

Minutes of the Meeting of the  
University Student Union Board of Directors  
of the California State University, Fresno Association, Inc.  
September 11, 2017

A meeting of the University Student Union Board of Directors of the California State University Fresno Association, Inc. was held on Monday, September 11, 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. Andrea Kepner	Ms. Ilene Sanchez
Ms. Lauryn Flores	Ms. Jacqueline Campos
Ms. Yadira Valenzuela	Ms. Evangelina Pappas

The following nonvoting members were not present:

Ms. Shawna Blair	Ms. Nour Basharaheel
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The following guests were present:

Ms. Patricia Thomason

**APPROVAL OF AGENDA**

MSC to approve the agenda for Monday, September 11, 2017 as printed.

**APPROVAL OF MINUTES**

MSC to approve the minutes of Monday, May 1, 2017 as written.

**PUBLIC COMMENT** – There was not any public comments.

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\*Representative of Vice President, Student Affairs & Enrollment Management

\*\*Designee of University President

\*\*\*Academic Senate/Faculty Representative

## COMMUNICATIONS

**Dr. Carolyn Coon** – Dr. Coon welcomed students back.

**Dr. Serena Johnson** – Dr. Johnson welcomed students back

**Guests** – There were no guest reports.

**External Committee Reports** – There were no external committee reports.

## CHAIR'S REPORT

**Ms. Athena Niayesh** – Ms. Niayesh reported that she had the following three (3) goals for 2017-2018 USU Board of Directors: 1. Solid communication amongst Board members, emphasizing that each member feels comfortable communicating and voicing opinions. 2. Every Board member has buy-in, meaning everyone always has something to work on and be a part of in terms of projects. 3. Each member should be educated on New Student Union project and feel comfortable enough to talk about it to students.

The USU Board had summer training on August 19<sup>th</sup> where they went over structure, purpose and expectations for the upcoming year. Mr. Guzman discussed the New Student Union project and Mr. Esguerra gave a board marketing presentation.

Ms. Niayesh thanked the Board for their tabling efforts. They have been tabling to reach out to students and inform them on what the Board does and who they are.

## NEW BUSINESS

**Information Item: Amazon Lockers Updates** – Ms. Niayesh states that Amazon lockers will be installed in the lower level of the USU. The Board marketed the lockers at the Off Campus Student Life Kick Off Event and received positive feedback from student.

Dr. Stewart stated that the lockers were set to be delivered and installed sometime in October, but will actually be here as early as this week.

Mr. Guzman thanked the Board for efforts regarding lockers and the Off Campus Student Life Kick Off event.

**Information Item: New Student Union Updates** – Ms. Niayesh stated that the Bold New U failed last year, but this year, they will be moving forward with the New Student Union Campaign. There are 3 stages which are the listening stage, the excitement stage, and the voting stage. A meeting with Ms. Debbie Astone and Dr. Lamas is being set-up to discuss the full action plan. Ms. Niayesh also stated they will meeting with ASI to discuss the campaign as well.

Dr. Stewart stated that the survey closed and there were 1,607 responses from a goal of 1,000. Mr. Guzman will be coding the survey and has already noticed a 4-star average rating. Last year, they only needed 301 more votes to pass. He has analyzed data and found that students may have been confused on certain element of the bill.

## OLD BUSINESS

**Action Item: Approval of New University Student Union Board of Director Members** – Ms. Niayesh stated that there was a need to approve the new Board members for the 2017-2018 academic year. The new voting members of

the Board are: Mr. J. Luis Espinoza, Mr. Nicholas Matoian, Ms. Brooke Weber, and Ms. Piper Walker. The new nonvoting members of the Board are: Ms. Jennifer Vang, Ms. Andrea Kepner, Ms. Lauryn Flores, Ms. Ilene Sanchez, Ms. Yadira Valenzuela, and Ms. Jacqueline Campos.

Ms. Robinson made a motion to approve the new Board of Director Members. Dr. Johnson seconded the motion.

**Motion carried.**

## **COMMITTEE REPORTS**

**Public Relations & Marketing** – Mr. Matoian stated that the Board had their first Breakfast with the Board on September 7<sup>th</sup> at the Off Campus Student Life Kick Off. The purpose of this event is to promote services in the USU and propose the idea of the new union.

Ms. Weber is working on planning future Breakfast with the Board events and will be marketing them on social media.

The committee is working on a kick rally for the New Student Union campaign possibly in the middle of October, which would coincide with the official launch of the campaign. Ms. Flores is working on food vendors, music, entertainment, and games.

Ms. Walker is working on a new website and possibly a blog or vlog series to communicate with students and community members. Ms. Kepner is leading the search for promotional items to give throughout the year. Ms. Campos is working with Mr. Esguerra to create Geotags for the USU and the SSU. They are also looking into creating individual ones for Bulldog Bowl and Bulldog Zone.

Ms. Valenzuela and Mr. Matoian are working on posters to promote the SSU snack bar. It was supposed to be closing, but has remained open and students may be unaware.

Mr. Matoian is working with Mr. Esguerra to finalize a student union brochure.

**Budget & Operations** – Mr. Jones and the committee are working on a new fee breakdown video and hand out. This was started last year but did not get finalized. Ms. Vang, Mr. Perry, Ms. Sanchez are all working on this project so that students see where their fee goes and how it differentiates from tuition and other fees. They also plan on using display cases to display fee break down as well.

The committee plans to approve budget in spring. Mr. Jones stated that he met with Ms. Niayesh, Dr. Stewart and Ms. Zarrin to discuss ways to approve the budget. They will talk with the whole committee before introducing the budget.

Ms. Salcedo and Mr. Espinoza are working on looking at different CSU student unions and looking into ways the union can generate income.

**Campus Involvement Ambassadors** – Mr. Falcon stated that the Campus Involvement Ambassadors have received 381 completed interest session forms from students who are wanting to get involved.

Mr., Falcon is working with Mr. Esguerra to plan a possible CIA spotlight on a variety of social media platforms. He wants to make an emphasis on leadership signature programs, such as ELR.

**USU Productions** – Ms. Prado informed the Board that there are four different coordinators for USU Productions. They have already have a number of events this semester including Tunes at noon, Traditions Day. Craft Night, and Bulldog Wednesday. USU Productions also helped at Bulldog Bash and Fresno State Night at Campus Pointe. Their upcoming events are more Tunes at Noon, an outdoor movie, Craft Night, and Homecoming in October.

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

**Dr. Colin Stewart** – Dr. Stewart thanked and praised the Board of Directors for their work and is excited for the upcoming year.

Student Involvement is gearing up for Homecoming, which will be really big this year. Monday will be the kick off. On Tuesday, ASI will host a Pie your ASI event and there will be a diversity dance workshop that night as well as an outdoor movie on the football field. Wednesday is National Student Day and there will be a LipSync Battle hosted by Greek life. On Thursday, there is a Homecoming Big Show at the Save Mart Center. The entertainment announcement will be coming shortly. There will be a Pep Rally on Friday with appearances by the football team followed by fire dancer. A magician will be at the SSU that night as well. Saturday is the game.

Dr. Stewart stated that the Student Involvement is hiring for a videographer and graphics position.

Next semester, the Board meetings will be in USU room 312-314 due to the size of the Board this year.

### **ADJOURNMENT**

**MSC** to adjourn the meeting at 4:10 p.m.

Respectfully submitted,

Dr. Colin Stewart, Associate Dean of Student Involvement

By Priscilla Urias, Administrative Assistant