

Minutes of the Meeting of the
University Student Union Board of Directors
of the California State University, Fresno Association, Inc.
September 10, 2012

A meeting of the University Student Union Board of Directors of the California State University Fresno Association, Inc. was held on Monday, September 10, 2012.

I. CALL TO ORDER

The meeting was called to order at 3:05p.m.

II. ROLL CALL

The following voting members were present:

Mr. Kris Westcott, Chairperson
Ms. Kristin Lacey
Mr. Jesus Vargas
Ms. Kelli Walker
Ms. Bianca Rodriguez
Mr. David Gallardo
Mr. Christopher Garcia
Dr. Andrew Hoff**

Mr. John Gonzalez
Mr. Estevan Gutierrez
Ms. Tamar Karkazian
Ms. Alicia Luna
Mr. Arthur Montejano
Ms. Melissa Ellis
Dr. Carolyn Coon*
Dr. Yishaiya Abosch***

The following voting members were not present:

The following non-voting members were present:

Ms. Jamila Ahmed
Mrs. Sally Ramage
Ms. Shawna Blair

Mr. Andrew Esguerra
Mrs. Mehrzad Zarrin

The following non-voting members were not present:

Ms. Parmita Choudhury

The following guests were also present:

Mrs. Breanne Scogin
Dr. Paul Oliaro

Ms. Maria Martinez

III. APPROVAL OF AGENDA

MSC to approve the agenda for Monday, September 10th, 2012 as printed.

IV. APPROVAL OF MINUTES

MSC to approve the minutes for Monday, May 7th, 2012 as printed.

V. COMMUNICATIONS

Introductions of all USU Board of Directors and guests were done.

Dr. Oliaro, Vice President, Student Affairs – Dr. Oliaro began by welcoming everyone and thanking them for their willingness to serve on the USU Board. Dr. Oliaro mentioned that this semester has been very busy and different, especially with the tragedy of Theta Chi. Though the campus is still trying to cope, it also serves as a teachable moment. On a lighter note, the Aquatics Center is now open, with about 25-30 people using it per day. Safari takes place outside the USU in two days, with the goal of having 1,500 students attend the event. Many prizes are available for attendees including tickets to the Justin Bieber and Black Keys concerts, a \$250 gift certificate to the Kennel Bookstore, and even an iPad. He then discussed the importance of students voting this

*Representative of Dean of Students

**Designee of University President

***Academic Senate/Faculty Representative

upcoming November, especially in regards to Proposition 30. People can register to vote online and the university is working on getting a polling area on campus. If Proposition 30 doesn't pass, there will be significant cuts to Fresno State and to the CSU system as a whole. Lastly, Dr. Oliaro mentioned that it is Suicide Prevention week and said that the university received a large grant to implement a suicide prevention program.

Dr. Carolyn Coon – Dr. Coon began by mentioning that it's been a rough start to the new school year in light of the tragedy, but she was proud of how students came together especially at the vigil last week. Otherwise, she said that the school year has seemed to have started pretty well including a good Fresno State Welcome and has great expectations and excitement for the year.

Dr. Andrew Hoff – Dr. Hoff said that there are a couple of large things happening this year, including the November elections and the possible impact on education. It's very important to make sure students are registered and will vote. A new chancellor will be appointed and there will also be a search for the new president of campus, which will largely take place away from campus. The announcement of the new president will come sometime next March or April. Mr. Montejano questioned what students could do to bring new presidential candidates through campus so they can get some sort of say in the selection. Dr. Hoff responded that he is not sure because the process is typically done this way, but people would probably need to communicate directly with Dr. Welty in regards to this.

Dr. Yishaiya Abosch – Dr. Abosch had nothing to report.

Associated Students, Inc. – Mr. Montejano began by stating many positive things have been brought about through the USU Board's relationship and collaboration with ASI, such as Leaderpalooza and the vigil last week for Philip Dhanens. Upcoming November happenings include the Proposition 30 vote. He stated that our age groups typically vote less than other groups, so it's really important to encourage our peers to do so. ASI has put informational cards in each dorm room and will organize an educational campaign on campus regarding the proposition. The proposition doesn't include funding to universities if passed but the governor says he won't cut current university funding if it does. It was questioned whether ASI has considered reaching out to other universities in regards to the proposition. Mr. Montejano responded that they have, but it's a little difficult because all ASI's are limited differently on how much they can be involved with the proposition.

Guests – No guests had anything to report.

VI. NEW BUSINESS

a. Information Item: Presentation by the Budget and Finance Committee of 2012-13 Budget Values and Principles for USU Board's Review in Preparation for Approval at October 1, 2012 USU Board of Director's Meeting – Mr. Vargas referred the group to the Principles and Values document. He stated that this document outlines the values passed by last year's USU Board and that if there is anything the group wants to add/update to the facility, this document should be consulted. The committee would like this year's group to provide recommendations regarding the document and will present any at the next board meeting in preparation for document approval.

b. Information Item: Presentation by Planning and Operations Committee of Ideas for Renovations to the South Patio/Pit and Information Center in the USU – Mr. Garcia referred the group to a handout and stated that the committee met with advisors two weeks ago regarding possible renovations to the South Patio/Pit and Information Center. ADA compliance is a high priority in these areas. Mr. Garcia stated that last year's USU Board set aside money to hire a consultant for these possible renovations and another meeting might be scheduled in a few weeks to follow up with design concepts.

VII. OLD BUSINESS

No old business to report on.

VIII. COMMITTEE REPORTS

a. **Budget and Finance** – Mr. Vargas started by outlining the committee goals established for the upcoming school year: understanding how student fees are used to support student unions, more involvement with clubs and organizations and whether they are achieving goals on how their funds are used, and to get a better understanding of the budget. The committee selected Ms. Walker as the committee vice chair.

b. **USU Productions** – Ms. Karkazian started by outlining the goals established for the upcoming school year: focusing on the quality and not quantity of campus events, 2,100 likes on Facebook, improve marketing, increase school spirit, and to increase collaboration within committees for USUP, ASI and USU Board. Events so far for the new school year include two Nooners, two bands, and the Men in Black movie showing. She mentioned that Bulldog Wednesdays is a new spirit campaign taking place on the first Wednesday of every month. Upcoming events include more Nooners, a Spiderman outdoor movie on September 27th, and Bull Dog pride ‘tailgating’ for the homecoming game. Ms. Karkazian lastly mentioned that a group of staff and students met with KSFR radio last Friday and the station’s new management. The station is very interested and excited to work more with students and the university.

c. **Personnel** – Ms. Luna started by stating the goals of this year, which include strengthening the relationship with USU staff, and to increase awareness and recruitment of non-voting USU Board members. Progress on the recruitment of new non-voting members will be reported on at the next meeting. The committee has no projects planned at this time. The new vice chair is Ms. Ahmed.

d. **Planning and Operations** – Mr. Garcia began with goals of the committee that include taking full advantage of ownership of the facility, and increasing overall presence in and around facility. The committee will provide updates of these goals at the next meeting. Upcoming projects include facility policy education and a design for new USU projects and renovations. Lastly, the committee selected David Gallardo as its vice chair.

e. **Marketing and Public Relations** – Mr. Gutierrez began by stating some of the goals of this year which include increasing ‘likes’ on Facebook by 300 and reviewing the mission statement. Upcoming projects include working with the Kennel bookstore on promotion of the water bottle project and promoting sustainability efforts of the student union. Continuing, he stated that the Open House was well received and students seemed to like the discount cards. Lastly, the public relations club on campus will present at an upcoming committee meeting regarding their public relations role and the committee chose Ms. Lacey as the vice chair.

f. **Campus Involvement Ambassadors** – Ms. Ellis stated that CIA is a new leadership organization on campus. Six students make up their board, with Mrs. Scogin as their advisor. Their goal is to connect students to the various involvement opportunities on campus and students can meet with the ambassadors to figure out which opportunities might be best for them. To get word out about CIA, the group has done presentations within classes, tabled at events on campus, created a listserv, and created rubber ducky gifts for Fresno State Welcome. Ms. Ellis completed her report by stating that CIA will begin advising students next week.

g. **Club Sports Council** – Mr. Gallardo stated that the council is currently figuring out which teams are recognized or not. The council will report to the USU Board and ASI at the end of year in regards to how money was spent because those programs are helping fund the program. USU Board will have a representative on the council because of funding. Club Sports obtained a booth this year and has hired a new graduate student named Inge Milius. The program seems to be growing, where last year there were 10 recognized teams but this has increased to 14 teams so far this year.

IX. CHAIR’S REPORT

Mr. Westcott referred the group to his printed report and briefly discussed each section. USU building operations matters included a facilities management meeting for planning of possible renovations to the South Patio/Pit and the Information Center. The North Gym will be finished soon and can be used as an event center, seating for around 500 people. Other operations issues include the booths around the USU and the possible safety issues and aesthetics issues they potentially pose the facility. It has also been questioned of possibly having the USU operation hours

extended. Continuing with personnel matters, Mr. Westcott explained that there has been dialogue with the Communications Department regarding the differences between public relations and marketing approaches and mentioned that the USU Board hosted two days of leadership training combined with Leaderpalooza. A new model was introduced with the training and most felt it was interesting and served well. Mr. Westcott said he has been serving on a variety of interview panels for new non-voting USU board members, for new graduate assistants, and has also made external committee appointments for the board. Lastly, he concluded his report discussing collaborative opportunities including LeaderPalooza, building up Bulldog Wednesdays, maintaining progress with ASI's strategic plan, and considering a gala or mixer for all student leaders.

X. DIRECTOR'S REPORT

Mrs. Ramage began by reporting about USU programs and staff. She discussed that a meeting took place in regards to enhancing leadership development as a campus group and how to pursue funding. This meeting included Paul DeRousi, Chris Fiorentino and Breanne Scogin. Another program in the works is a student led lecture series called Fresno State Talks, based upon the idea of diversity, discovery, and distinction of Fresno State. Mrs. Ramage also continues her work coordinating with ITS the upgrading of the Wi-Fi connection in the USU and SSU, and with the Integrating Marketing Team and the branding of the university. She notified the group that the new Student Involvement and USU web page has been completed, but that it will be a continual process of keeping it updated. Regarding financial matters, Mrs. Ramage continues to work with the Budget and Finance committee, especially with reviewing student fee dollars and how they flow. On a personal note, Mrs. Ramage has officially announced her retirement as Director of Student Involvement effective October 31, 2012.

XI. ADJOURNMENT

MSC to adjourn meeting at 4:25p.m.

Respectfully submitted,
Sally Ramage, Director

By Taylor Clanton, Administrative Assistant