

Minutes of the Meeting of the  
University Student Union Board of Directors  
of the California State University, Fresno Association, Inc.  
September 14, 2015

A meeting of the University Student Union Board of Directors of the California State University Fresno Association, Inc. was held on Monday, September 14, 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. Cinthia Godinez	Ms. Emily Pack
Ms. Lilit Grigoryan	Ms. Reyna Velazquez
Ms. Simone Chambliss	Ms. Abigail Hudson
Mr. Andrew Escamilla	Mr. Ethan Moreno
Dr. Jose Diaz***	

The following voting members were not present:

Dr. Carolyn Coon*	Dr. Ignacio Hernandez***
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The following nonvoting members were present:

Mr. Nicholas Stephens	Ms. Mehrzad Zarrin
Ms. Shawna Blair	

The following nonvoting member was not present:

Ms. Melissa Ginotti

The following guests were also present:

Ms. Patricia Thomason	Ms. Breanne Scogin
Mr. Fernando Flores	Mr. Arthur Montejano

**APPROVAL OF AGENDA**

MSC to approve the agenda for Monday, September 14, 2015 as printed.

**APPROVAL OF MINUTES**

MSC to approve the minutes of Monday, May 4, 2015 as written.

**PUBLIC COMMENT**

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\*Representative of Dean of Students  
\*\*Designee of University President  
\*\*\*Academic Senate/Faculty Representative

Mr. Guzman informed the Board that the Public Comment is a new agenda item this year. He explained that Board members can make any general comments to the Board as a whole. He asked if anyone had anything to say. There were not comments.

## COMMUNICATIONS

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

**Dr. Jose Diaz** – Dr. Diaz welcomed everyone back and stated that it is good to see everyone. He informed the Board that he is pleased and excited about President Joseph Castro's new student union and faculty and staff facility project he is going to flesh out over the course of this next year. It will incorporate the faculty and students needs to a more current facility. President Joseph Castro has already sent out communications. Dr. Diaz received one last week to start establishing focus groups with a firm that has been hired. Faculty will be asked what this new facility might look like and the kind of spaces it will have. He knows that President Joseph Castro has the Administrative Team covered and as well as the faculty at this point. It is an exciting prospect and he feels that they can plan together to enhance the campus experience for all of their constituents.

Dr. Diaz stated that it has been an exciting start of a new year and he has really enjoyed the Welcome Week Activities. It was very impressive; it set a nice tone and welcoming environment for all of our students. It is great to see a lot of students on campus with smiles on their faces.

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

**Associated Students, Inc.** – Ms. Hudson informed the Board that Associated Students, Inc. has started to do research for parking. They will be conducting a short survey around campus this week and next week. The short survey will include information about the Free Speech Area being renamed and questions for student to answer about what they would like to rename it to. The short survey will also ask, "Which would you like your funds to be spent on first: green turf field space, new University Student Union, or a parking structure?" A second longer survey that will go out will be about parking. Open forums will be hosted at the end of September or the beginning of October. Associated Students, Inc. will push everything out on social media. They will also be pushing out the Associated Students, Inc. President's email and phone number on social media for students to contact the Associated Students, Inc. President with their concerns.

Ms. Hudson informed the Board that the Student Advocate position was passed by the Associated Students, Inc. Senate. The Student Advocate will mainly help students with grade appeals but also with anything that a student needs help.

Associated Students, Inc. will be updating its outdated website by their new Communications Assistant, Ms. Gina De Young. She will structure it like how other college Associated Students, Inc. websites are structured. There will be a lot of information about how to get involved and more information about their public documents.

Ms. Hudson attended the California State Student Association meeting last weekend. There are a lot of things coming through the pipeline with policy changes for campus presidents with their pay rate. She will send that information out to the Board members for their opinion so she can inform the Student Trustee on the Board of Trustees how they feel about that. There is also a sustainable funding model draft that came out that says it wants to raise tuition and student fees for maintenance.

Ms. Hudson said that she received an email today from a contact at San Diego State who sent her a lot of information about what their Student Union has and how they built it "green". She will be sharing that information with the consultants next week. Associated Students, Inc. will be visiting San Diego State's Student Union in February for their CSA Meeting. They would like to take a lot of students to get a night tour of the Student Union and see what a great student union can look like.

Last week, the Associated Students, Inc. Senate approved to spend \$10,000 on the bus trip for the San Diego State football game. Ms. Ashleigh Rocker, Associated Students, Inc. Programs and Volunteer Coordinator, is calling for quotes on charter buses to see how many they can book. Ms. Hudson asked the Board to spread the word that tickets will be available at the University Student Union Information Center. There will be 150 to 200 student spots to go to the San Diego State Football Game. The ticket price will be between \$30 and \$50. The game is on October 3<sup>rd</sup>.

Mr. Guzman commented that he is very pleased with the surveys Associated Students, Inc. will be conducting. He is happy that Associated Students, Inc. is actually going out and approaching students and asking them for their opinion. This is something the Board does a lot and he is happy and very pleased that Associated Students, Inc. is doing something like this this year.

**Guests** – There were no guest reports.

**External Committee Reports** – There were no external committee reports.

### **CHAIR'S REPORT**

**Mr. Juan Guzman** – Mr. Guzman stated this year many of the Board members are new. There were two training dates. One was at the beginning of the summer and one at the end of the summer. He said that the first training was a time for the Board members to get to know one another and the role of a Board member was explained to them. In the second training the Board created a game plan, established goals, and the Board was able to split into committees and create their own plans, goals and projects for the semester.

Robertito's has been added to Tapingo this past summer and is doing very well.

Mr. Guzman announced that he will be serving as rep for the Food Service Advisory Committee. The first meeting is at the end of this month. He also stated that Mr. Beck will be serving as rep for the Integrated Marketing Committee which meets next Wednesday.

Mr. Guzman, Mr. Chin, and Ms. Patricia Thomason had the opportunity to be interviewed by *The Collegian* about the Bulldog Bowl. They spoke to *The Collegian* about the upgrades that happened over the summer. There is a new arcade and new lights over billiard tables. The Collegian was informed of the benefits of the facility for the students and of the low prices that it has for the students. It was a positive piece. He asked Ms. Thomason if she had anything to add.

Ms. Thomason stated she was pleased *The Collegian* approached her, and wrote the short, positive and energetic story.

Mr. Guzman stated that both he and Ms. Reyes spoke with Dr. Frank Lamas about the consultants coming to Fresno State from September 22<sup>nd</sup> through September 24<sup>th</sup>. The consultants will be conducting a feasibility study for a possible new student union and faculty development center facility. They will learn from students, faculty, staff and alumni how the facility functions, what challenges and limitations the campus experiences. They will conduct focus groups, open forums, meet with Associated Students, Inc, and many other stakeholder groups. Right now it is just discussion of the possibilities for a new building and what should be in the building.

Mr. Guzman informed the Board that he and Ms. Ginotti met with Associated Students, Inc. and officially invited them to sit down with the consultants and have dinner with them. It will be a chance for them to get to know what is going on with the project, so there is no miscommunication.

Over the past few weeks the Board members have volunteered over 75 hours of their time for events. Mr. Guzman is really proud that they have one of the most involved boards in many years.

Mr. Guzman thanked everyone in Student Involvement for planning and executing a great Convocation and After

Party. It was truly amazing, the magnitude was impressive and the welcome impression for new students was very positive.

## **DIRECTOR'S REPORT**

**Ms. Mehrzad Zarrin** – Ms. Zarrin stated that Ms. Melissa Ginotti is out of town and she will read her report to the Board. She will start with facility and programming. We are in the middle of a very large scale HVAC system upgrade in the University Student Union. The work is being done over a twelve week period of time, with anticipated conclusion by December 1<sup>st</sup>. The Reservations Office renovation project has been contracted and will be completed by December 15<sup>th</sup>. Over the summer the balcony railing lighting and painting project was completed. Two new cubicle offices and new carpet were installed in the Student Involvement Center. The new arcade games were installed in Bulldog Bow. The arcade looks so much brighter and livelier. The types of games and condition of the equipment are far superior to what we had formerly. New lampshades were installed over the billiard tables and the Bulldog Bowl walls were repainted. The Satellite Student Union received new paint in the lobby, inside the auditorium, and in the green room, which was also carpeted.

Ms. Zarrin stated that thanks to the funding allocated by the Board this year, they were able to hire a team of four new undergraduate student employees and an additional graduate assistant to develop and implement an array of signature evening and weekend programs. The Board was thanked for their help at the New Student Convocation and After Party. It was a very successful welcoming event for the new students.

Tonight there will be an All Greek Mixer. This is the first time Fresno State is attempting to gather the whole community together in one place. Recruitment for Greek chapters starts next week.

A Homecoming pre-game tailgate experience is being planned in partnership with Associated Students, Inc. and Athletics. Homecoming is Saturday, October 10<sup>th</sup> this year.

## **NEW BUSINESS**

**Information Item: Feasibility Study** – Mr. Guzman said that he has been involved with the Board since his freshman year. The first thing that was brought out at his first meeting was the lack of space in the University Student Union. Through surveys, focus groups, and studies, they always get the response that there is not enough space in the University Student Union. The building was built in 1968 for a population of 10,000 students. Right now the student population is close to 24,000. There have been no changes in terms of space to the building. The past two years the Board has focused on that issue. Last year the Board visited other student unions and saw what they had. Finally, this year they are able to have consultants come in the next couple of weeks to learn from the campus and find the problems. The consultants will be on campus from September 22<sup>nd</sup> through September 24<sup>th</sup>.

Ms. Zarrin stated that the open Town Hall Meeting is on Tuesday, September 22<sup>nd</sup> at 7 p.m. at the Satellite Student Union. The faculty and staff session will be on Tuesday, September 22<sup>nd</sup> at 4:30 p.m. at the Satellite Student Union. On Wednesday, there is another open session for students from 11:45 a.m. to 1 p.m. in the University Student Union rooms 312-314. The consultants are also scheduled to meet with the USU Board on Wednesday, September 23<sup>rd</sup> from 3:15 p.m. to 4 p.m.

**Information Item: Bylaws Revision** – Mr. Guzman stated that in the past few years there have been a lot of changes to the Board as a whole. The Board has changed how it functions, its structure, and how it is composed. The Board has not had time to update the bylaws. In the past the Board had four committees, now it has gone down to two committees. The bylaws are now currently under revision and at the next Board meeting, the Board will discuss the revisions and hopefully approve them.

**Information Item: Recruitment** – In the past three weeks Mr. Guzman had some bad news about some Board members. Due to class changes, they can no longer serve on the Board. Currently, the Board is looking for new

Board members. He urged Board members to inform students.

## **OLD BUSINESS**

**Information Item: Leadershape Report** – Ms. Reyes had the opportunity for the first week of June to attend a leadership retreat at the Dominican University with Mr. Moreno and two other students. She said that it was a very rewarding and intense experience with complete strangers. One built a community with these individuals who came from different leadership positions through their university. It was a rewarding experience. You got to self reflect a lot about your leadership style and challenge your current view as a leader. One was able to use and apply what he or she knows about leadership skills and apply it to any projects or visions. It had a very intense curriculum they followed. It was very specific and detailed oriented. Every activity was geared with a purpose, goal and a specific learning outcome. It was very neat to go through that experience. She thanked everyone who made that opportunity possible and especially thanked Mrs. Geraldine Elizando for putting the trip together.

**Information Item: Facility Improvement** – Mr. Guzman asked Ms. Patricia Thomas to give her report on the improvements that happened to the Bulldog Bowl.

Ms. Patricia Thomason said that students really like the new lighting over the billiard tables. Student feedback has been very positive since the Bulldog Bash. The turquoise and blue flags over the bowling lanes will be replaced with new flags. They are going to be red and blue. There will be a bulldog over the center of the lanes with a paw print on each side of the bulldog. There will also be new making units. The walls were repainted and all the blue speckle paint is gone.

## **COMMITTEE REPORTS**

**Public Relations & Marketing** – Ms. Godinez reported that during their August 31<sup>st</sup> meeting they were able to do a continuation of their training and established their goals. The goals of the Public Relations & Marketing Committee are the following:

- Build the identity of the Board and the University Student Union
- Promote our services
- Increase collaboration with departments and student services
- Strengthen our presence on social media

The new projects the committee is currently carrying out include Breakfast with the Board, which is headed by Ms. Reyes. It will be an opportunity for students to familiarize themselves with the Board of Directors and the Student Union. It will happen at the end of this month. Another project is to revisit the suggestion box. The committee will be assessing how to better market the current box at the Information Center, as well as, consider additional placement locations. The committee hopes to increase student accessibility to communication platforms which would then allow them to address students' concerns. The third project is Facebook. The committee determined one of their main goals this year would be to strengthen its social media presence before they move to other platforms. They decided to showcase Board members by posting a short description of each Board member each month to the student body. The committee will be creating an online version of the suggestion box. Committee members will designate certain days to post guided questions asking for student input on any given service or feature. Lastly the committee is working on campus collaborations. Mr. Beck was tasked with contacting *The Collegian* to address potential events or topics they could cover. Ms. Godinez is tasked with connecting with the Health Center to discuss what events they would like help with.

**Budget & Operations** – Mr. Chin reported that there are a lot of improvements underway. He stated the new changes to the Bulldog Bowl are terrific and the new arcade looks beautiful. The Budget & Operations Committee has also been reviewing the bylaws. Mr. Chin also reported that the USU University 1 tours have begun. The tour script has been updated by Ms. Grigoryan. The diversity display board has been planned and ready to be upgraded by Ms. Chambliss.

**Campus Involvement Ambassadors** – Mr. Moreno reported they have received over 70 involvement forms and has scheduled 60 appointments already this year. During Dog Days presentations students and guest viewed the presentations. Campus Involvement Ambassadors received very good ratings on the presentations. For the University 1, they have eight scheduled presentations. There will be three Emerging Leaders Retreats this semester. The dates of the retreats are September 25<sup>th</sup> through September 27<sup>th</sup>, October 23<sup>rd</sup> through October 25<sup>th</sup>, and November 13<sup>th</sup> through November 15<sup>th</sup>. So far 71 applicants have applied for the September Emerging Leaders Retreat. New this year for Campus Involvement Ambassadors is to present to clubs and organizations. The goals in mind for these presentations are to inform clubs and organizations about what Campus Involvement Ambassadors can do and what programs they offer. Another is to get an understanding of what those clubs and organizations do. The last goal is to recruit clubs and organizations members to the leadership programs they provide. Mr. Moreno finally informed the Board that the Co-Curricular Leadership Certificate begins October 3<sup>rd</sup>.

**USU Campus Events** – Mr. Escamilla reported that for USU Productions, the meetings and office hours have begun. Their most recent event was Bulldog Wednesday. It was held in combinations with the Community Service Fair. An Instagram contest was held to promote the Community Service Opportunities. The winner won school supplies and Fresno Stage swag. USU Productions also helped out with the Luau Pool Party held by the Campus Events team. Upcoming events for USU Productions consist of hosting an activity at National Student Day, brainstorming ideas for future collaborations and working on ideas to help host or facilitate student activities. They are also working on a Bulldog Wednesday for October 8<sup>th</sup>. The USU Productions social media accounts have gone up since May. The Facebook account has 3,406 likes, the Twitter account has 975 followers, the Instagram account has 1,136 followers, and the Snapchat account has 136 friends. USU Productions has a volunteer program where members will not only help out with daily tasks the day of the event, but will also learn teambuilding skills, communications skills, and leadership skills through collaborations with Productions and the Campus Events Team.

The Campus Events past events include the Luau Pool Party on August 29<sup>th</sup> from 4:00 p.m. through 8:00 p.m. at the Fresno State Aquatics Center. There were 300 people in attendance. Dr. Frank Lamas came to the event. Mr. Escamilla thanked the Board members who came out and helped at the event. Overall the student feedback was positive. Students were satisfied with the Shaved Ice from Lolo's and with the giveaways. The Campus Events team helped out with the Convocation After Party event.

Upcoming events include the Cross-Cultural Celebration Week that is happening from September 21<sup>st</sup> through September 25<sup>th</sup>. The big events will be on Monday and Wednesday. On September 21<sup>st</sup> from 12:00 p.m. to 1:00 p.m., there will be a Flag Procession from the Joyal Administration building to the Speaker's Platform with guest speaker Dr. Lynette Zelezny. On September 23<sup>rd</sup> from 7:00 p.m. to 9:00 p.m. the Taste of Culture event will be at Memorial Gardens. There will be a variety of food vendors from various cultures providing samples of cultural foods. National Student Day will be on October 8<sup>th</sup> from 11:00 a.m. to 1:00 p.m. at Memorial Gardens. This will be the third annual collaboration with Campus Events and the Kennel Bookstore to celebrate our students and their importance to the campus. There will be inflatables, food, and games for students to play.

Mr. Escamilla informed the Board that the Campus Events team has been working with University Communications, Athletics, and Housing. He just got an email that a geofilter has been approved for Snapchat. It will have GO DOGS on the bottom panel of the Snapchat.

## **ADJOURNMENT**

**MSC** to adjourn the meeting at 4:40 p.m.

Respectfully submitted,

Melissa Ginotti, Director of Student Involvement

By Susan Chavez, Office Assistant