

Minutes of the Meeting of the  
University Student Union Board of Directors  
of the California State University, Fresno Association, Inc.  
November 5, 2012

A meeting of the University Student Union Board of Directors of the California State University Fresno Association, Inc. was held on Monday, November 5, 2012.

**I. CALL TO ORDER**

The meeting was called to order at 3:06p.m.

**II. ROLL CALL**

*The following voting members were present:*

Mr. Kris Westcott, Chairperson	Mr. John Gonzalez
Ms. Kristin Lacey	Mr. Estevan Gutierrez
Mr. Jesus Vargas	Ms. Tamar Karkazian
Ms. Kelli Walker	Ms. Alicia Luna
Ms. Bianca Rodriguez	Mr. Arthur Montejano
Mr. David Gallardo	Ms. Melissa Ellis
Ms. Jamila Ahmed	Dr. Andrew Hoff**

*The following voting members were not present:*

Dr. Carolyn Coon*	Dr. Yishaiya Abosch***
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*The following non-voting members were present:*

Mr. Andrew Esguerra	Ms. Parmita Choudhury
Mr. Edward Brown	Mr. Kenny Umeh
Mrs. Sally Ramage	Mrs. Mehrzad Zarrin
Ms. Shawna Blair	

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

*The following guests were also present:*

Ms. Leticia Herrera

**III. APPROVAL OF AGENDA**

MSC to approve the agenda for Monday, November 5, 2012 as printed.

**IV. APPROVAL OF MINUTES**

MSC to approve the minutes for Monday, October 1, 2012 as printed.

**V. COMMUNICATIONS**

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

**Dr. Andrew Hoff** – Dr. Hoff wanted to make sure everyone votes.

**Dr. Yishaiya Abosch** – Dr. Abosch was not present at the meeting to give a report.

**Associated Students, Inc.** – Mr. Montejano began by stating that it is imperative students vote. Other developments within ASI include looking into expanding the hydration station program outside of the USU and would like to add a no-slip mat under the station outside of room 317. Continuing, community revitalization efforts continue to grow for the campus. Serve Fresno State Day is this Saturday which is the cleanup of the campus and

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\*Representative of Dean of Students

\*\*Designee of University President

\*\*\*Academic Senate/Faculty Representative

the surrounding areas, and the Trick or Treat for Cans efforts collected approximately 1,000 cans for the Bulldog Pantry. While the tutoring program still continues, planning for crime prevention week for the upcoming spring semester is in the works. Mr. Montejano shared involvement opportunities with the group including an open senator position for the College of Engineering, a couple of cabinet positions are open as well, and they are still looking for students to serve on university wide committees. Lastly, the Movember Movement has begun. Ms. Choudhury, ASI Executive Vice President, introduced herself to the group.

**Guests** – No guests had anything to report.

### **External Committee Reports**

1. Club Sports Council- Mr. Gallardo wasn't able to attend the last meeting, but Mr. Montejano was present and reports that the program continues to do well. Some teams are finishing their season, while some are looking into fund raising efforts. Mrs. Ramage added that the program will come before the Board most likely in December to report on their accomplishments and more.
2. Integrated Marketing Council- Mr. Esguerra reported that the council is currently developing a mini pamphlet of FAQs about the new brand/logo; much like a university wide guideline. It was questioned where student organizations could get pamphlets. Mr. Esguerra responded that it's still in development but that it will most likely go to departments first.
3. Food Services Advisory Committee- Mr. Brown stated that the group talked mostly about the financials of the Food Services department. Also discussed was the success of the Bull Dog Bites truck. Response has been favorable and they want to make it even more available to students (i.e. longer hours). Healthier food choices for students was also a topic and a food consultant will be brought to campus to give ideas on how to make dining services a little better. Mrs. Ramage shared with the group that the food service consultant is coming this Wednesday and that there will also be an open forum on Thursday for student input. Ms. Choudhury suggested sending a quick 10-question survey to students through OrgSync on the topic of campus food services.
4. Pay for Print Services- Mr. Gonzalez began by sharing that the contract with Ray Morgan will expire in June 2013 for the printing services in the library and the USU. Before this time, a decision has to be made whether or not to renew the contract. The committee would like student input, so a survey will be going out in regards to what students would like to see with this service. Opinions were given from the Board including noticing that printers seem to be out of service a lot, implementing a pay-as-you-go system, and possibly being able to use debit cards.
5. Student Recreation Center Advisory Committee- Mr. Gonzalez shared current projects including the status of the broken shower handles and the flash mob with over 50 participants. Other updates include the aquatic center with attendance of over 1,100 so far, attendance for the SRC is more than expected, and haven't gone forward with putting together funding of the aquatic center beyond this year yet.

### **VI. NEW BUSINESS**

No new business to report on.

### **VII. OLD BUSINESS**

a. **Action Item: Approval of the Revised USU Board Mission Statement** –Mr. Gutierrez shared that revising the mission statement has been a recent project for the PR and Marketing committee, but they would like to withdraw this action item for this month and come back to it at the next meeting once they get more input from the group.

### **VIII. COMMITTEE REPORTS**

a. **Budget and Finance** –Mr. Vargas explained that the goals of the committee have remained the same but a new project includes developing a Prezi about the budget meant to help current and future committee and Board members. Ms. Walker continued stating that another project is in the works. The student fee visual project has a goal of better communicating to students how their student fee dollars are used. Instead of using a check as in the past, they would like to use a phone type of representation, which will use text messaging as the discussion format.

It was suggested to include Instagram into the design. Other updates include further discussion of the patio renovations and to begin trying to prioritize which aspects of the plan will make sense with the current budget.

**b. USU Productions** –Ms. Karkazian started with sharing October events including three Nooners, Spirit Week, Blimprov comedy show, a texting and driving simulator, and Monster Mash. Continuing, collaborations include Fresno State Talks Politics with the College Democrats, the Sarah Panzau event with DAAWGS, the Cookies & Milk event with Courtyard, Oktoberfest festivities with the Health Center organizations, and Fresno State Opera with the music department. Upcoming events include more Bulldog Wednesdays, International Education Week, the San Francisco bus trip, Luna Fest, and the Movember Movement Kickoff event. In addition, USU Productions is up by 5.8% with their Facebook ‘likes’ (within a month) and have gotten a lot of recent recognition in the Collegian. Projects include the Spirit Survey which has been closed and a report will be given on these findings later, Letters to the Military will be at upcoming events, Productions is sending students to the ACUI conference, and Fresno State Talks Discovery, Diversity, and Distinctions in which students need to make sure to nominate their professors. Any professor can be nominated now, not just full-time faculty.

**c. Personnel** – Ms. Ahmed began by stating that for the rest of year the committee wants to concentrate on strengthening relationships with the USU staff and between Board members and student leaders. The committee just completed the October staff appreciation project with Halloween lollipop teats. Student and staff employees seemed to really appreciate it. Ms. Luna continued with updates including the committee’s involvement in Bulldog Wednesdays and they would like to create some type evaluation of the Chair and Vice Chair of the board. Ms. Rodriguez discussed the November social which included a scavenger hunt throughout campus. Mr. Esguerra added that the scavenger hunt was enjoyable and it’s been considered about doing this for students as well, possibly in the spring. It would be a good way for students to participate and get to know their campus. Ms. Ellis suggested that this might be something CIA could get involved with. A suggestion was to combine a scavenger hunt with a minute to win it type of event.

**d. Planning and Operations** – Mr. Gallardo started with current projects including USU tours, which is still in progress but should be completed by this week. The committee is also still discussing what will happen with the pit area. The design consultant produced a blueprint of what the area could look like, but students found some issues with it and the cost was a lot more than expected. There is another meeting with him today to brainstorm what can be done at a lesser cost. Mrs. Ramage added that they don’t want to do things that will create maintenance problems in the future. When the consultant comes back with a new design, more information will be provided to the Board. Continuing Mr. Gallardo said that repairs to the fireplace will be about \$4,500 and it’s being considered to remove the spirit campaign and the extra chairs from the Minor Capital Project list so that these fireplace updates can be completed. Ms. Karkazian suggested that if a ceremony will be held, maybe Productions can help do a s’mores event. Lastly, Mr. Gallardo can no longer be the Club Sports Council representative.

**e. Marketing and Public Relations** – Mr. Gutierrez began by sharing the committee goals, which are to raise awareness of the Board and the USU and to increase Facebook likes to 1,200 by the end of the semester. Current likes stand at 994. The committee is also evaluating the Facebook page for its purpose, the biographies of Board members, and more. Additionally, the Board mission statement is being modified and they are seeking more input about it. Tabling events include Monster Mash last week and will do another one at the next Bulldog Wednesday. Updates include initiating a campaign to promote overall practicality of the USU, hanging hydration station posters for marketing, and the water bottles are being dispersed through Facebook contests, USU strolls, and during Halloween to those in costumes. Ms. Ahmed asked if it would be possible to have a consumer psychologist to come to a committee meeting to help understand the atmosphere of the USU, its features, etc.

**f. Campus Involvement Ambassadors** – Ms. Ellis advised the group that the Emerging Leaders Retreat took place October 12<sup>th</sup>, 13<sup>th</sup>, and 20<sup>th</sup> and provided the group a printed summary of the event. Community service sites included Bulldog Pantry, Food Not Bombs, and Saturday Sports and a total of 26 students participated in the event. There was such good feedback that they are looking to possibly doing another event during the spring semester. Continuing, Ms. Ellis shared upcoming events and activities including recruitment and involvement advising.

**IX. CHAIR'S REPORT**

Mr. Westcott began his report discussing the Student Communications Committee meeting he attended in which they talked about the Bulldog Blog and how there is not an email management system in place and what can be done about it. Cyber-bullying was also discussed and how a graduate student is willing to take this topic on as thesis work. KSFR attended the meeting in which it was discussed using radio broadcast to make events more visual on campus and to students. Last discussed at the meeting was how there are so many Facebook pages under the Division of Student Affairs and if all are truly needed. At the President's Lunch Group, the IT Strategic Plan was discussed and a full launch will happen by 2015. The hydration stations were also mentioned and there being a collaboration between ASI and Facilities Management to expand the concept out of the USU. Three fee items are being introduced by the Board of Trustees regardless of the outcome of Proposition 30. Lastly, eight external committees are being represented by members of the Board.

**X. DIRECTOR'S REPORT**

Mrs. Ramage kept her report short due to time constraints but mentioned that the Student Involvement staff has been thinking about providing some type of "welcome to the second semester" event for spring semester within the USU to make sure students continue to be involved throughout the school year. Lastly, she stated that she is now a part time employee for Student Involvement and thanked the Board for the work they have been doing.

**XI. ADJOURNMENT**

MSC to adjourn meeting at 4:57p.m.

Respectfully submitted,  
Sally Ramage, Director

By Taylor Clanton, Administrative Assistant