

Minutes of the Meeting of the  
University Student Union Board of Directors  
of the California State University, Fresno Association, Inc.  
November 4, 2013

A meeting of the University Student Union Board of Directors of the California State University Fresno Association, Inc. was held on Monday, November 4, 2013.

**I. CALL TO ORDER**

The meeting was called to order at 3:00p.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. Jamila Ahmed         |
| Dr. Jose Diaz**                | Mr. Ignacio Hernandez*** |

*The following voting members were not present:*

|                   |                   |
|-------------------|-------------------|
| Ms. Candice Amico | Dr. Carolyn Coon* |
|-------------------|-------------------|

*The following non-voting members were present:*

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

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

*The following guests were also present:*

|                      |                  |
|----------------------|------------------|
| Mr. Arthur Montejano | Ms. Pat Thomason |
| Mr. Ricardo Lopez    |                  |

**III. APPROVAL OF AGENDA**

MSC to approve the agenda for Monday, November 4, 2013 with the following amendment: Under New Business, change Item B Information Item into an Action Item to vote to approve Qubica software upgrade for the USU Recreation Center.

**IV. APPROVAL OF MINUTES**

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

**V. COMMUNICATIONS**

**a. Dr. Carolyn Coon** – Dr. Coon wasn't present at meeting to give a report.

**b. Dr. Jose Diaz** – Dr. Diaz shared with the group that there is an upcoming review of the University-level accreditation. Dr. Diaz sits on one of the committees working on a self-study in preparation for the accreditation review. The self-study will look at all programs, degrees, student groups, and other things affiliated with the university and will be submitted at end of this academic year. A regional review team will look at the self-study and will then visit campus in 2015, where randomly chosen programs will be reviewed to verify that what was said in

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\*Representative of Dean of Students

\*\*Designee of University President

\*\*\*Academic Senate/Faculty Representative

the self-study truly reflects programs offered. Dr. Diaz stated that accreditation helps the university receive funding and grant money, and also verifies degree programs versus the national standard.

c. **Dr. Ignacio Hernandez** – Dr. Hernandez introduced himself and stated that he would like to be an asset to the group.

d. **Associated Students, Inc.** – In Ms. Amico's absence, Mr. Marcroft updated the group on events ASI has been involved with recently, including hosting the Central Valley Student Leadership Conference where approximately 40 student leaders attended to work on current Central Valley issues. ASI also hosted the California State Student Association where approximately 90 student leaders from all CSU campuses attended. The participants also got to experience a Fresno State football game and tailgate. Continuing, other projects include the T-shirt exchange program, a canned food drive for the month of November, and the second Thirsty Thursday will take place this week in The Bucket.

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

f. **External Committee Reports**

1. **Integrated Marketing Committee-** Ms. Hakobjanyan stated that the committee concentrates on the image of the university. One of the biggest projects they have completed is the revamp of the logo; there were so many logos that existed before, where some didn't even look like they were affiliated with Fresno State. Also discussed were business cards and the use of the university seal. Lastly, there are new sweatshirts for sale in the bookstore that have the university seal on them.
2. **University Food Service Advisory Committee-** Ms. Hakobjanyan shared that an external consultant was used to evaluate campus food options. From the consultant's evaluation, some changes may be happening including Taco Bell replacing Chick-fil-A in the USU, a salad and/or soup bar instead of the USU snack bar, an authentic Mexican food place where Taco Bell is currently located, Me-n-Ed's pizza being offered in The Bucket, and another Star Bucks near the Peters Building. Continuing, she shared that not many changes will happen in the RDH, except possibly discontinuing allowing community members to eat there.
3. **Student Communications Committee-** Ms. Hakobjanyan stated that the Bulldog Blog editor, Clay Crockett, gave a presentation at the last meeting. Among other things, he shared that they got funding to place ads on their Facebook page which led to their 'likes' increasing quite a bit. Continuing, as ways for student clubs and organizations to promote upcoming events and the like, they are using Tumblr, Vine, and Instagram. Lastly, Ms. Hakobjanyan shared that the committee might create a survey to see how students prefer to be informed about things happening on campus.
4. **Club Sports Council-** Mr. Kroll stated that the cycling and paintball teams are doing very well so far this year; most of the other teams are just starting up for the year. The council is also looking into getting all athletes backpacks and has split into three committees including fundraising, marketing, and community service. Lastly, Mr. Kroll shared that some teams are looking into possible sponsorships.

**VI. CHAIR'S REPORT**

Mr. Gonzalez began with new business including the retail dining services study that Ms. Hakobjanyan talked about earlier in the meeting. A meeting to discuss the study is set for November 21st. Continuing, he is attending student roundtable meetings once a month which look at ways for student leadership groups to collaborate, in which they are looking at planning a social so students of organizations can get to know each other. Lastly, Mr. Gonzalez has been working on a redesign of the glass display cases near the Information Center. The plan is to create a promotional space for upcoming events and to possibly offer an area for students to share their ideas and/or suggestions for the USU, which will then be posted in the display cases.

**VII. DIRECTOR'S REPORT**

Ms. Ginotti began by mentioning the most recent collaborations such as Homecoming between ASI and USU Productions and the Halloween Fright Festival last week. As a result of these collaborations, more students have been attending events. In terms of programming, while China Peak has decided not to lease the available space in the Pavilion, there may be other opportunities for the space such as offering Support Net tutors there that would be

available to members of clubs and organizations for after-hours/evening tutoring sessions. Continuing, Mr. Gary Nelson's retirement party is taking place on December 5<sup>th</sup> in the Vintage Room. There will also be a holiday party for all staff members and students on December 4<sup>th</sup>. Ms. Ginotti shared that fiscal support has been offered to help send professional staff to professional development opportunities such as the ACUI national conference and the National Association for Campus Activities conference. Lastly, regarding facilities, The Pit furniture estimates have come in but it is now needed to figure out options that will help money go further based upon the project budget.

#### **VIII. NEW BUSINESS**

**a. Information Item: Welcome Newly Appointed Academic Senate Representative to the USU Board of Directors, Dr. Ignacio Hernandez**- Mr. Gonzalez officially welcomed Dr. Ignacio Hernandez to the USU Board of Directors.

**b. Action Item: Vote to Approve the Qubica Software Upgrade for the USU Recreation Center**- Ms. Salcido began, stating that the software upgrade will essentially be done in two parts if approved. Last year, the USU Board of Directors approved the installation of new scoring monitors and this year it would be to approve the actual software portion of the upgrade. The total cost is approximately \$88,500 for the upgrade. For background work, Ms. Salcido and Ms. Lopez made a call to another university that has the upgraded system to see if they liked it, whether it was worth it, and more. The university employee they talked to seemed excited about the system. While their bowling center had been closed two years prior to the upgrade, their customer flow was relatively steady between the old and new systems. They asked if it was hard for students to understand how to use the new system and whether it negatively affected the community from coming to the center; in both cases, it did not seem so. Because there are so many different parts to the upgraded system, they asked the other university whether all features got used. While there are some that are definitely more popular, all seem to be used. The new system is more interactive, where instead of people just bowling, there are games available to play and it is also connected to social media outlets. The USU bowling center currently has version 4 of the system and the current one is version 10.1. The plan would be to install the system over winter break if approved and get it up and running before classes start in January. Installation would cause the bowling lanes to be closed for about three to five days. No one else in Fresno has a system close to what this is, not even in California, and not many other universities have it. Ms. Thomason added that an upgrade is a must because all reporting will be done through it and it would be an opportunity for cross promotion. A question was asked whether prices would be affected due to the upgrade. Ms. Thomason responded that she didn't believe so, especially for students. Another question asked whether another upgrade like this would be needed every two years. Ms. Thomason responded no, that the last one done was at least eight years ago. The upgrade would also include technical support, employee training, and a screen for the service area to connect to the MMS system. It was MSC to approve the software upgrade.

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

No old business to report on.

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

**a. Personnel**- Mr. Rodriguez began with old business including the birthday recognitions for August, September, and October being completed. The staff appreciation project for October just needs to be delivered to all recipients and the committee also decorated the Student Involvement office for homecoming. Continuing, new business includes starting on the November staff appreciation project and to start planning a recruitment strategy for next semester.

**b. Budget and Finance**- Ms. Salcido started with old business including reviewing the budget transparency poster that was created last year. The committee has decided to keep the same design for this year, but discussed future changes to it that would help increase student attention. New business includes working on the new bowling system upgrade, such as making the call to the other university and getting it approved by the group.

**c. Public Relations and Marketing**- Ms. Hakobjanyan shared information on three current projects the committee has been working on including designing a brochure for students about features of the USU and what to find on each of the three floors. Also being designed is a flyer for Night Strike on Friday nights in the bowling center, a Facebook business card to help promote the page, and a USU Board of Directors display board to help with tabling events. The committee is also helping to promote the free student basketball tickets, so that more attend the games. The committee will host several tabling sessions to promote the student tickets and will also post flyers around buildings. Lastly, a new official email for the USU Board of Directors has been created so that students can email questions, suggestions, etc. Mr. Gonzalez mentioned that a new club has recently been started called The Unleashed, to help promote athletic games to students and the club will work with the committee to market the student tickets. The club meets Wednesdays.

**d. Planning and Operations**- Mr. Kroll stated that the trip to CSU Los Angeles will be on January 10<sup>th</sup>, in which the purpose will be to tour their student union to help brainstorm new ideas for ours. Also being worked on is signage to help influence students to treat the facility with care and have been looking at samples and designs for The Pit. The committee would like to get everything approved and completed for next semester. The committee also had a conference call with a representative from EB1 about a benchmarking survey which would help compare Fresno State to other universities and help focus areas for improvement. Dr. Hernandez mentioned that CSU Dominguez Hills would also be a good campus to visit because they just renovated their student union a couple of years ago. He also shared that the committee should contact graphic design students as they are always looking for projects to put in their portfolio.

**e. Campus Involvement Ambassadors**- Mr. Landon shared that they are still offering involvement advising sessions in which they help students find groups on campus that might match their interests. To date, 162 forms have been submitted and 100 appointments completed. An assessment was emailed to those students who have gone through advising sessions to determine effectiveness and to see if they are actually getting involved with those clubs they were matched to. The second Emerging Leaders Retreat for the year took place in October, where 38 students participated. Assessment information has been collected from the students and results will be reported at next month's meeting. A total of 64 students attended the fall 2013 retreats, compared to 35 total attending the fall and spring retreats last academic year. Upcoming activities include the continued scheduling of students for involvement advising sessions and a brief survey is being developed for the University 1 Get Involved presentations and USU tours that will be sent out through professors. Lastly, dates for the application process and interest sessions for student leader recruitment will be set soon.

**f. USU Productions**- Mr. Esguerra stated that approximately 15 events were offered by USU Productions during the month of October. Highlights include attending the Be the Change event organized by United Student Pride, helping and organizing five events during homecoming week, and Fright Festival in collaboration with Residence Halls Association. Some upcoming events include Bulldog Wednesday this week to kickoff Movemeber. Other contributors to this Bulldog Wednesday include ASI with their Swap Stop in which students can receive a free Fresno state shirt in exchange for apparel from other schools and The Unleashed club which will promote upcoming basketball games. Next week includes International Education Week and Random Acts of Kindness Week. Also coming up is the NACA conference, in which two graduate assistants and three student coordinators will attend. Also upcoming is a Karaoke Night on November 21<sup>st</sup> in The Bucket. Lastly, Mr. Esguerra said that the group is looking to do a calendar of events for The Collegian. They may also have every committee create a Year-End portfolios to help new people coming in next year. The director and assistant director will have one-on-one meetings with the coordinators to see how they are doing and to keep them on track.

## **XI. ADJOURNMENT**

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

Respectfully submitted,  
Melissa Ginotti, Director of Student Involvement

By Taylor Clanton, Administrative Assistant