

Minutes of the Meeting of the
University Student Union Board of Directors
of the California State University, Fresno Association, Inc.
October 2, 2017

A meeting of the University Student Union Board of Directors of the California State University Fresno Association, Inc. was held on Monday, October 2, 2017.

CALL TO ORDER

The meeting was called to order at 3:31 p.m.

ROLL CALL

The following voting members were present:

Ms. Athena Niayesh, Chairperson	Ms. Carly Robinson, Vice Chairperson
Mr. Zachary Jones	Mr. Nicholas Matoian
Mr. Cameran Patterson	Ms. Brooke Weber
Mr. J. Luis Espinoza	Mr. Jacob Perry
Ms. Piper Walker	Ms. Veronica Salcedo
Ms. Alejandra Prado	Mr. Gilbert Falcon
Dr. Serena Johnson***	Dr. Carolyn Coon*

The following voting members were not present:

Dr. Bernadette Muscat**	Mr. Blake Zante
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The following nonvoting members were present:

Mr. Juan Guzman	Dr. Colin Stewart
Ms. Mehrzad Zarrin	Ms. Jennifer Vang
Ms. Lauryn Flores	Ms. Jacqueline Campos
Ms. Evangelia Pappas	

The following nonvoting members were not present:

Ms. Shawna Blair	Ms. Nour Basharaheel
Ms. Andrea Kepner	Ms. Ilene Sanchez
Ms. Yadira Valenzuela	

The following guests were present:

Ms. Patricia Thomason	Ms. Micaela Cisneros-Nunez
Mr. Andrew Esguerra	

APPROVAL OF AGENDA

MSC to approve the agenda for Monday, October 2, 2017 as printed.

APPROVAL OF MINUTES

MSC to approve the minutes of Monday, September 11, 2017 as written.

PUBLIC COMMENT – Ms. Weber passed around handbills for Make A Difference Day on October 21. She is part of the Richter Center and encourage people to attend one of the four different sites.

*Representative of Vice President, Student Affairs & Enrollment Management
**Designee of University President
***Academic Senate/Faculty Representative

Mr. Guzman stated that Off Campus Student Life is having its 1st Good Morning Bulldogs event on October 4. They will be tabling with breakfast items, giveaways and game outside the Peters building and Art building. The goal is to inform students about services the Off Campus Student Initiative has to offer.

Ms. Niayesh informed that group that next week is Homecoming and the Big Show performers have been revealed. Adam Devine, Fortune Feimster, and Adam Ray will be doing stand-up comedy and tickets can be purchased at the Info Center and Save Mart Center Box Office.

COMMUNICATIONS

Dr. Carolyn Coon – Nothing to report.

Dr. Serena Johnson – Dr. Johnson wished everyone a happy Monday.

Guests – Ms. Pappas stated that ASI has a new student leadership team for the New Student Union. They are starting to gear up to push the campaign.

External Committee Reports – Nothing to report.

CHAIR'S REPORT

Ms. Athena Niayesh –Ms. Niayesh stated that Board members have been tabling at various events throughout September to inform students about who the Board is and what they do. They are scheduled to table at Homecoming next week.

Ms. Niayesh has been working with Square Space to create a new website for the New Student Union that includes all detail relating to the campaign. The reason for the new site is to show students that this campaign is student-based as opposed to administration based.

The Board will be undergoing another training to review the New Student Union Campaign. They will go into detail about what their role will be and break into different teams in order to make sure it is well covered. Ms. Amanda Stewart will be joining the Board to go over social media training and strategies.

OLD BUSINESS

Information Item: Amazon Lockers Updates – Amazon lockers are in the lower level of USU and active for students, faculty, and staff, as well as members of the community. The Board has given interviews to the Collegian and Fresno State News.

Information Item: New Student Union Updates- Two meeting have taken place for the New Student Union. The first one was between Ms. Niayesh, Mr. Guzman, Dr. Stewart, Dr. Coon, Ms. Astone, Dr. Lamas, and some members of ASI. They reviewed the results from the report and all agreed to move forward with the campaign. The second meeting was with Professor Wise for marketing for the campaign. He is a marketing professor who is passionate about the project and will be joining the advisory marketing committee.

NEW BUSINESS

Information Item: New Student Union Report – Mr. Matoian, Mr. Jones, and Ms. Flores gave a presentation on the summary of the report and the possibilities of what the new union can offer. The Board and Dr. Colin gave constructive criticism and tips to be used in future presentations. Ms. Niayesh stated that there will be a meeting

with ASI to propose putting the vote on the ballot with the other ASI elections. Ms. Niayesh thanked everyone involved with the new campaign

Information Item: New Clubs and Orgs Booths – Ms. Niayesh reported that we will be adding 8 more booth spaces to allow more clubs and orgs to have a booth. Currently, there is a lack of space and many clubs and orgs do not get a booth. Dr. Stewart stated that the booths will be on the Northwest side of the building by the golf cart area.

COMMITTEE REPORTS

Public Relations & Marketing – Mr. Matoian said they have been executing an event called Breakfast with Board that allows students to give feedback cards that see what services students want or need.

Ms. Flores stated they are still creating a kick off rally for the New Student Union Campaign. It will be in the Bulldog Zone on November 11 at 11am. The main focus is to inform students and garner excitement.

Ms. Walker stated that she is using WordPress to create a website and blog. This will be available on all multimedia platforms. Mr. Matoian added that the blog will include a space for Board members to update student on the projects they are working on. He also added that they have be utilizing social media to reach students.

Ms. Campos is working with Mr. Esguerra to create geo filters for Bulldog Bowl and the Bulldog Zone.

Mr. Matoian added that they are purchasing transparent water bottle as a promotional item.

Budget & Operations – Mr. Jones stated that their fee breakdown video was stalled slightly due to hiring a new videographer. They are continuing to work on how to show what the USU fee pays.

Ms. Vang is working with Mr. Esguerra to design a display case with the theme of “Oh the Place Your Fees Go.”

Mr. Jones stated that the union has a Jamboard which an interactive new technology. They will be undergoing training on how to use them in the month or two. Dr. Stewart added that the Jamboards are a smart board connected to Google suite and has a multitude of purposes.

Campus Involvement Ambassadors – Mr. Falcon reported that there are 3 upcoming ELRs, and Leadership on Demand workshops. Students are signing up for ELRs and they have showed great interest in the retreats. CIAs are also conducting presentations that give a glimpse of how to get involved on campus. They currently have 2 that scheduled, and more to come.

USU Productions – Ms. Prado stated that they have had multiple Tunes a t Noon events, as well as a movie showing and a craft night in the past month. There are many events coming up in October, the main focus is on Homecoming. The week starts off with a kick-off and includes a Movie night at Bulldog Stadium, The Big Show at eh Save Mart Center and a Pep Rally on Friday night before the big game. There is also going to be a Lip sync Battle that she encourages the Board to participate in. Dr Stewart added that the Board would be receiving free Big Show tickets.

ASSOCIATE DEAN'S REPORT

Dr. Colin Stewart – Dr. Stewart stated that there was a video promoting the New Student Union that will be shown at home football games. He wanted to state his appreciation for Board and provided cupcakes as a treat.

ADJOURNMENT

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

Respectfully submitted,

Dr. Colin Stewart, Associate Dean of Student Involvement

By Priscilla Urias, Administrative Assistant