

Minutes of the Meeting of the  
University Student Union Board of Directors  
of the California State University, Fresno Association, Inc.  
December 1, 2014

A meeting of the University Student Union Board of Directors of the California State University Fresno Association, Inc. was held on Monday, December 1, 2014.

**I. CALL TO ORDER**

The meeting was called to order at 3:05 p.m.

**II. ROLL CALL**

The following voting members were present:

Mr. Juan Guzman, Chairperson  
Ms. Angelica Reyes  
Ms. Mai Thor  
Ms. Lilit Grigoryan  
Mr. Brian Chin  
Mr. Moses Menchaca  
Dr. Carolyn Coon\*

Mr. Lor Vang  
Ms. Karmen Geffken  
Mr. Forest Daniels  
Ms. Danielle Fuentes  
Ms. Kooshali Suresh Kumar  
Ms. Emily Pack  
Ms. Jonna Pagaduan

The following voting members were not present:

Dr. Ignacio Hernandez\*\*\*

Dr. Jose Diaz\*\*

The following non-voting members were present:

Ms. Abigail Hudson  
Ms. Shawna Blair

Mrs. Mehrzad Zarrin

The following non-voting member was not present:

Ms. Melissa Ginotti

Also present:

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

Ms. Karolina Lamb  
Ms. Tara Powers  
Ms. Gerry Elizondo

**III. APPROVAL OF AGENDA**

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

**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, November 3, 2014 as printed.

## V. PUBLIC COMMENT

There were no public comments.

## VI. COMMUNICATIONS

**Dr. Coon** – Dr. Coon stated that it is important for students to ensure self-care during finals week.

**Associated Students, Inc.** – Mr. Menchaca advised that this Thursday ASI will host the last Thirsty Thursday of the semester at 5:00 p.m. The first twenty to thirty students will receive a free \$5.00 meal voucher. Everyone is welcome to attend. The Helping Ham Fundraiser took place November 14<sup>th</sup>. Its purpose was to raise funds for needy families during the holidays. The next fundraiser, Caroling for Cans, will take place on December 11<sup>th</sup>. Students will have the opportunity to wear Christmas sweaters and collect canned goods during this event. All donations will benefit The Bulldog Pantry. Mr. Menchaca went on to report that The Bulldog Blog website was recently updated, adding that the calendar will soon be modernized. When students return from winter break, Election Petitions will be available. After the break Fresno State 1:1 sessions will provide an opportunity for students to learn more about California State University. Mr. Menchaca shared that the EBI Campus Climate Survey on safety and sexual assault received 850 responses. He provided copies of the Annual ASI Priorities with a three-year goal in mind. Mr. Guzman asked Mr. Menchaca whether the Annual ASI Priorities documents are for internal or external use. Mr. Menchaca stated that copies available in the Associated Students Inc. office are available to the general public.

**Guests** – There was no report.

**External Committee Reports** – Ms. Reyes stated that she attended the Food Advisory Committee on Nov. 20<sup>th</sup> at 12:00 p.m. During the meeting they discussed renovation of the Food Court in the University Student Union.

Ms. Reyes also attended the Integrated Marketing Communications Advisory Committee on November 17<sup>th</sup>. This group promotes the proper use of Fresno State University's seal, logo, and the Bulldog image throughout campus. There is a new social media group within the committee which advises on how improve social media processes and presentation. Everyone is welcome to attend; their next meeting on December 12<sup>th</sup> from 11:00 a.m. to 12:00 p.m.

Mr. Guzman reminded everyone that the former Chick-fil-A location in the food court is currently vacant. After renovations, this location will be occupied by another restaurant. Students, faculty, and staff were encouraged to take a survey which asks, "Which local Mexican food concept would you like to see in the USU Food Court to replace Chick-fil-A?" Here is the link to the survey: <http://survey.auxiliary.com/dining>. Over 1000 students responded to the survey, and top picks included Tacos Marquitos, Robertito's, Tacos Pepe's, Bobby Salazar's, and Casa Corona. There will hopefully be a new restaurant in the vacant location next semester.

The Student Cupboard will open November 25<sup>th</sup>. The Student Cupboard provides free food items to students in need.

## VII. CHAIR'S REPORT

Four University Student Union Board of Directors members attended the ACUI Region I conference in La Verne, California from November 6<sup>th</sup> to November 8<sup>th</sup>. The University Student Union Board of Directors members represented Fresno State at the conference with the goal of acquiring knowledge of other student unions and networking with other student leaders.

The University Student Union Board of Directors collaborated with University Student Union Productions in the planning and executing of a Fright Fest event that was held October 30<sup>th</sup> in the University Student Union and South Patio.

The University Student Union Board of Directors held a Breakfast with the Board event on November 19<sup>th</sup> in the University Student Lounge from 8:30 a.m. to 10:30 a.m. The purpose of the event was to inform students of what the Board of Directors has been working on over the past few months. Breakfast snacks like muffins, bagels, and orange juice were provided to students who attended the event. Mr. Guzman thanked Mrs. Zarrin and Ms. Reyes for their help putting on the event.

There has been progress made on developing a marketing campaign to promote the latest Xbox gaming system and its latest game releases, which are now available at "Station X" in the Game Room.

### VIII. DIRECTOR'S REPORT

Ms. Ginotti was not present at the meeting, therefore there was no report.

### IX. NEW BUSINESS

a. **Information Item: ACUI Conference Presentations** – Ms. Reyes advised that she and three other members (Mr. Vang, Ms. Kumar, and Ms. Thor) would provide a brief overview of the ACUI conference. Ms. Reyes thanked everyone for their help and participation in the conference. Mr. Vang mentioned that one of the guest speakers at the conference was Kevin Bracy. Ms. Kumar added that his inspirational speech revolved around "bracing" oneself to challenges in life. He created an acronym for "brace," with "b" standing for "being aware of where you stand in life," "r" standing for "reaching for your wildest dreams," "a" representing "all things positive," "c" representing "chase greatness", and "e" standing for "each one, reach one." Ms. Thor echoed Ms. Kumar's positive comments regarding Mr. Bracy's highly inspirational and motivational speech.

Mr. Vang stated that the highlight of Friday's conference was a volunteer community service project. Mr. Vang participated in this event, which involved collaboration between students and staff members who worked on a mosaic for the Miller Sheet Art Gallery and Community Garden. He also learned about the importance of using facts, not judgments, in communication, as well as about the importance of non-verbal communication.

Ms. Thor attended the Strengths Café Workshop. The purpose of the workshop was to guide student leaders to discover their own strengths. One breakout session at the workshop dealt with learning about one's own strengths through self-assessment. Helpful questions included "What are you drawn to?" "What are you attracted to?" "Do you like helping people?" "Do you like listening to people?" and "If you are interested in talking to students, are you involved with the Student Involvement Office?" This workshop inspired Ms. Thor to incorporate knowledge she learned about her personal strengths into the Board of Directors training.

Ms. Reyes stated that she attended the "Making an Impact and Getting Back to the Basics" session led by Dan Maxwell. His speech was powerful, she stated, and the message that Ms. Reyes took home was the following slogan: *Students organizations create campus community*. Ms. Reyes added the perspective that it is important to remember who we are as student leaders, what our purpose on campus is, and how to (re)evaluate ourselves by creating a sense of belonging and ownership in our working roles. She also stressed the importance of building a sense of community with others.

Ms. Thor also attended the Assessment Guidance Session. Two surveys have been administered on this topic within the last few years. The first of these surveys is the New Student Interest Survey, and the second is the Bronco Student Center Open House. The purpose of these surveys is to better understand the needs of students and to help staff to make informed decisions about budget allocation. The New Student Interest Survey was completed only with freshman and transferred students so that staff could assess and respond to the needs of new students at the university.

Ms. Kumar stated that the three educational sessions that stood out to her were: Dress for Success, Event Planning, and Managing Your Budget. The Dress for Success session discussed the importance of representing ourselves in the way in which we wish to be seen. The Event Planning Session discussed successful planning of events, including a challenge in which participants had to chronologically organize a list of the twenty-one steps in event planning. In this session they also discussed how to promote and attract student participation in events. Lastly, the Managing Your Budget Session provided recommendations on how to manage budget effectively. Budget planning templates were provided. Ms. Kumar emphasized the importance of the networking during the conference, and how peer-to-peer interaction linked her to resources she may have otherwise not discovered.

Mr. Guzman thanked Ms. Blair and all of the students who attended the conference.

**b. Information Item: Renaming the USU Recreation Center** – Mr. Guzman stated that a survey has been created which gathers input from students on a new name proposal for the Recreation Center. Mr. Daniels reminded meeting attendees that the Recreation Center has nearly the same name as the Student Recreation Center across campus, and that the two are often confused with each other. Mr. Daniels explained the source of ideas that he and the committee pooled from in order to create the survey. The committee looked at what other colleges and universities named their Recreation Centers. They also contacted the Campus Chapter of American Marketing Association to ask for ideas. They then met with Ms. Thomason to share thoughts and ideas during which Ms. Thomason proposed the name “Glenn Carlson Bowling Center.” She added that Glenn was instrumental in the design and construction of the University Student Union. He worked here for 33 years. Glenn was most recognized as the coach of the Fresno State Bowling Team, which was established in 1970. After coming up with several additional names they created the survey which was distributed to students during Rock the Night, Fright Fest, and Breakfast with the Board. Mr. Daniels presented a copy of the survey results to meeting participants. The committee noticed that students gravitated toward names which celebrate school spirit and pride. Ultimately, the top three choices were Red Wave Lanes, The Dog Lanes, and The Bulldog Bowl/ The Dog Bowl. The Bowling and Gaming Center, The Glenn Carlson Bowling Center, and The Bulldog Bowling Center were less popular response choices. Mr. Guzman reported that the next step is to talk to Ms. Thomason and other key staff to move the process forward.

Ms. Thomason suggested that the survey be offered downstairs in the Recreation Center; exercising caution in choosing the right name; changing the response choice of the Glenn Carlson Center to the Glenn Carlson Bowling Center and adding a small explanation to the existing survey as to why this change was made; and to exercise caution using the name “Bulldog” and “The Red Wave” because of the Red Wave Inn Restaurant across the street. Choosing two names instead of three for survey purposes; and including phrases such as “bowling,” “billiards,” and “games” in the name if and when possible. A small discussion ensued, and it was determined that when the proper name is chosen, it should include the words “Fresno State” in it. Mr. Guzman suggested that after doing more research, and using what has been learned thus far in the polling process, the committee will develop a more concrete survey to include the most popular names as well as the other criteria which was discussed. Mr. Guzman thanked the PR & Marketing Committee for working on this project. Mrs. Zarrin shared Mr. Guzman’s gratitude and thanked the committee for the extensive research they completed.

c. **Information Item: Focus Group** – Mr. Guzman asked the Budget and Operations Committee to discuss the Focus Group that took place December 2<sup>nd</sup> in the University Student Union from 12:00 p.m. to 1:00 p.m. Ms. Thor thanked Ms. Ginotti, Mrs. Zarrin, Ms. Blair, and the Board of Directors’ members for helping with this group. Twelve students participated in the meeting whose purpose was to provide a status report on Budget and Operations as well as an update on student needs. The committee will provide a report next month.

**X. OLD BUSINESS**

a. **Action Item: Programming Funds** – Ms. Elizondo walked everyone through the *Student Involvement Programming Budget Allocation of \$100,000 Additional Funds for the 2014/15 Academic Year*. Below are the details:

**Student Involvement Programming Budget Allocation  
\$100,000 Additional Funds For 2014/15 Academic Year**

**Traditions**

- \$20,000      Finals Cram Jam
  - Add Morning Stations at the Colleges
  - Add One Large Scale Late Night Breakfast
  - Both Fall and Winter Semesters
  
- \$20,000      I Heart Fresno State Day/ Week
  - New Tradition – Valentine’s Day Time Frame
  
- \$10,000      Vintage Days
  - 4-5 Bigger/ Regional Music Performers for Concert Stage to draw more students

**Evening/Weekend/Late Night Programming**

- \$15,000      Greek Impact Leadership Weekend
  
- \$10,000      Student Organizations
  - Build Capacity for Orgs. To Do Evening Programming/ Possible weekend experience for Org. Leaders
  
- \$5,000      USU Productions
  - Late Night Programming Model/ Weekly or Monthly Program
  
- \$5000      LeaderShape - Send Core Team of Students

**Support for All Programming**

- \$5000      Graduate Assistant Winter Semester @ 20 hr/week
  
- \$5000      6 Undergrad Student Employees Start in May @ 15 hr/week – Fall program planning
  
- \$5000      Marketing

Before voting Mr. Guzman asked if anyone had any questions regarding funding. Mr. Chin raised the question of how paid student positions would impact the USU Productions volunteers. Ms. Elizondo explained that there are many other events in August that USU Productions will still have to work on for Welcome Week and the paid positions provide a good opportunity for students to gain experience in event planning. Mrs. Zarrin, Ms. Blair and Dr. Coon further explained the planning demands during summer that necessitate these paid positions.

Dr. Coon added to the previous speakers' comments, and agreed that a great deal of preparation and planning for Welcome Week had occurred within a short period of time. She also added that with the right marketing, events like Welcome Week, Finals Cram Jam can be successful.

Mr. Guzman and Ms. Reyes explained who was eligible to vote. Mr. Guzman stated that this time Action Item "A" under Old Business for the December 1<sup>st</sup> meeting, entitled "Student Involvement Programming Budget Allocation \$100,000 Additional Funds For 2014/15 Academic Year," is ready for voting. He asked all in favor to please raise their hands. Twelve members voted in favor. There was 1 opposed and 1 who abstained. With a majority of Student Involvement voting yes, Budget Allocation passed.

**b. Information Item: Breakfast with the Board** – Ms. Reyes thanked everyone who helped in organizing this event. It was nice to promote and explain the purpose of the Board of Directors. Members passed out flyers regarding the recruitment, and Mr. Guzman suggested having this event once or twice per semester due to its high level of success.

## **XI. COMMITTEE REPORTS**

**a. Information Item: Public Relation & Marketing** – A rough draft of the pamphlet displaying the services offered in USU was developed, and graphic design should be completed soon. The committee plans to have the pamphlet ready to be handed out to students before the start of the Spring 2015 semester.

The committee plans to collaborate with other student organizations to bring a more acute awareness of sexual assault to campus. The committee reached out to Dr. Coon for assistance, who also referred them to Ms. Ginotti for additional resources. Dr. Coon stated that in January HAVEN reminders can be done. The first press conference regarding HAVEN takes place tomorrow, Tuesday, December 2, at 11:00 a.m. at the Alumni House.

The committee's social media presence has continued to show growth on Facebook, and they have begun rolling out a series of posts called "Get to know your board." Each week USU Board members post short bios about themselves and their roles within the organization.

The committee has begun planning an art competition which will exhibit student art related to Fresno State. This project will not be finished by the end of the semester. However, the committee plans to continue working on this so it can be ready at the start of the new semester.

**b. Budget & Operations** – A Focus Group was held on December 1, 2014 from 12:00 p.m. to 1:00 p.m. in the University Student Union Room 309. Free pizza and drinks were offered during the Focus Group as compensation for participants' time. Dr. Susan Geringer, Chair of the Marketing Department, served as the moderator for the group.

After meeting with Ms. Thomason, Mr. Guzman, Ms. Grigoryan and Mr. Chin decided to focus their Xbox game room project on creating a marketing campaign and a Gamer's Loyalty Card. Mr. Guzman presented a mock poster

to enhance the marketing strategy for the Xbox game room. He will present it to Ms. Thomason and, if approval is given, a finalized poster will be designed to market the game room. Ms. Grigoryan, Mr. Chin, and Mr. Vang will model the Gamer's Loyalty Card after CSU, Northridge's "Player's Card."

A collaborative project is being undertaken by Ms. Pagaduan and Ms. Thor, inspired by the photographic story "Humans of New York" by Mr. Stanton. The purpose of this project is aimed at showcasing students and promoting the use of the University Student Union through Facebook. Questions to ask students are as follows, "What do you like about the University Student Union?" "What about the University Student Union makes you feel at home?"

**c. Campus Involvement Ambassadors** – Ms. Fuentes stated that over 400 students were reached through involvement presentations in the University I recreation and psychology classes. Feedback highlights include 58% of respondents agreeing that "As a result of the Get Involved presentation, my understanding of the involvement opportunities on campus has increased." The top reason for not getting involved was a lack of time and wanting to get adjusted to college first. 57% agreed that "The USU Tour increased my knowledge of the services provided by the USU." Top services used in the USU were the snack bar, the food court, and the lounge. There were 62 completed advising sessions. Leadership Program Staff are planning the Spring 2015 recruitment, application, and interview process for new members of the four leadership boards with Student Involvement (CIA, USU Board, USU Productions, and Vintage Days). The Emerging Leaders Retreat will take place from Friday, February 27, to Sunday, March 1. I Heart Fresno State will start on Monday, February 9<sup>th</sup> with the Booth Decorating Contest. There will be free shirts provided to students during this event. Students will be recruited on Tuesday, February 10<sup>th</sup>. On Wednesday, February 11<sup>th</sup> there will be a Student Tailgate/ Pizza Party before the game at 6:00 p.m. On Thursday, February 12<sup>th</sup>, there will be an opportunity to write letters of appreciation to Fresno State faculty and staff. Students will receive free ice cream scoops for participating.

**d. USU Productions** – Ms. Geffken reported that from November 17<sup>th</sup> to November 21<sup>st</sup> a Blanket Collection Drive took place. Twenty-one blankets were collected to support National Hunger and Homelessness week at Fresno State, and all donations will go to Fresno's MEAL organization. Blankets were also provided to the homeless community. On November 22<sup>nd</sup> a Team Social took place. This event was intended to build relationships and cohesion amongst the coordinators. On December 3<sup>rd</sup> from 12:00 p.m. to 1:00 p.m. Bulldog Wednesday will take place at the Free Speech Area. The USU Productions Spirit Committee will hand out free hot chocolate and cookies to students who are wearing Fresno State apparel in order to promote school spirit. On December 6<sup>th</sup>, the San Francisco Bus Trip will occur. This is an annual tradition that brings participants from campus at 8:00 a.m. into the city, returning to Fresno the next day. This gives students the opportunity to tour one of the most popular cities in the world. From Dec. 15<sup>th</sup> to Dec. 18<sup>th</sup> Finals Cram Jam will take place. This is an event that USU Productions puts on every Final's Week for students. Between Monday and Thursday mornings from 8:00 a.m. to 10:00 a.m. there will be three locations for students to pick up a coffee and breakfast snacks along with a Scantron, blue books, and pencils. Monday through Wednesday evenings from 7:00 p.m. to 11:00 p.m. they will provide free food, study tips, crafts, and board games to students.

Mr. Guzman thanked everyone who made time to participate in the meetings this semester and reminded participants that the USU Students' Party will take place on Thursday, December 11<sup>th</sup> from 11:30 a.m. to 2:00 p.m.

## **XII. ADJOURNMENT**

MSC to adjourn the meeting at 4:49 p.m.

Respectfully submitted,

Melissa Ginotti, Director of Student Involvement

By Karolina Lamb, Administrative Assistant