

Minutes of the Meeting of the  
University Student Union Board of Directors  
of the California State University, Fresno Association, Inc.  
February 5, 2018

A meeting of the University Student Union Board of Directors of the California State University Fresno Association, Inc. was held on Monday, February 5, 2018.

**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	Mr. Nicholas Matoian, Vice Chairperson
Mr. Zachary Jones	Ms. Carly Robinson
Mr. J. Luis Espinoza	Mr. Jacob Perry
Ms. Piper Walker	Ms. Veronica Salcedo
Ms. Alejandra Prado	Ms. Adriana Miranda
Ms. Micaela Cisneros-Nunez	Dr. Serena Johnson***

The following voting members were not present:

Mr. Cameran Patterson	Mr. Blake Zante
Ms. Brooke Weber	Dr. Carolyn Coon*
Dr. Bernadette Muscat**	

The following nonvoting members were present:

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

The following nonvoting members were not present:

Ms. Yadira Valenzuela	Ms. Shawna Blair
Ms. Andrea Kepner	

The following guests were present:

Ms. Patricia Thomason	Mr. Andrew Esguerra
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**APPROVAL OF AGENDA**

MSC to approve the agenda for Monday, February 5, 2018 as printed with the following amendment: Under X. New Business, add Action Item A: Approval of New University Student Union Board of Directors Member

**APPROVAL OF MINUTES**

MSC to approve the minutes of Monday, December 4, 2017 as written.

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

**PUBLIC COMMENT** – Mr. Guzman wanted to inform the Board that the Off Campus Student Life committee would be hosting Good Morning Commuters this Wednesday, February 7<sup>th</sup>, 2018 in P1 by University High Building. They will be handing out breakfast items and asked everyone to spread the word.

Recruitment has kicked off in the office and there are flyers available for passing out. Applications are online and due March 1<sup>st</sup>. They've created a golden ticket graphic to promote.

## **COMMUNICATIONS**

**Dr. Serena Johnson** – Nothing to report.

**Guests** – Nothing to report.

**External Committee Reports** – Nothing to report.

## **CHAIR'S REPORT**

**Ms. Athena Niayesh** –Ms. Niayesh stated that Board members have been tabling at various events including A Winter's Night at Campus pointe, Clubs and Org Fair, Bulldog Bowl Open House, and the New Student Union Tabling events. At these events, the Board has been getting students to provide emails in order to create a list-serve. They have over 1,000 emails at this time.

Ms. Niayesh reported the following changes in the USU Board member list. Ms. Robinson is being replaced by Mr. Matoian as Vice Chair of the Board. Ms. Walker has become chair for the PR & Marketing committee. Ms. Cisneros-Nunez is now Vice Chair of the PR & Marketing committee.

Athletics reps reached out to USU Board to have a focus group about basketball's annual Student Night. USU board went to the focus group on January 29<sup>th</sup> to discuss how to promote to the student body and to talk about what students want.

Ms. Niayesh mentioned that the Board finished their book from last semester, "How to Win Friends and Influence People in the Digital Age." They discussed how it applies to Board and how they can utilize the key points. She also mentioned that Board is recruiting and they are excited to begin interviews for next year's Board of Directors.

## **OLD BUSINESS**

**Information Item: USU Board Office-** The office is up and running in the lower level of the University Student Union. It is open from 10am-4pm. Board members are spending their office hours in there and welcome any visitors.

**Information Item: New Student Union Updates-** Poster, t-shirts, tabling, and presentations are under way to promote the New Student Union campaign. Ms. Niayesh reported that they have created a Champions committee for the campaign and have encouraged students to join the committee to spread the word about the campaign.

Mr. Guzman stated that there is a document going around with time slots to sign up for times to table and/or give presentations. He reported that he has met with communications professionals that are willing to post on social media for the campaign. Dr. Stewart added that social media should be a good platform to inform and talk with students. Mr. Guzman reports that the big social media push will be starting one month before the vote.

Mr. Guzman also said that it was pointed out to him that they may have skipped over asking graduate students what their thought was on the New Student Union Campaign. He also said they are thinking of surveying those students to gauge their views and get suggestions from what they would like to see in the new building.

Mr. Guzman encouraged students to download the app they are using to view a mockup of what the building will look like. They have special glasses that allows the user to walk through the building. They are using that as a marketing tool when tabling. They

## **NEW BUSINESS**

**Action Item: Approval of New University Student Union Board of Directors Member** – Ms. Niayesh stated that Ms. Micaela Cisneros-Nunez worked with the Board last semester and will now be an active member on the Board of Directors.

Ms. Salcedo moved to approve Ms. Micaela Cisneros-Nunez as a member of the USU Board of Directors. Mr. Jones seconded the motion.

### **Motion carried**

**Information Item: Current USU Updates** – There are two updates that Ms. Niayesh reported. There are new lights in the Recharge Zone. It is a relaxing blue that draws attention to the services. Ms. Niayesh also stated that the Union will be getting new LED lights in the next few months to encourage reducing our carbon footprint.

**Information Item: New Clubs and Orgs Booths** – In order to alleviate the high demand for booths, there will be 8 new booths spaces by the loading dock in Fall 2018. Ms. Niayesh suggested creating a checklist to make sure all booths are safe and follow the same guidelines.

## **COMMITTEE REPORTS**

**Public Relations & Marketing** – Ms. Walker stated that every project that was started last semester has been completed.

The committee has coordinated their schedules in order to be in the office to help members of the Board. Ms. Weber will continue to plan Breakfast with the Board in order to make sure they will not interfere with USU Productions events. Ms. Weber will also be adding themes to these events.

The blog will be updated weekly by Ms. Walker.

Ms. Walker stated that the committee will be hosting a mixer as part of new projects. It will be casual and act as an open house for students to go meet the Board members.

The entire committee will be using social media and utilizing their personal accounts in order to reach more students.

**Budget & Operations** – Mr. Jones reported that the committee hopes to update the infrastructure, hardware, and technology in the meeting rooms on the third floor by recommended it as a capital project in the next budget approval process. They've begun to use the display case for the breakdown of the USU fees.

Mr. Jones reported that the committee is committed to evaluating the infrastructure of the USU and SSU and assess immediate needs. The committee is also looking into the user friendliness of services in the Union.

On January 29<sup>th</sup>, Kate Tuckness from accounting came to the Budget and Operations committee meeting to further explain the budget and how it works in order to assist the budget approval process.

**Campus Involvement Ambassadors** – Ms. Adriana Miranda stated their ELR event is this weekend, February 9<sup>th</sup>-11<sup>th</sup> and there will be another one on February 23<sup>rd</sup>-25<sup>th</sup>. Leadership on Demand will be started February 6 and continue throughout the semester. Leadership Board is also recruiting this month. As of today, they have given 13 completed CIA Get Involved Presentations.

**USU Productions** –Bulldog Wednesday and Ugly Sweater Night were at the beginning of December. Finals Cram Jam was during finals week. Overall, they served 3,000 student throughout Finals Cram Jam.

Productions went out to A Winter's Night at Campus Pointe to help with the event. They also hosted a Karaoke Night on February 1. The spring events include Bulldog Wednesdays, I heart Me, Craft nights, Trivia Nights, Tunes at Noon and a comedian/musician Justin Willman.

Productions is already starting to plan for Fall 2018 as well.

#### **ASSOCIATE DEAN'S REPORT**

**Dr. Colin Stewart** – Dr. Stewart is busy getting ready for I Heart Fresno State in mid-March and Vintage Days is around the corner. He is starting to look ahead for fall 2018 with New Student Convocation. It will be on Monday this year with 2 gap days before classes starting. It is normally the day before classes begin. He is anticipating this Homecoming being bigger and better than ever. Dr. Stewart introduced the board to a new media platform called Bulldogs Tell.

Dr. Stewart and Mr. Guzman informed the Board of a possibility of E-Sports at Fresno State. Some schools have them and Fresno State is looking into bringing the world of E-Sports to students.

#### **ADJOURNMENT**

MSC to adjourn the meeting at 4:23 p.m.

Respectfully submitted,

Dr. Colin Stewart, Associate Dean of Student Involvement

By Priscilla Urias, Administrative Assistant