

**UNIVERSITY STUDENT UNION BOARD OF DIRECTORS
CALIFORNIA STATE UNIVERSITY, FRESNO ASSOCIATION, INC.
December 5, 2016
USU 308**

AGENDA

- I. Call to Order
- II. Roll Call
- III. Approval of Agenda
- IV. Approval of Minutes
- V. Public Comment
- VI. Communications
 - A. Dr. Coon
 - B. Dr. Muscat
 - C. Dr. Johnson
 - D. Associated Students, Inc.
 - E. Guests
 - F. External Committee Reports
- VII. Chair's Report
- VIII. New Business
 - A. Information Item: Association of College Unions International Region I Conference Presentation
 - B. Information Item: ASI Senators Vote on Potential New University Student Union Referendum to be Placed on Spring 2017 Ballot
 - C. Information Item: Potential New University Student Union and Faculty Center Committee Meeting Updates
- X. Old Business
 - A. Information Item: Bold New U Kick-Off Event
- 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: February 6, 2017
TIME: 3:30 p.m.
PLACE: USU 308

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



USU Board of Directors

Chair's Report
University Student Union Board of Directors
of the California State University, Fresno Association, Inc.
December 5, 2016

I. Old Business

A. Updates on Recruitment for USU Board of Directors Members

- Board applications were due on Tuesday, November 22nd. The Ad Hoc Committee had applicants sign up for interviews during the week of November 28th-December 2nd. Ad Hoc Committee members reviewed the applications and conducted the interviews.

II. New Business

A. Campus Fee Advisory Committee Meeting

- Dr. Colin Stewart and I attended the meeting on Wednesday, November 30th as representatives of the USU Board of Directors.

B. USU Board Social

- Dr. Colin Stewart and his wife, Amanda, invited the USU Board members over to their house for a 'Friendsgiving' dinner on December 2nd. Board members participated in an activity where they expressed their appreciation for another Board member. The event was a great bonding experience for the group and reinforced the Board's efforts in building a stronger community amongst each other by getting to know one another outside of the meeting times.

C. Staff Appreciation

- Board members wanted to show our appreciation for all USU staff members and decided we wanted to give everyone a thank you card. We thanked them for all their work and dedication to the building and wished everyone a happy holiday break. Mr. Guzman oversaw the process and made sure the thank you cards were handed out.

Next Meeting: February 6th, 3:30pm
Submitted by: Angelica Reyes



USU Board of Directors

Budget & Operations Report
University Student Union Board of Directors
of the California State University, Fresno Association, Inc.
December 5, 2016

I. Old Business

A. Brochure

- Ms. Reyes continues to work with the Marketing Coordinator to finalize the USU Brochure. We are working with other leadership groups to have all the sections approved in order to create a complete draft to present to the entire Board.

II. New Business

A. Committee Members

- The Budget and Operations Committee recently had a change in structure and we added two new members: Ms. Alejandre and Mr. Beck. Ms. Alejandre is also the new vice chair for the committee.

B. Maintenance Tour of Satellite Student Union

- Committee members received a tour of the SSU on November 21st from Matthew Mileham, who is the Program Production Supervisor of the SSU. The tour helped to show the members how the SSU is operated and what updates are being done to the building, which includes an update to the HVAC system.

C. Bylaws

- Each member has been assigned a specific section of the bylaws to better understand the full scope of the committee's responsibilities.
- Ms. Reyes is reviewing the policies and procedures for the services and programs of the student union. She will also be testing out how they are applied.
- Ms. Alejandre will be working on trying to create a more open and consistent line of communication with the other groups in Student Involvement, which are Greek life, Club Sports, Alternative Spring Break, USU Productions and Leadership.
- Mr. Perry has been working on establishing a more open line of communication with Patrick Pendleton, the maintenance supervisor of the Student Union.
- Ms. Salcedo will be working on seeing what capital project plans we have for the future of the student union, if any, as well as reviewing the expenditures from the USU reserve accounts.

Next Meeting: February 6th, 3:30pm

Submitted by: Veronica Salcedo



USU Board of Directors

PR & Marketing Report
University Student Union Board of Directors
of the California State University, Fresno Association, Inc.
December 5, 2016

I. Old Business

A. Lunch with the Board

- The PR and Marketing committee hosted its first Lunch with the Board of the school year. This event was held on December 1st, from 11am-1pm, in the University Student Union (USU) lounge. Pizza and drinks were provided for the students, and a survey about the potential new USU was distributed as well. Mr. Guzman worked on creating the survey, updating the poster, and made sure all details were finalized to make this event run smoothly.

B. Social Media

- The USU Board of Directors now has its own personal Instagram and Twitter. Both the Instagram and Twitter are @usuboardfresno, and will be used to engage with students and show what we are doing as a board. Ms. Robinson and Ms. Niayesh created these accounts and will be managing them as well.

C. USU Services Posters

- The hydration station and microwave posters are finished and posted in both the USU and the Satellite Student Union. Ms. Danzer and Mr. Kelley are now working on finalizing the Bulldog Bowl and charging station posters.

D. Buttons Promotional Item

- The committee has created buttons to promote the Board of Directors, services in the USU, and the Bold New U. Buttons were given out at both the Bold New U Kickoff Event and Lunch with the Board. Mr. Beck worked on the graphics for the buttons and various members from the board created the buttons and handed them out to students.

E. Promotional Items

- The committee has decided to work with the IMAGEN Company to look further into items to promote the board. Ms. Niayesh has been working with this company to get further details about price, quantity, and quality of the promotional items.

II. New Business

None.

Next Meeting: February 6th, 3:30pm
Submitted by: Athena Niayesh



Campus Involvement Ambassadors

University Student Union Board of Directors
California State University, Fresno Association Inc.
Campus Involvement Ambassadors Report
December 5, 2016

1. Interest Sessions.
 - a. 71 interest sessions have been scheduled to date (Nov.21)
 - i. 58 completed; 3 upcoming; 10 no shows
2. Social Media
 - a. ELR 2 and 3
 - i. Facebook and Twitter
 - b. Spring Planning
3. Emerging Leaders Retreat Review.
 - a. 89 total participants – 17% increase in attendance over Fall 2015 (76)
 - i. 113 total participants in 2015-2016
 - ii. Demographics (Self-reported)
 1. *Gender*: Female – 41; Male – 42
 2. *Ethnicity*: Hispanic – 31, Asian – 24, Other/Unknown – 14, White – 8, African American – 3, Pacific Islander – 1
 3. *Affiliation*: International Student – 26, CAMP – 11, Transfer Student 11, EOP – 11, University 1 – 9, University Courtyard Resident 6, Greek Life 6, First Year Experience 5, TRiO 4, Club Sports – 2, University Migrant Services – 2, Smittcamp Family Honors College – 2, Student Assistant – 2, Non-Resident Alien – 2, Fresno State Athletics – 1, HCOP – 1, Veteran – 1, Renaissance Scholars – 1, LGBTQ+ - 1