

Minutes of the Meeting of the
University Student Union Board of Directors
of the California State University, Fresno Association, Inc.
December 7, 2015

A meeting of the University Student Union Board of Directors of the California State University Fresno Association, Inc. was held on Monday, December 7, 2015.

CALL TO ORDER

The meeting was called to order at 3:34 p.m.

ROLL CALL

The following voting members were present:

Mr. Juan Guzman, Chairperson	Ms. Angelica Reyes
Mr. Brian Chin	Mr. Christopher Beck
Ms. Emily Pack	Ms. Abigail Hudson
Ms. Lilit Grigoryan	Ms. Reyna Velazquez
Ms. Simone Chambliss	Mr. Ethan Moreno
Mr. Andrew Escamilla	

The following voting members were not present:

Dr. Carolyn Coon*	Dr. Ignacio Hernandez***
Dr. Jose Diaz**	Mr. Christopher Kent
Ms. Cinthia Godinez	

The following nonvoting member was not present:

Mr. Nicholas Stephens

The following nonvoting members were present:

Ms. Mehrzad Zarrin	Mrs. Gerry Elizondo
Ms. Shawna Blair	

The following guest was also present:

Mr. Fernando Flores

APPROVAL OF AGENDA

MSC to approve the agenda for Monday, December 7, 2015 as printed.

APPROVAL OF MINUTES

There were no minutes to approve.

PUBLIC COMMENT

Mr. Brian Chin – Mr. Chin announced to the Board that this is Ms. Pack’s last USU Board of Directors meeting; she is graduating this semester.

Mr. Guzman thanked Ms. Pack for all of her hard work.

*Representative of Vice President, Student Affairs and Enrollment Management

**Designee of University President

***Academic Senate/Faculty Representative

COMMUNICATIONS

Dr. Carolyn Coon – Dr. Coon was not present.

Dr. Jose Diaz – Dr. Diaz was not present.

Dr. Ignacio Hernandez – Dr. Hernandez was not present.

Associated Students, Inc. – Ms. Hudson informed the Board that she is sorry for missing the last two Board meetings. She explained that the Academic Executive Committee started meeting every single week and it conflicted with the Board meetings. Those meetings are now over and she will now be at the Board meetings. Ms. Hudson reported that the Senate approved an updated parking report. Today and tomorrow there will be focus groups for W courses. Ms. Kelli Kennedy is the Senator for Academic Affairs and she will be conducting the focus groups for students from different colleges who have taken a W course or are enrolled in a W course for the next semester. Ms. Hudson stated that some majors have a writing course and some don't. She would like to know from students if it would be helpful for them if the writing course was in their major. She will work with the Provost and Academic Leadership Team to see if in the future there are writing courses in each major department. Ms. Hudson stated that for the campus wide committees, the Associated Students, Inc. Personnel Committee is working hard to come up with a plan for next semester. They have students who sit on Associated Students, Inc. committees and as well as on campus wide committees. There is no university wide list of all the campus wide committees. The only list is the one that Associated Students, Inc. has created and they are updating it to make sure they have all the campus wide committees on the list so they can get students on each committee. Next semester students who sit on the campus wide committees and Associated Students, Inc. committees will have to email Ms. Kelli Kennedy three bullet points about what happened at the meeting. Ms. Hudson said that IRA Grant awards went out last week. She also stated that at the last Senate meeting they had a resolution from an information item and action item. It was a resolution to urge Associated Students, Inc. to divest from the Republic of Turkey. The Armenian Students Association came forward and wanted Associated Students, Inc. to divest from Turkey because they were invested in mutual funds that were invested in their portfolio in Turkey.

Guest – There were no guest reports.

External Committee Reports - Integrated Marketing & Communications Advisory Committee – Mr. Beck reported that he attended the Integrated Marketing & Communications Advisory Committee meeting on November 17, 2015. The meeting consisted of reflections about things happening on campus. It was a two part meeting. The first part they focused on the response communication wide about the school shooting threat and the second part was talking about the University's motto of "Be Bold." In regards to the communications response by Facebook and Twitter about the threat, overall the responses were positive and students were very thankful there was a quick response. There was only one person sending out responses to students during the threat. In the case of future incidents, there will be a couple more people sending out responses. The second part consists of adding "Be Bold" to our school's motto of Discovery, Diversity, Distinction. The Discovery, Diversity, Distinction are goals and "Be Bold" is how we get to those goals.

Food Service Advisory Committee – Mr. Guzman reported that he attended the Food Service Advisory Committee meeting on November 5, 2015. The meeting consisted of reviewing the financial statement as of September 30, 2015. They also talked about the Dining Hall hours of operation and they received an update on dining operations. It was mentioned that Subway sales were down on campus, but that is consistent with Subway sales nationwide.

CHAIR'S REPORT

Mr. Juan Guzman – Mr. Guzman reported that Ms. Reyes attended the Speed Networking at the Emerging Leaders Retreat on November 30th. She was able to inform students about the Board, who we are, what we do, and how students can get involved on campus. Mr. Guzman stated that they are in the process of planning a holiday social to celebrate all the hard work of the Board members. He is also currently planning the winter break training for the

Board. Training will consist of reviewing the goals and values of the Board, welcoming new members, and creating an action plan for the spring semester. Mr. Guzman informed the Board that after selecting new Board members, he and Ms. Reyes will be meeting with the new members to welcome them and offer them all the basic information regarding the Board. They will receive all the basic materials and will receive an in depth presentation on the Board's bylaws and budget.

NEW BUSINESS

Information Item: Fall Recruitment – Mr. Guzman informed the Board that applications were due December 4th and they received a few applications and will be conducting interviews this Wednesday.

OLD BUSINESS

Information Item: Breakfast with the Board Survey Analysis – Mr. Beck stated that they had a survey at the Breakfast with the Board. They asked students what they like in the University Student Union and what do they do not like in the University Student Union. What was significantly liked in the University Student Union is the environment and the events put on by the University Student Union. Other things that are liked in the University Student Union were some services like our hydration stations, food options, and charging stations. What was disliked in the University Student Union the most was the lack of space. Other things not liked were lack of resources like not enough microwaves, and not enough power outlets.

Information Item: Reservations Center Update – Ms. Zarrin informed the Board that the construction project of the Reservations Center was completed last week. Now they will be connecting the phones, computers and internet, and moving items back into the office. The office will move back by January 2016.

COMMITTEE REPORTS

Public Relations & Marketing – Mr. Beck reported that the Public Relations & Marketing Committee had a successful Lunch with the Board on November 23rd. They held it from 12:00 p.m. to 2:00 p.m. and served pizza at two different times. They had a survey that asked what times and days are you in the University Student Union. The University Student Union brochure and flyers are almost complete. They only need a photo of the Reservations Center. The brochure should be completed by next semester. For the promo items, the committee will be ordering 500 sticky note pads with the University Student Union Board logo imprinted. A new project the committee is working on is revamping the Board display board that is used for tabling. The committee has not been able to make the suggestion box work. They are currently discussing a couple of different alternatives.

Budget & Operations – Mr. Chin reported that the Budget & Operations Committee is working on the budget. They have made some progress on the budget transparency handout. The Board of Directors display case has been revised and modified by the committee. The committee has temporarily suspended the field trip project because members may be going to the Association of College Unions International National Conference. The committee has edited the student employee handbook and is looking into making it better.

Campus Involvement Ambassadors – Mr. Moreno reported that the Campus Involvement Ambassadors had overall 70 interest sessions completed for the fall semester. They will also assist with the recruitment efforts for 2016 – 2017 in the spring 2016 semester.

USU Campus Events – Mr. Escamilla reported that USU Productions had a Bulldog Wednesday in collaboration with the Student Cupboard on November 4, 2015. They brought awareness to the Student Cupboard and hosted a “Thank You” banner for campus to thank the Fresno State Police Department for their quick actions during the possible campus threat. The Bulldog Wednesday on December 2nd had a survey passed out to get feedback about Bulldog Wednesday. They had “Send a Snowflake” where students wrote a message for the homeless. The messages were given to the Poverello House. They also had a Candy Cane Exchange. A student would write a message for the next student to come to the table. The USU Productions social medias have been getting more likes

and followers each week.

Mr. Escamilla reported that for Campus Events there was a Bus trip to the J. Paul Getty Museum on November 14th. Most of the students who went were going for the first time and they all had fun. The Maya Cinemas Premiere for *Hunger Games Part II* was on November 19th at 7 p.m. About 300 students attended the showing. They had two theatre rooms. This past weekend they had the San Francisco Bus Trip. They had two buses and it was sold out in one week. The Finals Cram Jam will be happening from December 14th – December 17th in the University Student Union Lounge, Maple Mall, and the Speaker's Platform. Morning Fuel Stations will be at the Maple Mall and Speaker's Platform from 8:00 a.m. – 10:00 a.m. There will be breakfast snacks, pencils, scantrons at the locations. In the evening they will host small meals for students in the University Student Union Lounge from 7:00 p.m. – 10:00 p.m. On Monday they will be serving cinnamon rolls. On Tuesday they will be serving chicken kabobs. On Wednesday they will be serving pizza sponsored by University Village. The spring events will be Karaoke Night on January 28th, Comedian Drew Lynch on February 3rd, Speaker: Jackson Katz on March 4th, and Speaker: Dear World on April 4th.

Ms. Blair reported that she and three Campus Events students attended the National Association for Campus Activities 2015 Conference in Spokane, Washington from November 12, 2015 – November 14, 2015. She presented an education session at the conference. At the conference performers performed, and they made contacts with vendors and various colleges.

DIRECTORS' REPORT

Ms. Mehrzad Zarrin & Mrs. Gerry Elizondo – Ms. Zarrin thanked Board members for conducting the surveys. She reminded everyone that the USU Holiday Party is this Wednesday and hopes to see everyone in attendance. Mrs. Elizondo wished everyone the best on their finals and a restful break.

ADJOURNMENT

MSC to adjourn the meeting at 4:22 p.m.

Respectfully submitted,

Ms. Mehrzad Zarrin & Mrs. Gerry Elizondo,
Interim Co-Directors of Student Involvement

By Ms. Susan Chavez, Office Assistant