

Minutes of the Meeting of the
University Student Union Board of Directors
of the California State University, Fresno Association, Inc.
October 7, 2013

A meeting of the University Student Union Board of Directors of the California State University Fresno Association, Inc. was held on Monday, October 7, 2013.

I. CALL TO ORDER

The meeting was called to order at 3:01p.m.

II. ROLL CALL

The following voting members were present:

Mr. John Gonzalez, Chairperson	Mr. Juan Guzman
Mr. Jesus Vargas	Ms. Kristin Lacey
Ms. Diana Salcido	Ms. Megi Hakobjanyan
Ms. Lilit Grigoryan	Mr. Jonathan Rodriguez
Mr. Paul Kroll	Mr. Andrew Esguerra
Mr. Levi Landon	Ms. Candice Amico
Dr. Jose Diaz**	

The following voting members were not present:

Academic Senate Representative***	Ms. Jamila Ahmed
Dr. Carolyn Coon*	

The following non-voting members were present:

Ms. Angelica Reyes	Mr. Paul Marcroft
Ms. Tianna Arredondo	Ms. Melissa Ginotti
Mrs. Mehrzad Zarrin	Ms. Shawna Blair

The following non-voting members were not present:

Ms. Jessica Lopez

The following guests were also present:

Mrs. Breanne Scogin	Ms. Lauren Welch
Mr. Arthur Montejano	

III. APPROVAL OF AGENDA

MSC to approve the agenda for Monday, October 7, 2013 as printed.

IV. APPROVAL OF MINUTES

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

V. COMMUNICATIONS

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

b. Dr. Jose Diaz – Dr. Diaz shared that Fresno State received \$30 million dollars from the Chancellor to start updating and upgrading building infrastructure throughout campus. The campus community should start feeling the benefits from it within the next couple of years.

c. Associated Students, Inc. – Ms. Amico stated that they are continuing their work on Homecoming events and that the T-shirt Exchange kickoff will take place on Wednesday of Homecoming week.

*Representative of Dean of Students

**Designee of University President

***Academic Senate/Faculty Representative

d. **Guests** – No guests present at the meeting had anything to report.

e. **External Committee Reports**

1. Integrated Marketing Committee- Ms. Hakobjanyan shared that the upcoming meeting takes place tomorrow, but she attended a preparatory meeting to become familiar with the committee. In this meeting, they mainly went over the branding of Fresno State in which one common logo is now shared campus-wide.
2. Club Sports Council- Mr. Kroll stated that many clubs expressed that they are low on members so they would like to start tabling in the Free Speech Area. The teams are also thinking of doing a large fund raiser as a whole.
3. Student Recreation Center- Mr. Kroll communicated that the SRC is currently ahead on their budget, and are looking at buying two new treadmills and upgrading little things around the building. However, they have noticed that intramural football is low on participant numbers. In fact, they are the lowest they've been in five years, despite tripling their marketing dollars. Upcoming events include Light Up the Night and Dip Day.

VI. CHAIR'S REPORT

Mr. Gonzalez started his report with old business including the 2nd Annual LeaderPalooza, which took place in August. The purpose of this training is to find common goals and transparency among leadership groups throughout campus. Continuing, Mr. Gonzalez and Ms. Lacey attended the first Association Board of Directors meeting of the school year. They had a chance to introduce themselves and present the accomplishments of the USU Board of Directors for the 2012-2013 year, along with stating this year's goals. Also attended was the Student Affairs Leadership Team meeting, in which Mr. Gonzalez was given the opportunity to explain the roles and goals of the USU Board of Directors. Lastly, Mr. Gonzalez shared that the USU Board of Directors will be staffing a table in the USU Recreation Center during the Homecoming bowling special, in which a raffle will be done for football tickets provided by ASI.

VII. DIRECTOR'S REPORT

Ms. Ginotti began with USU personnel updates which included the posting of the last full time custodial position that needs to be filled. The department is also anticipating Mr. Gary Nelson's retirement in December, so the process of accessing financial resources for a replacement has been started, along with revising the job description. Continuing, performance evaluations are underway for all professional staff, a proposal has been submitted to the Vice President to allow for professional development opportunities for staff, and an IRA funding request has been submitted to help support sending people to the ACUI national conference. Regarding facility updates, there has been a strong interest from China Peak to fill the empty Pavilion space as a six month rental starting in November. There is also a small leak in the roof over the upstairs women's restroom; repairs are underway. Also being looked at are ways to reconfigure the Reservations space to create a more customer friendly area and process. Ms. Ginotti continued on to programming updates, which included the conclusion of the Greek Life formal recruitment process, which also involved an orientation for new members. Clubs and organizations are still in the process of becoming re-recognized for the year; a little over 100 of the 270 clubs have completed the process so far. Lastly, the USU is committed to collaborating with other campus departments for international culture week and included in this is asking the question of what our facility's role is in teaching about heritage and culture.

VIII. NEW BUSINESS

a. **Information Item: Pit Furniture**- Mr. Kroll stated that the Planning and Operations Committee is getting close to finalizing the furniture for the Pit and Balcony areas of the USU. Designs and fabric options were shown to the group, in which neutral colors are being chosen. Even though red is a school color, the thought is that it will tend to fade over time. Mrs. Zarrin added that last year, furniture in the USU Lounge was updated and the next phase is to upgrade the Pit and Balcony areas. Right now the design is more of a dining area but with the new designs being considered, a more casual lounge feel will be made.

b. **Information Item: External Committee Designees**- Ms. Lacey shared which campus-wide committees USU Board of Directors members are sitting on. So far, Ms. Hakobjanyan attends the Integrated Marketing

Committee and Mr. Kroll attends the Club Sports Council and the Student Recreation Center committee. A student representative still needs to be identified to attend the Food Services Committee.

IX. OLD BUSINESS

No old business to report on.

X. COMMITTEE REPORTS

a. Personnel- Mr. Rodriguez began with the goals of the committee including recognizing the efforts of the USU staff, to strengthen the relationships between USU Board of Directors members, and to create a recruitment strategy for next semester. Projects include recognizing birthdays and staff appreciation goodie bags for Halloween. Lastly, updates include a staff appreciation project for November and the committee will decorate the Student Involvement office area to create a more festive atmosphere during the holidays.

b. Budget and Finance- Ms. Salcido stated that Mrs. Zarrin attended their last committee meeting to explain the budget process and what to expect for the year. Committee projects will pick up once facility projects get more finalized. The committee has decided to use the same iPhone app flyer to help students understand how their fees are used around the USU, but are thinking about doing something different for next year. Updates include International Culture Night, in which the group planning the event asked for a discount on their SSU reservation. While the USU Board of Directors decided that a discount cannot be given, the group would like to as supportive as possible during the event.

c. Public Relations and Marketing- Ms. Hakobjanyan began with the goals of the committee including reaching out to new demographics of students such as international students and dorm residents and creating a thorough and comprehensive marketing plan for the USU facilities. Continuing, she said that the committee has narrowed projects down to three main ones, which include creating a business card to promote the USU Facebook page, creating a flyer that promotes the Recreation Center specifically Night Strike bowling on Friday Nights, and developing a brochure that highlights all services and facilities of the USU. Updates include Mrs. Thomason attending the last committee meeting to discuss marketing issues around the Recreation Center, which is where the idea to create a flyer for Night Strike bowling originated from. The USU brochure and the Night Strike bowling flyer are ready to go to the graphic designer. Ms. Hakobjanyan has also been in contact with the ISSP office about giving international students tours of the USU in January and has met with Gloria Hernandez of the RHA to discuss future collaborations; it's a possibility to distribute the USU brochure to all dorm residents via their mailboxes once complete.

d. Planning and Operations- Mr. Kroll discussed the goals of the committee in which the biggest one now is to finalize the renovations to the Pit area. The committee also wishes to continue to gain insight of what students want for the USU facility to better plan for the future. A current project includes planning a trip to another CSU campus to visit their union facilities. Possible dates and campuses are currently being researched in order to find one similar to Fresno State. Lastly, other projects include signage directed at students is being developed to make sure they treat the facility with care and approaches are being thought of to promote education of other cultures within the USU.

e. Campus Involvement Ambassadors- Mr. Landon shared that CIAs reached approximately 7,900 students and guests over the summer while facilitating the Campus Life presentation. Since the beginning of the current semester, 150 involvement advising sessions have been completed or are pending a meeting, and seventeen Get Involved presentations have been given. Continuing, Mr. Landon stated that the first Emerging Leaders Retreat of the school year took place last month and attracted 25 students. After reviewing assessments, students seemed to really enjoy the training and retention was good over the three-day event. Students provided recommendations for future ELRs including preparing the CIAs better for working with small groups and to develop a leadership lecture and/or framework due to some students not realizing that what they are doing is actually leadership. Mr. Esguerra pointed out that USU Productions gets many students coming in to them looking for opportunities after attending involvement presentations and Mr. Montejano stated that the CIAs have met with four times as many students so far this year compared to years past.

f. USU Productions- Mr. Esguerra went over past events including participating in SAFARI, Monsters University outdoor movie showing with over 400 attendees, a Nooner concert with JJ Brown and Band with over 100 attendees, and participating in National Student Day with over 450 attendees. Upcoming events include a Nooner with Rise the Ruler, a Volleyball Bulldog Pride Zone in collaboration with ASI and Athletics, a Throwback Pep Rally during Homecoming week with a surprise concert, a Bulldog Pride Zone for the Homecoming football game, and a movie showing of Despicable Me II. Other events during October include Be the Change event and a Milk and Cookies event in the dorms for alcohol awareness. Continuing with communications, Facebook 'likes' are up to 2,564, Twitter has 303 followers, and Instagram has 251 followers. Current projects and/or collaborations for the group include developing a 'USU Pit Crew' subcommittee, a Fright Festival for students living in the residence halls in conjunction with the Residence Hall Association, a karaoke night is being planned, a possible hypnotist or magic show is being looked into, and the group is finalizing the December San Francisco shopping trip.

Lastly, Mr. Esguerra also discussed Fresno State Talks which was started last year to give students the opportunity to nominate professors to deliver lectures available to the entire campus community. The event will take place again this year. Nominations are due by November 1st and decisions on which professors are selected will be made in December. Professional development stipends are given to professors who are selected to speak. The three lectures from last year can be viewed on YouTube and have also been replayed on a local television station.

XI. ADJOURNMENT

MSC to adjourn the meeting at 4:00p.m.

Respectfully submitted,
Melissa Ginotti, Director of Student Involvement

By Taylor Clanton, Administrative Assistant