

Minutes of the Meeting of the
University Student Union Board of Directors
of the California State University, Fresno Association, Inc.
October 1, 2012

A meeting of the University Student Union Board of Directors of the California State University Fresno Association, Inc. was held on Monday, October 1, 2012.

I. CALL TO ORDER

The meeting was called to order at 3:02p.m.

II. ROLL CALL

The following voting members were present:

Mr. Kris Westcott, Chairperson	Mr. John Gonzalez
Ms. Kristin Lacey	Mr. Estevan Gutierrez
Mr. Jesus Vargas	Ms. Tamar Karkazian
Ms. Kelli Walker	Ms. Alicia Luna
Ms. Bianca Rodriguez	Mr. Arthur Montejano
Mr. David Gallardo	Ms. Melissa Ellis
Ms. Jamila Ahmed	Dr. Carolyn Coon*

The following voting members were not present:

Dr. Andrew Hoff**	Dr. Yishaiya Abosch***
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The following non-voting members were present:

Mr. Andrew Esguerra	Mrs. Sally Ramage
Mrs. Mehrzad Zarrin	Ms. Shawna Blair

The following non-voting members were not present:

Ms. Parmita Choudhury

The following guests were also present:

Mrs. Breanne Scogin	Ms. Maria Martinez
Ms. Leticia Herrera	

III. APPROVAL OF AGENDA

MSC to approve the agenda for Monday, October 1, 2012 with the following amendment: Under section VII, Old Business, Action Item C, personnel committee would like to recommend multiple new non-voting members for approval by the board.

IV. APPROVAL OF MINUTES

MSC to approve the minutes for Monday, September 10th, 2012 as printed.

V. COMMUNICATIONS

Dr. Carolyn Coon – Dr. Coon had nothing to report.

Dr. Andrew Hoff – Dr. Hoff was not present at the meeting.

Dr. Yishaiya Abosch – Dr. Abosch was not present at the meeting.

Associated Students, Inc. – Mr. Montejano deferred to Ms. Ellis to first discuss the revitalize efforts. Ms. Ellis explained that they are trying to get more students involved but have been very successful with the events so far this

*Representative of Dean of Students

**Designee of University President

***Academic Senate/Faculty Representative

year. Efforts include starting an afterschool tutoring program in collaboration with one of the social sororities and continuing to provide volunteers for the Base Camp dinners. Mr. Montejano continued with the report stating the importance of the upcoming election, summarizing what proposition 30 is, and that there will be a polling area on campus. Other happenings include new Facebook pages for ASI Senators so that students can interact with them and the continued encouragement of students sitting on campus committees to promote shared governance. Another project in the works is the selling of Fresno State farm products on campus. Instead of having to go all the way to farm market, people would have easier access to it if the items were sold on campus. Ms. Karkazian suggested doing a farmers market on Bull Dog Wednesdays. It was questioned if this would conflict with the Student Dietetic Association efforts. Mr. Montejano responded that he doesn't see it as a conflict, but rather as a partnership in the future.

Guests – No guests had anything to report.

VI. NEW BUSINESS

a. Information Item: Public Relations and Marketing Committee Presentation of Updated Draft USU Board Mission Statement – Mr. Gutierrez referred the group to a handout and stated that the committee has redefined and reworded the mission statement. Feedback from group included adding the functions of the board, making sure to highlight what really trying to address, put student fees information at the beginning or take it completely out, and to emphasize 'your'. The document will be revised again based upon feedback and will be brought to the board for approval at the next meeting.

VII. OLD BUSINESS

a. Action Item: Approval of the 2012-13 Budget Values and Principles for the USU Board of Directors– Mr. Vargas passed around the Values and Principles document to the group and informed them that this document outlines the values passed by last year's USU Board. He also stated that most of it is the same as the document from last year, but with some minor changes. The 2012-13 Budget Values and Principles document was approved by the group.

b. Action Item: Personnel Committee Presentation of New Voting Member for Approval by the Board– On behalf of the personnel committee, Ms. Luna recommended the approval of Ms. Ahmed from a non-voting member to a voting member of the board. Ms. Ahmed was approved as a voting member of the board by the group.

c. Action Item: Personnel Committee Recommendation of New Non-Voting Member for Approval by the Board – This action item was amended to recommend multiple members. Ms. Luna began by stating that the committee has been busy interviewing candidates during the last month for new non-voting members of the board. Edward Brown and Kenny Umeh were both approved as non-voting members of the board by the group.

VIII. COMMITTEE REPORTS

a. Budget and Finance – Mr. Vargas started the report by stating the committee has done several activities to acquaint themselves with the budget, one of them being giving members a certain amount of fake money representing student fee dollars. The committee also had a shared meeting with the planning and operations committee in regards to renovations in the pit/patio areas and finalized the values and principles document for approval by the group.

b. USU Productions – Ms. Karkazian began by discussing events that have happened including Nooners, a movie showing of the Amazing Spider Man, and the Bulldog Pride Zone. Upcoming events include Spirit Week, Get Involved Day, Bulldog Wednesdays, more Nooners, Monster Mash, and Fresno State Talks Politics. Luna Fest is taking place on November 9th and there will be the annual San Francisco bus trip in December. Dr. Coon questioned how people are going to be able to distinguish the Fresno State Talks Politics versus the Fresno State Talks lecture series. Even though they are entirely different models and programs, this may be confusing for some people. Productions is also helping with Fresno State Talks: Discovery, Diversity and Distinction. This is a three part lecture series highlighting Fresno State professors and alumni. Students will get the opportunity to nominate professors and the series will start at the end of February. A selection committee will go through any nominations.

c. **Personnel** – Ms. Luna stated that from their last meeting, the committee wanted to realign some of the goals such as strengthening the relationship between board members and USU staff, the spring recruitment process, and to increase the efficiency and productivity of the board and its members. New non-voting members of the board include Edward Brown and Kenny Umeh. The committee is also looking at planning a mandatory social for the board members in the upcoming months. In addition, the board needs to assign members to external committees and Mr. Gallardo became chair of the planning and operations committee due to losing a voting member.

d. **Planning and Operations** – Mr. Gallardo began his report by stating that the committee met with the design consultant for the south pit/patio renovations and said the budget will probably be the biggest hurdle for the project. Mr. Brown, who is the new vice-chair of the committee, discussed the types of renovations they are looking at while referring to pictures shown on the big screen. There was a suggestion from the group about transferring the trees to another area on campus instead of just getting rid of them. Mr. Gallardo mentioned that the consultant will be back on the 8th to meet with the committee and will bring sketches of the area. If the large renovations are too expensive to complete now, other leisure renovations are being considered, such as new furniture and a possible second coffee shop for USU. Lastly, the committee is also considering a tour guide program for the USU. They are currently coming up with the framework and will report back on any developments at a future meeting.

e. **Marketing and Public Relations** – Mr. Gutierrez started with discussing the goals of the committee including increasing Facebook ‘likes’ and increasing campus awareness of the USU. Projects in the works include the water bottles, the hydration stations, and developing a working mission statement which was discussed in more detail earlier in the meeting. Updates include raising awareness of the bowling center at Spirit Week and completing the PR Representatives Summary. Ms. Karkazian suggested the board come out to other Spirit Week events.

f. **Campus Involvement Ambassadors** – Ms. Ellis shared past events and activities including giving several involvement presentations in classes, tabling at a few campus events, creating listserv signups, and beginning involvement advising for students. CIA has also started the CCLC program for this year and is currently looking for more leadership coaches. This year’s Emerging Leaders Retreat will take place in October and currently have 35 students signed up but would like more. Lastly, Ms. Ellis shared that the CIA is continuing to update the list of recognized student clubs and organizations on campus so that they can better help students during advising appointments.

g. **Club Sports Council** – Mr. Gallardo started his report by stating that the council is still starting up and it’s progressing nicely. He went through each club sports team and shared what they have been doing since last month’s meeting such as practices, competitions, development, recruitment, open gym nights, and fundraising. Lastly, he mentioned that each team can apply for an IRA grant which will provide them with funds for traveling.

IX. CHAIR’S REPORT

Mr. Westcott began his report by discussing the orientation meeting for the Association Governing Board in which the budget was the biggest item talked about and that the audit report was ready for review as of September 30th. Also discussed at the meeting were the concepts of transparency and clarity on student fee dollars and budget deadlines, and that financial statements will become available in October for review by Auxiliary. Mr. Westcott continued, stating that he attended Round Table meetings in which there is continued progress of the community calendar and that the South Patio and Information Center renovations were mentioned. The community calendar model was developed from CSU Fullerton and it’s also being looked into to partner with the Print Shop. Also in continued development is the Fresno State Talks Lecture Series in which there is a follow-up meeting scheduled with the Provost’s leadership team to present to them what has been done so far. Lastly, he has been on a couple of interview panels for the newest members of the board and there is an Association Board meeting scheduled later in the week.

X. DIRECTOR’S REPORT

Mrs. Ramage started her report by sharing that Mrs. Scogin and her keep working on the concept of Center for Leadership. They have a design in the works, but still need to work on it and find possible funding. Fresno State

Talks Lecture Series is still being developed and there is a meeting scheduled with the Alumni Association. While Dr. Oliaro has offered some funding for the project, help is needed from students in nominating their professors. Continuing, Mrs. Ramage is in the middle of performance reviews for Association and state staff members which is done every year and will be completed by October 31st. Other things working on are developing budget activities for the Budget and Finance Committee, meetings with staff on how to enrich Vintage Days, the completed ITS upgrade of the Wi-Fi in USU and SSU, and continued work on the transparency of student fee dollars. It was questioned whether leadership programs could apply for IRA monies in which the answer yes, but that regulations surrounding these programs make it too hard to use the monies the way they would want to. Another question was of whether there is a model for the Leadership Center being looked at, in which Mrs. Ramage responded that there isn't. It is being developed from the ground up, but they have looked at some other Centers for Leadership for ideas. Lastly, Mrs. Ramage mentioned that they want to collaborate with other departments and programs throughout the campus for the Leadership Center.

XI. ADJOURNMENT

MSC to adjourn meeting at 4:32p.m.

Respectfully submitted,
Sally Ramage, Director

By Taylor Clanton, Administrative Assistant