

Minutes of the Meeting of the  
University Student Union Board of Directors  
of the California State University, Fresno Association, Inc.  
February 2, 2015

A meeting of the University Student Union Board of Directors of the California State University Fresno Association, Inc. was held on Monday, February 2, 2015.

**I. CALL TO ORDER**

The meeting was called to order at 3:03 p.m.

**II. ROLL CALL**

The following voting members were present:

Mr. Juan Guzman, Chairperson	Mr. Lor Vang
Ms. Angelica Reyes	Ms. Karmen Geffken
Ms. Mai Thor	Ms. Megi Hakobjanyan
Ms. Lilit Grigoryan	Ms. Danielle Fuentes
Mr. Brian Chin	Ms. Simone Chambliss
Mr. Moses Menchaca	Ms. Emily Pack
Dr. Carolyn Coon*	Ms. Lucy Garayan
Dr. Jose Diaz**	

The following voting member was not present:

Dr. Ignacio Hernandez\*\*\*

The following non-voting members were present:

Ms. Abigail Hudson	Ms. Melissa Ginotti
Ms. Shawna Blair	Mr. Andrew Dadasovich

The following non-voting member was not present:

Mrs. Mehrzad Zarrin

Also present:

President Joseph Castro	Ms. Karolina Lamb
Mr. Fernando Flores	Ms. Glenna Frank Miller
Ms. Patricia Thomason	Ms. Kim Clark
Mr. Matt Couch	

**III. APPROVAL OF AGENDA**

**MSC** to approve the agenda for Monday, February 2, 2015 as printed with the following amendments: Under IX. New Business Action Item a. added the names: Lucy Garayan, Andrew Dadasovich, Simone Chambliss.

**IV. APPROVAL OF MINUTES**

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\*Representative of Dean of Students

\*\*Designee of University President

\*\*\*Academic Senate/ Faculty Representative

MSC to approve the minutes for Monday, December 1, 2014 as printed.

## V. GUESTS

**ACUI Consultants:** The team of external student union consultants (Kim Clark, CSU San Marcos; Matt Couch, The Ohio State University; Glenna Frank Miller, Eastern Michigan University emeriti) were introduced. There was no report.

**President Castro:** President Castro stated that his highest priority is student success, and ensuring that students have the support, encouragement, and services necessary to achieve their dreams. He spoke of launching new, inclusive strategic planning and space planning processes with the university this fall, to chart a long term course of action for Fresno State, and strongly encouraged USU Board participation in those processes. President Castro has noted significant pent up demand for physical space investments across campus, including the need to replace facilities near or at the end of their life-cycle, under-utilization of some spaces, and facilities that require updating and improvement. He informed the group that Vice President Lamas has advocated for new and improved student union facilities, and said that he wants to hear the voice of the USU Board on this idea. He acknowledged the USU and SSU facilities are important and need attention, and said that the student voice would be very influential and important to the campus conversation about space, and about student union facilities. Dr. Castro envisions the campus engaging in a new paradigm for organizing and sharing space in modern, flexible facilities that might be fewer in quantity, but of higher quality, and designed to more effectively serve students, and support how students and faculty learn and teach together in the future, and invited the USU Board to engage in these new ways of thinking as we consider the role and needs for student union facilities.

Ms. Reyes asked President Castro how students can improve service at the Student Involvement Center. President Castro began by stating that many students appreciate the services which are being provided to them. Marketing and focus groups are central to analyzing and improving provision of services. The president also maintained that it is important to encourage students to become more involved, to provide them with greater outdoor space, and to expand wireless technology in order that students feel a stronger sense of belonging at Fresno State.

## VI. COMMUNICATIONS

**Dr. Coon** – Dr. Coon concurred with President Castro’s statements and stated that a strategic plan is being developed to address the aforementioned issues. She touched on the importance of addressing the needs of commuter students and also added how important it is for board members to be a part of these conversations.

**Dr. Diaz** – Dr. Diaz acknowledged President Castro’s statements and further stressed the importance of getting students more highly involved in university community life.

**Associated Students, Inc.** – Mr. Menchaca informed everyone that there will be ASI elections at the end of March. He furthermore advised that this Thursday ASI will host Thirsty Thursday at 5:00 p.m. Also, the Provost is encouraging feedback regarding student success.

**Guests** – Ms. Thomason invited everyone to attend the Recreation Center Open House scheduled February 5<sup>th</sup> from 7:00 p.m. to 9:00 p.m.

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

## VII. CHAIR’S REPORT

The Board of Directors met during Winter Break to discuss upcoming projects slated for the Spring semester.

## VIII. DIRECTOR’S REPORT

Ms. Ginotti handed out to everyone the itinerary for the ACUI Site Visit and reminded the members about the purpose of the ACUI representatives' trip. The consultant's report will be ready within the next thirty days.

The committees will begin work on the budget soon.

## **IX. NEW BUSINESS**

### **a. Action Item: Vote on New Members of the USU Board of Directors for 2015 Spring Semester**

All in favor were asked to raise their hands. All members voted in favor. There were 0 opposed and 0 who abstained. The new members of the Board of Directors are: Ms. Hakobjanyan, Ms. Chambliss, Ms. Garayan and Mr. Dadasovich.

## **X. OLD BUSINESS**

### **a. Information Item: USU Recreation Arcade Game Room Contract with Sweet Attractions -**

Ms. Ginotti stated that the contract is being drawn up for the Arcade Game Room renovations. The revisions will likely occur around Spring Break.

## **XI. COMMITTEE REPORTS**

The chair for Public Relations & Marketing will be Mr. Vang and the advisor will be Mr. Chin.  
The chair for Budget & Operations will be Ms. Thor and the advisor will be Ms. Pack.

**a. Public Relations & Marketing** – The final name for the Recreation Center will be chosen in March and voted on in April. There has been work done with the Marketing Coordinator regarding a brochure to promote the University Student Union. The committee will begin work on redesigning the X box Room soon.

**b. Budget & Operations** – A Focus Group was held on December 1, 2014 from 12:00 p.m. to 1:00 p.m. in University Student Union Room 309. Dr. Susan Geringer, Chair of the Marketing Department, served as group moderator. In March members will take a field trip to several universities to research how other universities' student unions operate.

**c. Campus Involvement Ambassadors** – Involvement Interest Forms are being distributed to students this semester at Dog Days and through other venues. Mr. Welch will be contacting student leadership boards regarding the recruitment process for next academic year. The Emerging Leaders Retreat will take place February 27<sup>th</sup> – March 1<sup>st</sup>. Ms. Fuentes discussed "I Heart Fresno State" week, a new tradition being planned by Student Involvement.

**d. USU Productions** – Board members began planning the Spring semester events on January 17<sup>th</sup>. Ms. Geffken discussed Bulldog Wednesday. USU Productions will participate in the Open House and I Heart Fresno State week. Ms. Geffken informed everyone about upcoming events taking place in February and March.

## **XII. ADJOURNMENT**

MSC to adjourn the meeting at 4:04 p.m.

Respectfully submitted,

Melissa Ginotti, Director of Student Involvement

By Karolina Lamb, Administrative Assistant