedback from students. Ms. Salcido stated that the USU Board can't do much of anything unless the voices of the students are heard. Other possibilities in the works include more diversity in student events, create new traditions to improve pride and moral, and collaborating with ASI to get the word out to the campus community about all student leadership groups on campus.

c. **Public Relations and Marketing**- Ms. Hakobjanyan began with committee goals including coming up with a more thorough and comprehensive marketing plan for the USU and finding new demographics to market the building to such as dorm and international students. Current projects include coming up with a new design for cards/flyers to market the Facebook page. Ms. Hakobjanyan explained that she is waiting for replies from a couple of people on campus she has reached, such as the director of the American English Institute to schedule a tour of the USU for international students. She has scheduled a meeting with Gloria Hernandez of the Residence Hall Association to discuss marketing techniques and other possible collaborations. Lastly, Ms. Hakobjanyan has reached out to Pat from the bowling center for her to come to the next committee meeting to discuss how to promote the facility.

d. **Planning and Operations**- Mr. Kroll stated that goals of the committee are to complete the Pit project to make it more inviting to students and to continue to reach out to students to gain insights as to what they want/desire for the USU. At the Welcome Bash, the committee surveyed students regarding the appeal of the Pit area. 45 total students responded and the top three responses included more seating, umbrellas/shade, and lighting for night events. Lastly, another current project of the committee is to research other state universities about their student unions to see what is/isn't working for them.

e. **Campus Involvement Ambassadors**- Mr. Landon shared with the group that there are eight Ambassadors this year for students to meet with for campus involvement opportunities. Over the summer, four Ambassadors facilitated the 'Campus Life' presentation to parents and students during Dog Days; more than 3,600 people were reached. Through a partnership with University Courtyard, involvement forms were provided to all students living on campus; 62 forms were processed and returned to students upon checking into the dorms. For all fifteen

University 1 classes, CIA's will facilitate the 'Get Involved' presentation and a USU Board member will provide a tour of the USU to the students. There are eleven remaining presentations for the University 1 sections. In the first eleven days of classes, the CIAs have facilitated 32 individual advising sessions with students looking for opportunities to get involved on campus. Mr. Landon stated that they are looking to check in with those students who have had involvement sessions to see what worked for them, if there were any barriers, and to provide them with information for upcoming events such as Emerging Leader Retreat. Lastly, there are two Emerging Leaders Retreats this year; 31 students applied for the September session, with 28 accepted, and 14 have applied for the October session so far.

**f. USU Productions**- Mr. Esguerra stated that a goal for USU Productions is to collaborate more with the USU Board on events and projects. Aside from that, just since the start of the new school year, the group had a table at the Welcome Bash event, their first Nooner concert with DJ Pierre, its first outdoor movie showing of Now You See Me with over 400 people in attendance, and the first Bulldog Wednesday. The group also helped at the USU Recreation Center Open House which had over 400 attendees and at the ASI football tailgate for the last home football game. Continuing, upcoming events include SAFARI, an outdoor movie showing of Monsters University on September 18<sup>th</sup>, another Nooner with JJ Brown and Band, and collaborating with the Kennel Bookstore for National Student Day on October 3<sup>rd</sup>. Communications include their Facebook page 'likes' up 5% since June, Twitter having 244 followers, and 166 followers on Instagram. Collaborations comprise of creating a "USU Pit Crew" subcommittee which will recruit more active volunteers to participate in event planning. They are also meeting with ASI, Alumni, Athletics and KFSR about Homecoming events. Homecoming events USU Productions is helping host include a Nooner concert with 40 Watt Hype, a volleyball Bulldog Pride Zone, a pep rally, and a football Bulldog Pride Zone. Lastly, the group has been brainstorming ideas with Gloria Hernandez of the Residence Hall Association on how to better reach out to dorm students to get them more involved with campus events; possibilities include a Halloween event, a movie in the residence hall area, among others.

## **XI. ADJOURNMENT**

MSC to adjourn the meeting at 4:15p.m.

Respectfully submitted,  
Melissa Ginotti, Director of Student Involvement

By Taylor Clanton, Administrative Assistant