

**UNIVERSITY STUDENT UNION BOARD OF DIRECTORS
CALIFORNIA STATE UNIVERSITY, FRESNO ASSOCIATION, INC.**

**March 5, 2018
USU 312-314**

AGENDA

- I. Call to Order
- II. Roll Call
- III. Approval of Agenda
- IV. Approval of Minutes
- V. Public Comment
- VI. Communications
- VII. Chair's Report
- VIII. Old Business
 - A. Information Item: USU Board Office
 - B. Information Item: Current USU Updates
 - C. Information Item: New Clubs and Orgs Booths
- X. New Business
 - A. Information Item: New Student Union Updates
 - B. Information Item: USU Budget Updates
- XI. Committee Reports
 - A. Public Relations & Marketing
 - B. Budget & Operations
 - C. Campus Involvement Ambassadors
 - D. USU Productions
- XII. Associate Dean's Report
- XIII. Adjournment

The next USU Board meeting is scheduled for:

DATE: April 2, 2018
TIME: 3:30 p.m.
PLACE: USU 312-314

Please direct any questions or concerns to Dr. Colin Stewart, Mehrzad Zarrin & Gerry Elizondo, in USU room 306, or call 559-278-2741.

Old Business

A. Tabling Events

- During the month of February, various Board members have tabled at the Bulldog Bowl Open House, I Heart Me event, Bulldog Wednesday, and New Student Union Tabling events. The Board has reached out to hundreds of students all over campus to talk about who we are, what we do, upcoming events, new services for students, and the New Student Union project. I have been reaching out to different events across campus to have the Board table at as many events as possible.

B. USU Board List-Serve

- Since the beginning of last semester, we have been having students provide their emails at tabling events so we can give them updates about the New Student Union Project. We have taken these emails and turned them into a list-serve so we can reach out and give updates to a wide range of students. So far there are around 1000 emails on the list-serve, and it continues to grow.

New Business

A. Association Board of Directors Meeting

- On February 6th, I attend Fresno State's Association Board of Directors meeting. During the meeting, Ms. Debbie Astone asked for an update on the New Student Union project. I informed the members about our process up to this point and when the vote will be. They all expressed their support for the project and thanked us for all of our hard work.

B. USU Board Recruitment

- The USU Board is still in the recruitment process for fall 2018 members. We have collected the submitted applications, and will now be starting the interview process. Numerous Board members are on the recruitment committee and will be conducting interviews. We are excited to see who our new members will be for next semester.

Next Meeting: April 2nd, 3:30pm
Submitted by: Athena Niayesh

I. Old Business

A. USU Board of Directors Office Open House

- The Open House that Ms. Flores planned for Thursday February 22nd was a success. The Board's Instagram gained new followers. We also gained more awareness about the location of our office as well as the New Student Union project.

B. National Gumdrop Day Tabling Event

- Ms. Walker and Oscar tabled in front of the University Center for National Gumdrop Day. We received a lot of positive feedback when discussing the NSU project with students.

C. Business Cards

- Ms. Campos is working on the final drafts of the new business cards. From there, a final design will be finalized and printed. The geotag filter project will be finalized soon as well. Ms. Campos has plans to regroup with Mr. Esguerra.

II. New Business

A. USU Board of Directors Stickers

- The PR & Marketing Committee created USU Board stickers that we handed out at our Open House Event. We have discussed making it a continuous promotional item with new designs every month.

B. Bites with the Board Events

- These events will be continued throughout the spring semester. Ms. Weber is working to ensure that our plans do not interfere with USU Productions' events. The tabling events for National Days will continue as well. We will be planning on hosting these events in the Free Speech Area or in the Bulldog Zone.

C. Giveaways

- The USU Board's Instagram followers are growing steadily. We have discussed finding a way to incorporate social media interaction with our t-shirts and other promotional items. This could also be an engaging activity that we schedule close to ASI elections.

D. New Student Union Forums

- Ms. Cisneros-Nuñez and Mr. Matoian have been working together to schedule forums for students. These forums are instrumental in having a thorough discussion regarding the NSU project and any other Board related question that may arise. Dates for this project are being finalized as well as which groups we will be talking to.

E. New Student Union Tabling and Presentations

- As a committee, we have been both finding and creating events to table at and provide information and answer questions about the NSU project. We are working to find a system so that every member has a chance to table at events as well as aid in making presentations about the NSU Project.

F. Social Media

- The entire committee has the password to the social media platforms now. Everyone can promote events on our official social media accounts. We also found it helpful to post on our personal profiles as well and are encourage others to do the same.

Next Meeting: April 2nd, 3:30pm

Submitted by: Piper Walker

I.Old Business

- A. New Technology
 - We are hoping to update the infrastructure and well as the hardware in the meeting rooms on the third floor. Our plan is to recommend updated technology as a capital project, for the 2018-2019 academic year, in next semesters budget approval process.
- B. Budget Timeline
 - See attached.

II.New Business

- A. Maintenance and Service Update
 - The committee's goal in the spring semester is to evaluate the infrastructure of the current USU and SSU and assess their most immediate needs. Also, the committee plans on evaluating the user friendliness of the services provided by the Union.

Next Meeting: April 2nd, 3:30pm

Submitted by: Zachary Jones

USU 2018 – 2019 Budget Development Timeline

December –January 2018

Development of area budgets by each coordinator and staff to submit to USU Board.

January 29, 2018

Kate Tuckness will attend Budget & Operations Committee meeting to discuss the budget.

February 9, 2018

The Draft Budget will be submitted to USU Board.

February 12, 2018

USU Board Budget and Operations Committee will review the budget and create a list of questions to ask Student Involvement staff.

February 26, 2018

The USU Board will speak with select Student Involvement staff and ask questions to clarify their various area budgets.
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February 27, 2018

Draft Budget will be sent via Dr. Colin Stewart to Kate Tuckness.

March 5, 2018

Draft Budget will be reviewed at the USU Board official meeting.

April 2, 2018

USU Board will approve the final budget at the USU Board official meeting.

April 2018

Budget sent to Executive Director and Chief Financial Officer, Auxiliary Corp. *

May 8, 2018

California State University, Fresno Association Board of Directors Approval.*

June 1, 2018

California State University, Fresno President's approval.*

June 2018

Transmittal letter and budget sent to California State University Auxiliary Planning & Bonds by the Administrative Vice President of California State University, Fresno. *

*These are the steps preceding the USU Boards approval USU processes for the Budget.

** During the Budget approval process the SSU usage fees will also be reviewed.



Campus Involvement Ambassadors

University Student Union Board of Directors
California State University, Fresno Association Inc.
Campus Involvement Ambassadors Report
March 5, 2018

- I. ELR Update
 - a. February 9-11th
 - b. February 23-25th
 - **COMPLETE**
- II. Leadership on Demand
 - a. Completed four workshops
 - b. Last Workshop on March 6th
- III. Leadership Board Recruitment
 - a. 54 applicants
- IV. CSF Conference in Hanford
- V. Interest Forms
 - a. 40 submitted (2/23/2018)

I. Past Events

A. February 7, 2018, Bulldog Wednesday

1. The purpose of Bulldog Wednesday is to promote campus spirit and pride by collaborating with various departments that work together toward student success and health and wellness. We encourage Fresno State students to wear Fresno State apparel the first Wednesday of each month.
2. USU Productions, Pit Crew and Marketing team tabled from 11 am -1 pm to promote upcoming events and invited groups such as USU Board of Directors, Athletics, Alumni, and others to join and promote any event they have.
3. The theme for February was Bulldog Love, we had three banners that were written with student messages in support of our athletic teams that played that week (Men's, Women's Basketball and Wrestling). Attendance was about 100, we had 30 students who entered the drawing during Bulldog Wednesday.

B. February 14, 2018, I Heart Me

1. USU Productions hosted a table and activity at the annual I Heart Me event which consisted of lollipop grams to one-self "I love me because..." to encourage love to self and "I heart you because..." to spread the love to a friend or colleague.

C. February 15, 2018, Craft Night

1. USU Productions hosted a craft night at the Bulldog Zone that began at 7pm. Students had to RSVP in advance through orgsync or using the link bit.ly/craft215. Students made creative knot pillows. 40 students were in attendance.

D. February 22, 2018, Trivia Night

1. USU Productions hosted a pop-culture trivia night featuring movies, music, and a variety of trivia at the Bucket from 8 pm-10:30 pm. Students had the opportunity to win prizes and Trivia Night first place trophies. Dog Days created a group and won first place. 65 students were in attendance.

E. February 28, 2018, Tunes at Noon

1. USU Productions Tunes at Noon series kicked off this semester with the musical act Sharks of Dance. Sharks of Dance are a modern, soulful rock group with a funky twist based out of California.

F. March 1, 2018, Justin Willman

1. Justin Willman is a magician & comedian known for his multiple appearances on The Tonight Show, Ellen, Conan, and @Midnight. He is the former host of Cupcake Wars. He performed magic at the Satellite Student Union, The event was

Free to Fresno State students, faculty and staff with valid Fresno State ID. It was \$5 for general public.

II. Upcoming Events

A. March 7, 2018, Bulldog Wednesday

1. The purpose of Bulldog Wednesday is to promote campus spirit and pride by collaborating with various departments that work together toward student success and health and wellness. We encourage Fresno State students to wear Fresno State apparel the first Wednesday of each month.
2. USU Productions, Pit Crew and Marketing team will be tabling from 11 am -1 pm to promote upcoming events and invite other groups such as USU Board of Directors, Athletics, Alumni, and others to join and promote any event they have.
3. The theme for March will be Her-story in honor of National Women's day.

B. March 7, 2018, Tunes at Noon

1. USU Productions Tunes at Noon series continues with musical performance by Rodia. Rodia is an acoustic and indie/folk singer/songwriter and ukulele player, and a Fresno State ASB alum.

C. March 8, 2018, Movie at Maya Cinemas of A Wrinkle in Time

1. USU Productions will be hosting a premiere movie showing at Maya Cinemas of the new Disney film, *A Wrinkle in Time* based on a 1962 novel with the same title.
2. This event is exclusive to Fresno State Students with a valid Fresno State ID, tickets to the premiere can be picked up at the USU Information Center in the Bulldog Zone. There will be a \$5 concessions deal for students partaking at this event.

D. March 12, 2018, I Heart Fresno State Week kick off

1. This event will be from 11am - 1pm at the USU Balcony and Pit.
2. The event will feature live music, photo opportunities with Timeout and Victor E. A "Before I Graduate" mural. Signing of banners to be given to the softball and water polo teams. Students will be able to send a candy gram to a faculty or staff member that has made a difference for them. Various organizations from campus will host a tabling activity as well.

E. March 15, 2018, '80s Night at the Bucket

1. Throwback Thursday to the '80s, USU Productions will host a '80s night at the Bucket from 8pm - 11pm. join us for live entertainment by Max Headroom band. There will be '80s themed games and prizes. Students are encouraged to dress up for the '80s costume contest as well.

F. March 21, 2018, Craft Night

1. The craft series continues with a DIY cork board that can also become a vision board for students, getting ready to graduate or any goals they are aiming for.

2. USU Productions will host a craft night at the Bulldog Zone to begin at 7pm. Students will have to RSVP through or sync or bit.ly/craft21

G. April 12, 2018, Hairspray - A '60s Dinner Theater Experience

1. Tickets go on sale in March at the USU Information Center at the Bulldog Zone. Tickets are \$10 for students with valid Fresno State student ID and \$12 for guests (1 guest ticket per student).
2. Continuing the tradition this year's event features a live band performance, dinner, and a movie showing of Hairspray (2008). Students are encouraged to dress their '60s best and indulge in a throwback. This event is limited to 80 participants and is a great experience and a lot of fun.

H. Fall 2018

1. USU Productions is finalizing dates for the Fall semester.
2. Keeping the momentum going from the Spring semester to the Fall.

III. Communication

A. Social Media

1. Facebook account (USU Productions) has 3,853 likes
2. Twitter account (@usuproductions) has 1,619 followers
3. Instagram account (usuproductions) has 1,867 followers
4. Snapchat account (usuproductions) has 210 friends
5. Email blast – sent out at least once a month with information on upcoming events.

Submitted by: Alejandra Prado