

Minutes of the Meeting of the
University Student Union Board of Directors
of the California State University, Fresno Association, Inc.
November 6, 2017

A meeting of the University Student Union Board of Directors of the California State University Fresno Association, Inc. was held on Monday, November 6, 2017.

CALL TO ORDER

The meeting was called to order at 3:33 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
Ms. Brooke Weber	Mr. J. Luis Espinoza
Mr. Jacob Perry	Ms. Piper Walker
Ms. Veronica Salcedo	Ms. Alejandra Prado
Mr. Gilbert Falcon	Dr. Carolyn Coon*
Dr. Bernadette Muscat**	

The following voting members were not present:

Mr. Cameran Patterson	Dr. Serena Johnson***
Mr. Blake Zante	

The following nonvoting members were present:

Ms. Ilene Sanchez	Ms. Yadira Valenzuela
Mr. Juan Guzman	Dr. Colin Stewart
Ms. Mehrzad Zarrin	Ms. Jennifer Vang
Ms. Lauryn Flores	Ms. Jacqueline Campos

The following nonvoting members were not present:

Ms. Shawna Blair	Ms. Nour Basharaheel
Ms. Andrea Kepner	Ms. Evangelia Pappas

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, November 6, 2017 as printed.

APPROVAL OF MINUTES

MSC to approve the minutes of Monday, October 2, 2017 as written.

PUBLIC COMMENT – Ms. Weber stated that the Richter Center will have an event called Serving Fresno Day on November 18th from 8am-1pm at four different sites. She encouraged everyone to sign up and passed out flyers. She also mentioned that the Central California Blood Center will be on campus November 14-18th at various locations.

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

Ms. Campos mentioned that a local dentist, Dr. Stovall, is hosting Team Smile on Saturday to provide free dental services for kids aged 5-18.

COMMUNICATIONS

Dr. Carolyn Coon – Nothing to report.

Dr. Bernadette Muscat – Nothing to report.

Guests – Nothing to report.

External Committee Reports – Mr. Jones has gone to Food Service Advisory meetings on behalf of Board. They are starting a healthy food survey to gain student and faculty/staff perspective on what type of healthy foods should be brought to campus. The Dining Hall is introducing organic waste system, like composting. There will be a trial run in spring and further implementation based on trial. National hunger awareness week is November 13-17, and students can donate meal via student ID card at the Dining Hall.

CHAIR'S REPORT

Ms. Athena Niayesh – Ms. Niayesh stated that Board members have been tabling at various events throughout Homecoming, Bulldog Wednesdays, and Snacks with the Board, as well as Good Morning Commuters.

The Board had training to review the New Student Union Campaign on October 8th. They went 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 joined the Board to go over social media training and strategies. The Board creating a taskforce to come up with marketing teams to be sure to be thorough.

Ms. Niayesh attended first Association Board meeting. During the meeting Dr. Lamas and Debbie Astone asked for an update on the New Student Union project, and everyone seemed excited with how the campaign has gone so far. The Board has been collecting emails from events that Board has in order to give updates about the New Student Union Project, as well as other programs and services. The list-serve currently has 700 emails.

Last semester, Ms. Robinson, Mr. Guzman, and Ms. Niayesh submitted a proposal to present on the referendum process at the ACUI Regional I Conference in Arizona. The presentation was approved, so Ms. Robinson, Mr. Guzman, Mr. Jones and Ms. Niayesh will be presenting on behalf of Fresno State's USU Board of Directors during the conference in November.

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. They have been marketing the lockers.

Information Item: New Student Union Updates- The main focus for the campaign is to get on the ASI ballot so students can vote in March. Dr. Stewart added that ASI is beginning to approve. The next step is for the Student Fee Advisory Committee needs to make sure the process is fair and completely clear.

NEW BUSINESS

Information Item: New Student Union Task Force – Ms. Niayesh explained that the task force envelopes the different marketing efforts of the campaign. Ms. Sanchez and Ms. Vang will be leading posters. Mr. Perry will be

handling video marketing. Mr. Espinoza and Ms. Webber and in charge of t-shirts. Ms. Walker and Ms. Cisneros-Nunez will be handling social media marketing. Mr. Matoian and Ms. Salcedo will be creating and giving presentations. Ms. Flores and Ms. Valenzuela will be planning the Kick-Off. Ms. Robinson and Ms. Campos will be conducting forums. Mr. Jones will be in charge of ground game.

Information Item: Google Jamboard – Jamboards are in the Off Campus Community Zone and can be used alongside Google accounts. Ms. Sanchez and Ms. Vang will be creating marketing items to promote.

COMMITTEE REPORTS

Public Relations & Marketing – The PR and Marketing Committee hosted an event on October 25th, which happened to be National Pretzel Day. Ms. Weber and Ms. Valenzuela handed out bags of pretzels on the Free Speech Platform. The committee is actively planning a Kickoff Rally for the New Student Union Campaign. The event will be on Wednesday, November 15th in the Bulldog Zone from 11am-1pm.

Ms. Walker announced the blog is up and she is beginning with content. Ms. Robinson, Ms. Walker, and Ms. Cisneros-Nunez have created a USU Board Snapchat to reach out to students. Ms. Campos is finalizing a Snapchat Geotag for Bulldog Bowl with Mr. Esguerra. The committee has ordered 550 clear water bottles with the USU Board Logo and social media tags that will be given out at events.

Mr. Matoian has been working on the Brochure with Mr. Esguerra and are in final stages of creating the brochure. It should be done by the end of the semester. Ms. Cisneros-Nunez finalized the Board Poster, which is used at the various tabling events.

The PR & Marketing Committee is working on purchasing more microwaves for the lower level of the Union in order to alleviate the high traffic that students face.

Budget & Operations – Mr. Jones stated that the video for the fee breakdown will no longer be created due to the possible confusion with the New Student Union Campaign. Ms. Vang and Mr. Esguerra have been working on creating a poster outlining the breakdown of USU fees, which will be displayed in the display case

Board members of this committee are currently creating a schedule to smoothly approve the 2018-2019 budget in the spring. The committee hopes to update the infrastructure and hardware in the meeting rooms on the third floor by recommended it as a capital project in the next budget approval process.

The committee has reopened the conversation of developing ways to make the USU more eco-friendly and sustainable and plan on applying for the PepsiCo Recycling Zero Impact Fund, which is a sustainability grant up to \$10,000. Mr. Perry stated that they will be meeting with Dr. Stewart and Ms. Zarrin for help on these efforts.

Campus Involvement Ambassadors – Mr. Falcon reported that Emerging Leaders Retreat and Leadership on Demand has had a high attendance rate. CIA also participated in National Student Day and USU Night of Horror. There have been 14 “Get Involved” Presentations and there is 1 scheduled for the future.

USU Productions – Ms. Prado stated the past month’s events, which included Bulldog Wednesday that promoted Homecoming. There were a number of Tunes at Noon, as well as all of the events during Homecoming Week. Past events included National Student Day, USU Night of Horror Halloween Event, and a Hypnotist.

Ms. Prado stated that their upcoming events include Bulldog Wednesdays for November and December, attending the National Association for Campus Activities (NACA) West conference, and Finals Cram Jam in December.

ASSOCIATE DEAN’S REPORT

Dr. Colin Stewart – Dr. Stewart thanked USU Productions for taking on Homecoming week and making it great. Dr. Stewart stated that the raised rent of SSU last year and as of October 1, reservations were down by 12, but revenue is up. The old Post Office will now be the new USU Board office and new computers were purchased. Dr. Stewart also mentioned that he has been working with IT to create a help bot on our websites.

ADJOURNMENT

MSC to adjourn the meeting at 4:24 p.m.

Respectfully submitted,

Dr. Colin Stewart, Associate Dean of Student Involvement

By Priscilla Urias, Administrative Assistant