

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

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

**I. CALL TO ORDER**

The meeting was called to order at 3:01 p.m.

**II. ROLL CALL**

The following voting members were present:

Dr. Carolyn Coon*	Mr. Lor Vang
Ms. Angelica Reyes	Ms. Karmen Geffken
Ms. Mai Thor	Mr. Forest Daniels
Ms. Lilit Grigoryan	Ms. Jonna Pagaduan
Mr. Brian Chin	Ms. Kooshali Suresh Kumar
Mr. Moses Menchaca	Ms. Danielle Fuentes
Dr. Ignacio Hernandez***	

The following voting members were not present:

Dr. Jose Diaz**	Mr. Juan Guzman
Ms. Emily Pack	

The following non-voting members were present:

Ms. Melissa Ginotti	Mrs. Mehrzad Zarrin
Ms. Abigail Hudson	

The following non-voting members were not present:

Ms. Shawna Blair	Mr. Fernando Flores
------------------	---------------------

Also present:

Mrs. Karolina Lamb

**III. APPROVAL OF AGENDA**

MSC to approve the agenda for Monday, November 3, 2014 as printed.

---

\*Representative of Dean of Students

\*\*Designee of University President

\*\*\*Academic Senate/Faculty Representative

#### **IV. APPROVAL OF MINUTES**

MSC to approve the minutes for Monday, October 6, 2014 as printed.

#### **V. PUBLIC COMMENT**

There were no public comments.

#### **VI. COMMUNICATIONS**

**Dr. Coon** – Dr. Coon stated that last week she discussed midterms with students. She stated it is important for students to take care of themselves during this especially busy time.

Dr. Coon discussed the problem of sexual assault. The Title IX law named The Violence Against Women Act (VAWA) was expanded, and there is also the Sexual Violence Elimination Act (SaVE). Dr. Coon reminded members of the importance of students' mindfulness of violence and sexual assault on campus. Beginning this year during Dog Days there was a special program that targeted this issue. CSU also has a new online program called Haven. Soon all students will receive a letter signed by Dr. Lamas asking them to complete a forty-five minute online training. It is mandatory for freshman however everyone is strongly encouraged to complete the training. Students will not be able to enroll for the next semester of classes if they have not completed the training. There will be a video shown soon with students who discuss the issues of violence and sexual assault. Dr. Coon stated that she, Ms. Ginotti, Associated Students Incorporated, and the Board of Directors are working on this project. There will be a news conference as well. Dr. Coon mentioned that the violence statistics are disturbing and she emphasized that she wanted everyone to feel comfortable in the campus environment.

Ms. Reyes echoed Dr. Coon's statement with regards to the Haven project. She stated that her minor was in Criminology and that she is very familiar with the statistics. Ms. Reyes expressed her interest in helping to develop this awareness program.

Dr. Coon stated that the campus and nearby area crime reports from last year are available on the campus police website.

Dr. Coon reported that tomorrow there will be a luncheon with Dr. Lamas on the Pit Patio.

**Dr. Hernandez** – Dr. Hernandez stated that his graduate program will host an Information Session on December 2<sup>nd</sup> at 7:00 p.m. He will be sending out an email to everyone soon to provide details. Dr. Hernandez mentioned that the Master's program is especially for folks interested in higher education leadership who would like to work as scholars or staff members at the university.

**Associated Students, Inc.** – Mr. Menchaca highlighted the many fundraisers which will be taking place on campus. One of them is Helping Hams on November 14<sup>th</sup>. The purpose is to raise funds in order to deliver ham for families who might need them for the holidays. The next fundraiser will take place on December 13<sup>th</sup> and will be called Caroling for Cans. There will be an opportunity for students to wear Christmas sweaters and collect cans. All canned good donations will benefit The Bulldog Pantry.

Mr. Menchaca stated that the Homecoming Court of Distinction received 337 votes as of 2:58 p.m. today from all candidates who participated in the event. 92 people have opened the voting email but have not voted.

**External Committee Reports** – Mr. Vang stated that on October 15<sup>th</sup> he participated in the Club Sports meeting. During the meeting they discussed expanding green spaces on campus.

## **VII. CHAIR'S REPORT**

Mr. Guzman was absent from the meeting however Ms. Reyes commented on the Emerging Leaders Retreat which occurred October 24<sup>th</sup> – October 26<sup>th</sup>. Ms. Reyes stated that the event was a great success.

## **VIII. DIRECTOR'S REPORT**

Ms. Ginotti confirmed Dr. Coon's sentiments, stating that this is a very busy time on campus with exams and finals going on. Also, the last several weeks have been quite intense with programming.

Ms. Ginotti stated that she and other staff have already started to plan the commencement ceremony and other graduation events that will occur in May of next year. In addition, a team has begun working on Leadership Development plans for the Greek leaders, presidents, council and chapter members. There will be a Greek President's Retreat in January and a Leadership Weekend for Greek Community members.

Ms. Ginotti reported that, with regards to the budget, she developed a first draft of the Capital Improvement Budget spanning the next several years for USU and SSU. Ms. Ginotti stated that next week she will be discussing with Dr. Coon and Ms. Astone conceptual ideas for the capital improvements budget. She reminded members about the HVAC project, where the goal is to upgrade the heating and cooling system. The amount of funds allotted for this project is around \$600,000. Ms. Ginotti stated that she is unclear whether there will be funds allotted beyond this amount.

Ms. Ginotti informed everyone that the elevator in USU has been out of order several times. There is no report yet as to why the elevator stopped working this last time but she will update everyone as more information becomes available.

Ms. Ginotti provided an update on the Reservation Project in 301 and the Student Involvement Center Room 306. She presented the floor plan and reminded members that two cubicles will be added to Room 306. In Room 301, the front counter will be removed so that students can physically walk into and through the office. The space will be accessible so that individuals with disabilities can access the room equally. Ms. Ginotti stated that the carpet and fabric replacement project to match the old USU upholstery fabrics to the new ones is about \$30,000 short. While she has been working on strategies to complete this project within the next few years, the new modular office walls and the desks can be done immediately. The State Fire Marshal's Office approved plans for the Reservations Office last week. Ms. Ginotti reported that next week she, Dr. Coon, and Ms. Astone will determine whether the project will go to bid and what the cost will be.

Ms. Ginotti stated that she and Dr. Hernandez will be presenting together next week at the NASPA Regional Conference (National Association of Student Personnel Administrators). They will both be discussing Universal Design, GIS (Geographic Information System) Mapping, and 3<sup>rd</sup> Space. Dr. Hernandez and Ms. Ginotti both agreed that they would also be glad to present on this topic on CSU campus.

Ms. Ginotti reminded everyone that some of students are going to ACUI next week. She is looking forward to hearing from the students about their experiences after they return.

## **IX. NEW BUSINESS**

**a. Information Item: Breakfast with the Board** – Ms. Reyes stated that the Public Relations & Marketing Committee created this event. It is a continuation of last year's Bagels and Donuts with the Board event. It will take place November 19<sup>th</sup> from 8:30 a.m. to 10:30 a.m. in the USU Lounge Area. Orange juice, water, muffins, bagels, donuts, and pound cake will be served. It will be a good place to promote and create awareness of the Board

of Directors. Ms. Reyes stated that the Board of Directors plan to implement surveys to elicit feedback from students on several of their projects.

**b. Information Item: Fright Fest** – Ms. Reyes reported that this event occurred Thursday, October 30<sup>th</sup> from 8:00 p.m. to 11:00 p.m. USU Productions was the primary organizer in collaboration with the Dining Hall.

Mrs. Zarrin added that Fright Fest was successful, with a few hundred students in attendance. Several students were involved in decorating. Ms. Reyes thanked those members who helped prepare and also those who participated.

**c. Information Item: Lunch with Dr. Lamas/ VPSA** – This event will take place on the South Patio on Wednesday, November 4<sup>th</sup> from 11:30 a.m. to 1:00 p.m. The purpose of the event is for students to be able to interact with Dr. Lamas. The first 300 students will be served a free lunch.

**d. Information Item: Programming Fund Allocation** – Ms. Ginotti stated that USU received permission to spend additional funds this year on programming. The goal of this funding is to build a culture of new campus traditions and more evening events. Ms. Ginotti presented ideas for this project, first discussing campus traditions. So far Fresno State has Welcome Week, Homecoming, Vintage Days, and Finals Cram Jam. Ms. Ginotti informed everyone that she would like to make the Finals Cram Jam even larger. Every Spring and Fall semester during Finals Week, Finals Cram Jam offers free snacks, drinks, pencils, and blue books. Ms. Ginotti would like to get the academic colleges involved in this campus tradition, meaning that morning coffee and snack stations for students can be set up in a three or four other locations outside of academic buildings so that everyone can experience the event – not just students who happen to be nearby the library. Ms. Ginotti stated that some funding has been built in to cover the cost of expanding those stations and trying to get Academic Affairs' collaboration. She also suggested that during the Finals Cram Jam evening events, a late night breakfast for students could be hosted. Perhaps Dr. Castro and the deans could assist in serving food.

The second event that Ms. Ginotti discussed was I Heart Fresno State. This event took place a few years ago but is not yet a tradition. Mid-February will be the ideal time to plan this event again. Ms. Ginotti explained that five graduate assistants at the Student Involvement Center are working on this project. It will be helpful for the assistants to create this event from the student's perspective. Once they get a conceptual framework of how this event should look, they will be reaching out to various student groups for ideas and suggestions.

The third event that Ms. Ginotti discussed was Vintage Days. Ms. Ginotti proposed allotting funding towards concerts and music entertainment to make the event more attract more students.

Ms. Ginotti shared that it is also important to think about other ways to cultivate evening and late night weekend programming. There are almost 300 student organizations on campus and they like to produce events with sufficient capacity and resources. Ms. Ginotti proposed some funds to be allotted to cultivate leadership and networking with student organizations and the Greek community leaders, to assist them in developing relationships with each other and networking to generate new ideas and enrich campus life.

Ms. Ginotti proposed some funds should go towards USU Productions to develop a new program model that will be piloted during the Winter semester, with the idea that it would a regularly occurring evening/late night program.

Ms. Ginotti also proposed funding to go towards LeaderShape. This is a powerful six day leadership development seminar which other campuses have adopted. Hopefully it will one day be brought to Fresno State. Ms. Ginotti suggested sending six to ten students to the regional Leadershape event taking place on the Dominican University of California campus.

There are also funds devoted to student employees to assist with various events. Ms. Ginotti presented a plan to hire students at the end of the Spring semester to assist with planning Welcome Week and other events.

Ms. Ginotti asked members for feedback regarding the Programming Fund Allocation. She asked to put the issue on the agenda for the next regular meeting.

## **X. OLD BUSINESS**

**a. Information Item: ACUI Conference** – Ms. Reyes stated that Thursday, November 6<sup>th</sup> through Sunday, November 9<sup>th</sup>, Ms. Kumar, Ms. Thor, Ms. Reyes, and Mr. Vang will be attending the Regional Conference at the University of La Verne, California. Ms. Reyes informed everyone that during the next meeting she and the group will provide a report on the conference.

**b. Information Item: Recreation Center Updates** – Ms. Reyes stated that the Public Relations & Marketing Committee are working on renaming the Recreation Center. During Fright Fest Event, there was a survey administered to students to generate ideas for a new name.

**c. Information Item: Pizza with the Provost** – Ms. Reyes reminded everyone about the Pizza with the Provost. This event took place in the University Student Union Lounge area, near the fireplace on October 2<sup>nd</sup>. Students were able to introduce themselves to Dr. Zelezny.

**d. Information Item: Homecoming** – Ms. Reyes reminded everyone that Homecoming week began November 3<sup>rd</sup>. The kick-off event was Homecoming Roundup, hosted on the lawn in front of the Kennel Bookstore from 11:00 a.m. to 1:00 p.m. There were western-themed carnival games, food, music, crafts, prizes, and more.

## **XI. COMMITTEE REPORTS**

**a. Public Relations & Marketing** – Mr. Daniels refreshed everyone on the goals of the Committee. He reported that a student pamphlet displaying the services offered at USU is currently being designed with the help of the Marketing Coordinator.

Mr. Daniels stated that his committee gives out three free basketball tickets per student. A poster and handbills have been designed to promote the free tickets available to students at the Information Center. The committee plans on checking with the basketball program for their approval and suggestions before printing.

Mr. Daniels reported on Breakfast with the Board. This event has been planned for mid-November and will be used to promote services and events.

Mr. Daniels stated that his committee will be planning an art competition which aims to have students submit Fresno State related art. The best pieces will be offered an opportunity to have their art on display at the University Student Union. This will increase school spirit and make the University Student Union a place that students can call their own.

Mr. Daniels' committee continues to utilize the social media strategy by sharing information on upcoming events and posting materials around campus to foster school spirit. Recently the Facebook page has had a 10% increase in "likes" since the beginning of the semester.

The task of naming the Recreation Center has been discussed in the past, and his committee hopes to see this come to fruition by the end of the semester. The Committee has begun to issue surveys asking students which name of several they would prefer most.

Mr. Daniels reported that all the members should have a copy of the USU Recreation Center Arcade Room survey. The survey helps establish the issues with the Arcade Room. The survey will be administered downstairs in the Arcade Room over the few next days.

**b. Budget & Operations** – Ms. Thor started by discussing the Committee’s goals. Next, she updated everyone on the focus group. On October 15, 2014, Mr. Vang, Ms. Pack, Mr. Guzman, and Ms. Thor met to draft questions for the focus group. On October 21, 2014, Ms. Thor met with Ms. Ginotti to review the questions and created an action plan for the focus group. The meeting concluded with a plan to schedule an appointment for Friday, October 31, 2014 at 12:30 p.m. to meet with Dr. Geringer, Mr. Vang, Ms. Pack, and Ms. Reyes to discuss next steps for the focus group.

Mr. Chin and Ms. Grigoryan met with Ms. Thomason to discuss ideas for the Xbox Game Room. Mr. Chin added that he spoke to Mrs. Zarrin regarding tables being placed in the game room so that students are able to safely place their food and drinks somewhere. They will be meeting with the Recreation Center staff to collect gamers’ demographics before presenting a proposal to Ms. Thomason.

Ms. Thor reported that due to budget constraints, the Fall 2014 semester educational field trip for the Board of Directors has been postponed until Spring 2015.

**c. Campus Involvement Ambassadors** – Ms. Fuentes reported that she wanted to thank the USU Board, USU Productions, Vintage Days, and Associated Students, Inc. for participating in Speed Networking. Students reported that they learned many leadership lessons and gained experience from interacting with student leaders present at the event. The Emerging Leaders Retreat in October was completed with 20 participants, and students contributed more than 100 hours of combined community service. One participant has committed to going back to his service site, Saturday Sports. He and his family worked together to purchase lunch for the children at the event.

Ms. Fuentes reported that 53 involvement individual advising sessions have been recently completed.

The Leadership Programs Staff is planning the Spring 2015 recruitment, application, and interview process for new members of the four leadership boards within Student Involvement (CIA, USU Board, USU Productions, and Vintage Days).

**d. USU Productions** – Ms. Geffken began by stating that USU Productions was very busy in October. On October 1<sup>st</sup> Bulldog Wednesday took place. October 1<sup>st</sup>, 8<sup>th</sup>, 15<sup>th</sup>, 22<sup>nd</sup>, and 29<sup>th</sup> there was a Nooner Concert at the Pit. The National Student Day event took place on October 9<sup>th</sup>. On October 18<sup>th</sup> the Yosemite Sightseeing Bus Trip to Yosemite National Park occurred, and on October 21<sup>st</sup> there was a University Courtyard Milk and Cookies event. October 22<sup>nd</sup> there was the Rock the Night event, part of National Collegiate Alcohol Awareness Week. On October 23<sup>rd</sup> the Galaxy Movie Showing at SSU took place at 7:00 p.m., and on October 30<sup>th</sup> there was the Fresno State Fright Fest at the USU at 8:00 p.m. On October 31<sup>st</sup> there was a University Courtyard Pumpkin Fest at 7:00 p.m.

The month of November will be busy as well. From November 3<sup>rd</sup> to November 9<sup>th</sup> Homecoming Week takes place and various activities will be hosted on campus. On November 5<sup>th</sup> there will be a Nooner Concert at the Pit. On November 6<sup>th</sup> there will be a Blimprov Comedy Show at 8:00 p.m. at The Bucket, and on November 13<sup>th</sup> there will be a Karaoke Night starting at 7:00 p.m. also at The Bucket.

Ms. Geffken reported that the numbers on social media websites, Instagram, Twitter, Facebook, and Snapchat account have all increased in volume.

USU Productions developed a subcommittee with the USU Pit Crew and Marketing Team to help USU Productions with marketing.

Ms. Geffken reported that there is a Homecoming Committee working on upcoming events for the week of November 3<sup>rd</sup>.

University Student Union Board of Directors  
November 3, 2014 – Page Seven

USU Productions created a “Meet the Coordinators” video series to promote the various USU Coordinators and the committees on which they serve.

USU Productions is working with the USU graphic designers to create a poster for Lunch with Lamas.

Ms. Reyes thanked everyone for coming to the various campus events.

**XII. ADJOURNMENT**

MSC to adjourn the meeting at 4:15 p.m.

Respectfully submitted,

Melissa Ginotti, Director of Student Involvement

By Karolina Lamb, Administrative Assistant