

Minutes of the Meeting of the  
University Student Union Board of Directors  
of the California State University, Fresno Association, Inc.  
March 3, 2014

A meeting of the University Student Union Board of Directors of the California State University Fresno Association, Inc. was held on Monday, March 3, 2014.

**I. CALL TO ORDER**

The meeting was called to order at 3:31p.m.

**II. ROLL CALL**

*The following voting members were present:*

Mr. John Gonzalez, Chairperson	Ms. Kristin Lacey
Mr. Jesus Vargas	Mr. Juan Guzman
Ms. Jamila Ahmed	Ms. Jessica Lopez
Ms. Lilit Grigoryan	Ms. Angelica Reyes
Mr. Andrew Esguerra	Mr. Moses Menchaca
Ms. Erica Herrejon	Dr. Jose Diaz**
Dr. Ignacio Hernandez***	

*The following voting members were not present:*

Mr. Paul Kroll	Dr. Carolyn Coon*
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*The following non-voting members were present:*

Ms. Melissa Ginotti	Mrs. Mehrzad Zarrin
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*The following non-voting members were not present:*

Mr. Justin Whisten	Ms. Shawna Blair
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*The following guests were also present:*

Ms. Lauren Welch

**III. APPROVAL OF AGENDA**

MSC to approve the agenda for Monday, March 3, 2014 with the following amendment: under Committee Reports, add Item E, Recruitment and Chair Selection Ad Hoc Committee report.

**IV. APPROVAL OF MINUTES**

MSC to approve the minutes for Monday, February 3, 2014 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 congratulated the students who helped plan Fresno State Talks; he was quite impressed with the whole concept. Additionally, while a student fee increase is being considered, Dr. Castro wants to make sure the process is done at a pace that will allow ample time to consult with students and to make sure there is enough transparency regarding what the increase could accomplish for the student body. The time frame for the increase is not exactly known, but possibly for the 2015-16 academic year; the biggest issue is making sure enough time is provided.

c. **Dr. Ignacio Hernandez** – Dr. Hernandez did not have anything to report.

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\*Representative of Dean of Students

\*\*Designee of University President

\*\*\*Academic Senate/Faculty Representative

d. **Associated Students, Inc.** – Mr. Menchaca shared that the search for the new Provost is still underway as the second candidate was interviewed today. ASI is reviewing the requirements for students to serve on at-large positions, and they are also sending several students to the CHESS conference this weekend. In addition, vacancies on various committees are in the process of being filled. Current activities include serving donuts, coffee, and water to those who are helping with Kid's Day tomorrow and revitalization efforts include securing a food sponsor for El Dorado Park. Lastly, elections take place at end of March with a goal of getting 15% of students to vote; the rate has never broke 10%.

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

f. **External Committee Reports**

1. Integrated Marketing Committee- Ms. Reyes shared that the last meeting was mainly regarding keeping the Fresno State logo consistent throughout the university, including use by student clubs and organizations. The point is to make sure everyone is using the correct one, including the correct color and fonts and not using different variations. Also included was a discussion about using Fresno State licensing correctly. It was questioned whether clubs and organizations need to apply to create their own logo, in which they need to get their design approved by University Communications to make sure it's a good representation of the university.

**VI. CHAIR'S REPORT**

Mr. Gonzalez stated that the Association Board of Director's meeting did not take place in February due to the lack of availability of Association members to attend the meeting. Because it's getting close to budget time, Debbie Astone was asked to attend the March 17<sup>th</sup> meeting to go over the budget process and to answer any questions the group may have. Lastly, an Ad Hoc committee was created to lead the process of selecting next year's chair and for recruitment purposes.

**VII. DIRECTOR'S REPORT**

Ms. Ginotti shared that preparation for the 2014-15 budget is taking place; needs are being identified and several IRA applications will be submitted to ASI. Additionally, she is working with external contractors to identify building needs such as heating and air; some modifications have been done over the years but the building was built in 1968, so it may need a complete update. Various options will be provided as to work with our budget and needs. The roofs of both the SSU and USU are also being assessed for needed repairs. Continuing, the final quote for the patio and pit furniture is \$85,000 which is a better number and doesn't feel as though quantity is compromised and the new bowling system should be going through shortly. Regarding programming updates, Fresno State Talks was a success, whereas 60 Greek-affiliated students attended a retreat two weekends ago to reflect upon personal values and those of their organization using a lead external facilitator. A Greek advisor meeting took place the week after the retreat. Whereas great discussions occurred, the hope is to have more advisors attend future meetings. One issue experienced regarding Greek Life is that there is no identified budget specific for programming aspects but there is a need to provide them more support to help them develop and become stronger. Continuing, conversations around club and organization booths are moving forward regarding how they're helpful, whether they're problematic, and possible alternatives. The new commencement website will be up soon, Grad Fest is next week, Alternative Spring Break is no longer recruiting due to student demand, and the assistant director position is in its final approval stage for posting. Lastly, Ms. Ginotti expressed that she would like to add a little more substance to the meetings other than just going through day-to-day business. She suggested that advisors and students bring in articles about other University Student Unions to generate new ideas. Mr. Guzman asked how the Greek retreat was funded, in which some funding came from the Vice President's office, where approximately 20 different organizations were represented and the total cost was about \$18,000.

**VIII. NEW BUSINESS**

**Information Item: First 5 Breastfeeding Space Grant**- Mr. Gonzalez stated that the USU has been awarded a small grant to create a breastfeeding friendly space in the building and discussions are currently happening with campus entities to be able to move forward with it. Dr. Hernandez asked if there is any estimate on the number of breastfeeding students on campus, in which Mrs. Zarrin responded that there is currently no existing data specific to Fresno State. However, the public health department has been interested in collecting this type of data. Currently,

no space exists for students on campus; there are only two existing designated areas, but for faculty and staff only. Ms. Ginotti added that focus groups to validate the space are planned to include plant operations and several students who have need for the space. Mr. Menchaca stated that ASI will be in support of the space in any way needed.

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

No old business to report on.

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

a. **Public Relations and Marketing**- Ms. Reyes stated that the social media card has been approved and will be printed soon. The USU brochure has been put on hold along with the display board until the new bowling system has been installed so that it can be included in the material. Regarding Facebook, items are posted daily as themes and/or for events and the committee is still promoting basketball games via handbills and Facebook posts. Lastly, a Bagels and Donuts event has been planned for March 10<sup>th</sup> in the USU Lounge to help with recruitment.

b. **Budget and Operations**- Mr. Guzman shared that a meeting took place with the campus planning group regarding the patio and pit furniture in which they had concerns about warranty, durability, and colors. Due to these concerns, the furniture was slightly revised which is why the cost went down. This will allow for both the bowling center upgrade and the new furniture to be done this semester. Continuing, the graduate assistants have been working on institutional specific questions for the EBI assessment; the plan is to send it out to students this semester. Regarding the Do's and Don'ts poster, 15 were printed and posted around the USU, whereas the budget phone poster has been printed and will be posted in departments across campus. The committee is working on drafting new student fees posters for next year. Continuing, the club booth meetings have been helpful in understanding thoughts about them and the reasons why clubs want to utilize them; some use it as a way to show the club exists, while others see it for recruitment purposes. Lastly, two new display cases were purchased for a total of \$2,800 and will be installed in the Pavilion and first floor of the USU, and the committee is trying to decide what can be done to the red wall in the Pavilion; something that brings more spirit to the building.

c. **Campus Involvement Ambassadors**- Ms. Herrejon stated that Fresno State Talks had over 750 people in attendance total and in regards to the Co-Curricular Leadership Certificate (CCLC), 31 students attended the spring 2014 convocation and 41 have confirmed that they will participate in the program. CCLC is designed to help students engage in a more in-depth learning of leadership through academic courses, community service, and reflection pieces. Students are also paired with a leadership coach to help mentor them through the process. It was asked whether graduate students could apply for CCLC, in which Mr. Montejano responded that the program is not currently developed for them but would like to create something since there is a demand for it. Additionally, a software program is being considered to help students reflect as go through the experiences of the CCLC program. Lastly, Ms. Herrejon stated that applications for all four leadership boards are due March 19<sup>th</sup>, as 18 interest sessions have been offered so far this semester.

d. **USU Productions**- Mr. Esguerra shared that the Alternative Spring Break program is currently interviewing applicants that will work at the Fresno Rescue Mission this year. USU Productions hosted 43 total events during the fall 2013 semester, in which more than 17 of them had over 200 attendees, 18 of them were in collaboration with other entities, provided a total of 1,800 community service hours, and saw more of a 700-person increase in social media followers. Upcoming events include Bulldog Wednesdays, Take a Paws in the USU Recreation Center, Nooners, and an 80s Night in The Bucket. In addition, an evening with the Walk and Roll Foundation will take place on March 20<sup>th</sup>, Squirrel Week will be the week of March 24<sup>th</sup>, and a series of Cesar Chavez celebrations will take place. Lastly, a Get Involved mixer with the residence halls will be on March 16<sup>th</sup> to help get those students involved on campus; representatives from all leadership boards are needed, as the event can serve as a recruitment opportunity.

e. **Recruitment and Chair Selection Ad Hoc**- Ms. Reyes explained that the ad hoc committee was created to guide and oversee the process for selecting next year's chair; recommendations will be given by the committee on the March 17<sup>th</sup> USU Board of Director's committee meeting, before an official vote happens. The committee has

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also put together a plan for recruitment, as members will participate in the interview process. Interview questions have been created that will be asked during interviews, then the committee will get together to discuss qualifications for each candidate.

**XI. ADJOURNMENT**

MSC to adjourn the meeting at 4:41p.m.

Respectfully submitted,  
Melissa Ginotti, Director of Student Involvement

By Taylor Clanton, Administrative Assistant