

Minutes of the Meeting of the
University Student Union Board of Directors
of the California State University, Fresno Association, Inc.
December 2, 2013

A meeting of the University Student Union Board of Directors of the California State University Fresno Association, Inc. was held on Monday, December 2, 2013.

I. CALL TO ORDER

The meeting was called to order at 3:04p.m.

II. ROLL CALL

The following voting members were present:

Mr. John Gonzalez, Chairperson	Ms. Jamila Ahmed
Ms. Kristin Lacey	Ms. Diana Salcido
Ms. Lilit Grigoryan	Mr. Jonathan Rodriguez
Mr. Paul Kroll	Mr. Andrew Esguerra
Mr. Levi Landon	Dr. Carolyn Coon*
Dr. Ignacio Hernandez***	

The following voting members were not present:

Mr. Jesus Vargas	Ms. Megi Hakobjanyan
Dr. Jose Diaz**	Mr. Juan Guzman
Ms. Candice Amico	

The following non-voting members were present:

Ms. Angelica Reyes	Ms. Jessica Lopez
Mr. Paul Marcroft	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:

Mrs. Breanne Scogin	Ms. Lauren Welch
Mr. Josh Edrington	Mrs. Tara Powers-Mead

III. APPROVAL OF AGENDA

MSC to approve the agenda for Monday, December 2, 2013 as printed.

IV. APPROVAL OF MINUTES

MSC to approve the minutes for Monday, November 4, 2013 as printed.

V. COMMUNICATIONS

- a. **Dr. Carolyn Coon** – Dr. Coon informed the group that Dr. Oliaro will be retiring at end of December and his reception will take place sometime in January. The search for his replacement will be ongoing until a person is selected; she will be interim Vice President of Student Affairs until then.
- b. **Dr. Jose Diaz** – Dr. Diaz was not present at the meeting to give a report.
- c. **Dr. Ignacio Hernandez** – Dr. Hernandez had nothing to report to the group.

*Representative of Dean of Students

**Designee of University President

***Academic Senate/Faculty Representative

d. Associated Students, Inc. – In place of Ms. Amico, Mr. Marcroft reported that community revitalization efforts raised over 2,000 pounds of food and 20 hams for families of the El Dorado Park area. A new committee was formed to offer a one-time funding opportunity open to all departments on campus to submit applications for equipment needs. Continuing, the next Thirsty Thursday will take place on December 5th at The Bucket and Caroling for Cans will be December 12th. All cans will be distributed to the El Dorado Park community.

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

f. External Committee Reports

1. Food Advisory Committee- Ms. Reyes shared that a presentation was given on the dining services survey results. Suggestions were given on how to improve the offerings on campus and results showed a need for longer evening hours, additional healthier food offerings, and a place that offers more breakfast-types of food. Juice It Up and Chick-fil-A are underperforming, so they will be replaced. Taco Bell will take place of Chick-fil-A and Subway might be moved to the Snack Bar area. The current Taco Bell may be turned into a more authentic Mexican food restaurant, and Me-n-Ed's pizza may be brought into The Bucket. Some of the discussion was also about the lack of cohesion between the dining area and the Pavilion, where it would be beneficial to make it more like a 'boulevard' of food and comfort. While this is somewhat of a long-term plan, Ms. Ginotti stated that they actually do have a pretty aggressive idea in terms of timing, where some of the major changes may happen over this summer.

VI. CHAIR'S REPORT

Mr. Gonzalez began by reminding the group about the trip to Cal State LA on January 10th to meet some of the staff, the USU Board of Director's members, and to have a tour of their USU facility. There will be an opportunity to sit on a USU Board of Director's meeting and participate in their USU employee training. Fresno State Student Involvement and USU staff and student members of USU Productions and the USU Board of Directors will be attending. Continuing with new business, the last Association Board meeting is tomorrow; Mr. Esguerra will be attending as well. With assistance, templates for agendas, reports, and minutes for the committee meetings were restructured for better uniformity. Mr. Gonzalez, along with Mr. Esguerra, met with representatives from the Collegian last month. As result, a Collegian writer attended last month's USU Board of Director's meeting and wrote a story on the approval of the new bowling system. Lastly, training for the spring semester will take place on January 14th.

VII. DIRECTOR'S REPORT

Ms. Ginotti began by discussing current programming developments including creating leadership trainings for student organizations. A leadership retreat for Greek organizations is being planned for early in the spring semester, while the Interfraternity and Panhellenic Councils have been meeting regularly to assist in developing a social policy for the organizations. It was asked how participants will be chosen for the Greek retreat, in which this process hasn't been agreed on yet but that it will probably be an application process where each chapter will send three or four members. Continuing, three years' worth of data and reports are being analyzed to look for any connections of a student participating in a campus organization, their GPA, and how long it takes them to graduate. A booth survey was created and the data is being analyzed for the advantages and disadvantages of student organizations having them. Along with comparing OrgSync to other existing tools regarding user-friendliness and efficiency, a total of 209 campus organizations have completed the re-recognition process. Continuing with current facility and personnel updates, door counters have been ordered for the USU to better understand usage, the new Recreation Center bowling system has been ordered, and the job description to hire Gary Nelson's replacement will be completed soon. Lastly, there will be a holiday party for all USU student employees and volunteers this Wednesday.

VIII. NEW BUSINESS

a. Action Item: Vote to Approve Outdoor Furniture for The Pit and USU Balcony- Mr. Kroll began sharing that the committee has been going back and forth with the furniture in order to get the best pricing for what they would like to have and showed the group several pictures of the look they are going for. Because students' needs are changing, Mrs. Zarrin stated that they are trying to choose options that feel more lounge-like. While

everything has been chosen, the fine tuning needs to be done on how many of each piece of furniture can be chosen based on the current budget, and once the USU Board of Directors approve the project, it will then need to go to the Campus Planning Committee for their approval. The Campus Planning Committee meets sometime this month and it would be good to propose the project to them this semester so the project doesn't get too far behind. The tentative project total was quoted at \$121,000 and doesn't include tax or shipping. Ms. Ginotti added that the budget for capital improvements was set at \$200,000 this academic year, and given all the other improvement projects done so far (i.e. landscaping, bowling system), this is the reason that the fine tuning needs to be done in order to meet the budget. She stated that she would like for the group to approve the project today in order to move ahead but in understanding that the budget will not be overspent. However, based upon the project total and the available budget, questions to ask include: Do we wait until next year? Are there other places in the budget to reduce a little? Should the project be thinned down? Or should the project be phased-out over a year or two? Mr. Gonzalez expressed that this isn't an all or nothing plan; it can be done over a couple of years especially due to the gap between current project cost and budget. This is more of a vote on whether the project is something that the group actually wants to move forward with. MSC to approve outdoor furniture for The Pit and USU Balcony; however two members voted against the project.

b. Information Item: EBI Benchmarking Assessment- Mr. Gonzalez stated that the group has spoken about the possible project at a past committee meeting and participated in a conference call with the company who oversees the process. The assessment is used nationally by universities to assess their USU and compare it to others. The assessment is sent via email to students through a random selection process, where the base survey contains 75 questions, with an option to add 20 more specific questions. While sample sizes vary, a 3,500 person sample size is the norm; a larger sample size can be requested at an additional cost. Response rates have also varied, from as low as 9%, to as high as 30%, with an average of 20%. Mr. Gonzalez stated that this is the time for the group to express their thoughts on the assessment idea. Dr. Hernandez asked what outcomes are desired and whether there is an existing system in place such as a suggestion box. Ms. Ginotti responded that a benchmark is desired to help us see how we compare to other schools and it would be good to have a baseline and then reassess every couple of years to see if we're improving on anything. Mr. Gonzalez also responded that last year's USU Board of Directors wanted to create a suggestion box, which is still being considered for this year, and a survey was done two years ago regarding various aspects of the USU. Dr. Coon asked what the cost would be. Ms. Ginotti responded that for a sample of 3,500 students the cost would be approximately \$2,600. Dr. Coon continued, stating that Student Affairs is starting to put more emphasis into assessment and because the USU is part of the division, she will look into helping subsidize the project. Mrs. Scogin suggested that a commitment needs to be made to do the assessment every other year so that you can see if something implemented actually worked or even met what students said. Ms. Reyes shared that the number of questions needs to be taken into consideration and whether or not students will actually take the time to answer; incentives should be considered. Mr. Rodriguez questioned the timing. Ms. Ginotti replied that the beginning of February is ideal since typical surveying season is during March and don't want to bombard students with multiple surveys. Other considerations brought up included whether all questions needed to be used, whether questions specific to Fresno State can be written, and where funding would come from to cover the costs. Lastly, Dr. Hernandez added that a possible expansion later down the road would be to bring in graduate students to do focus groups to collect qualitative data.

IX. OLD BUSINESS

No old business to report on.

X. COMMITTEE REPORTS

a. Personnel- Mr. Rodriguez began with old business including completing all November birthday recognitions and the turkey toes staff appreciation project. Continuing with new business, the committee made appreciation gifts for the CIAs to thank them for all their hard work this semester in getting students involved. In addition, the committee has been assigned to lead team-building activities for the start of each meeting, starting next semester and will also begin working on recruitment particulars of new members including setting up tabling days and deciding on which committee members will be part of the interview process. Lastly, the committee is looking into scheduling guest speakers to come in next semester for meetings.

b. Budget and Finance- Ms. Salcido started with old business including the progress they are making with the budget transparency poster; the committee will be picking the final design today so that they are ready to be used for the spring semester. Continuing to new business, the committee has decided to set up sub-committees to work on upcoming projects (i.e. EBI assessment, the Pit project) so that things will run more smoothly.

c. Public Relations and Marketing- Ms. Reyes began with current projects including a comprehensive brochure of the USU to help inform students as to what is available to them in the building; two of the committee members met with Ms. Ginotti and Mrs. Zarrin to discuss particulars of the brochure such as splitting the brochure into categories rather than laying it out per floor. Other projects the committee continues to work on are a flyer to promote the new bowling system and Friday Night Strike, a Facebook business card that will help market the Facebook page and the USU Board of Directors, and lastly, a display board has been created to use at tabling events to help promote the USU Board of Directors and the building.

d. Planning and Operations- Mr. Kroll shared that the new bowling system for the Recreation Center has been approved. The committee is now working on new signage for the USU to help influence students to treat the building with care. The committee took pictures of themselves showing the do's and don'ts on how to properly treat things featured throughout the USU; a draft of the design was shown to the group. In addition, as of today, The Pit and Balcony project has been approved. Lastly, committee members have still been trying to contact universities that have done the EBI assessment in the past to get their feedback on the process.

e. Campus Involvement Ambassadors- Mr. Landon stated that they have finished involvement advising sessions for the semester; a total of 177 forms were received and 107 appointments were completed. Assessment results found that 96% of students said that their meeting with a CIA provided them with what they were looking for in regards to getting involved on campus and 90% of students strongly agreed or agreed that as a result of meeting with a CIA, their understanding of the involvement opportunities on-campus increased. In regards to the Emerging Leaders Retreat offered in October, there were 48 participants which created a total of 64 participants for all of fall 2013. Per assessment results, 97% of students agreed that ELR deepened their understanding of leadership and 100% agreed that it helped them develop connections with their peers. A follow-up survey was issued to see if the participants actually got involved as a result of ERL; 70% of respondents stated they became more involved in Fresno State and the community as a result in participating in ELR. In addition, surveys are being electronically distributed to all University 1 classes to gauge involvement and use of facility after presentations and tour. Lastly, student leader recruitment will be launched February 18th, as marketing materials are being developed.

f. USU Productions- Mr. Esguerra briefly went over events that happened in November including a Nooner concert with Joe Eftah, a Bulldog Wednesday to kickoff Movember, Random Acts of Kindness Week in collaboration with the Richter Center SERVE committee, and International Education Week which was in collaboration with ISSP, Continuing and Global Education, Study Abroad, and International Exchange Office. A Karaoke Night in the Bucket was also hosted with approximately 120 attendees. Continuing, upcoming events include a Spirit Bowling Special on December 4th, Lauren Berger the Intern Queen will speak about her internship experiences on campus on December 4th, and a San Francisco shopping trip will take place on December 7th and is sold out. Finals Cram Jam will be the week of December 16th which will include goodies on the platform in the morning and food, games, relaxation tips, and more will be offered at night in the USU. Mrs. Zarrin added that the USU will be open until 2am during finals week and Finals Cram Jam received funding from the Parents Association and the Alumni Association to help with what is being offered this semester.

XI. ADJOURNMENT

MSC to adjourn the meeting at 4:21p.m.

Respectfully submitted,
Melissa Ginotti, Director of Student Involvement

By Taylor Clanton, Administrative Assistant