

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

**October 2, 2017
USU 308**

AGENDA

- I. Call to Order
- II. Roll Call
- III. Approval of Agenda
- IV. Approval of Minutes
 - A. September 11, 2017
- V. Public Comment
- VI. Communications
- VII. Chair's Report
- VIII. Old Business
 - A. Information Item: Amazon Locker Updates
 - B. Information Item: New Student Union Updates
- X. New Business
 - A. Information Item: New Student Union Report
 - B. Information Item: New Clubs and Orgs Booths
- 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: November 6, 2017
TIME: 3:30 p.m.
PLACE: USU 308

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

Chair's Report
University Student Union Board of Directors
of the California State University, Fresno Association, Inc.
October 2, 2017

Old Business

A. Tabling Events

- In the month of September alone, various Board members have tabled at Bulldog Wednesday, Off Campus Student Life Kick Off Event, Safari, La Bienvenida, and the Outdoor Movie Night. 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. Tabling is an excellent opportunity to not only relay information to students, but also connect with the student body.

New Business

A. New Student Union Website

- For the New Student Union project, we want to create a website that includes all of the details for the project in both a dynamic and interactive manner. In order to make the website as fun and as visually pleasing as possible, we will be using the website builder named Squarespace to create the New Student Union website. Mr. Guzman and I are working on creating this website for the project and are aiming to launch the website this month.

B. New Student Union Training

- The Board is exploring the option of having a New Student Union updates training. The training would cover updates about the project that have occurred over the semester. The training would also go over the Board's role in marketing the project, how to effectively handle social media for the project, and the overall campaign strategy for the New Student Union.

I. Old Business

A. Breakfast with the Board

- The PR and Marketing committee is planning for the next Breakfast with the Board that will take place in the month of October. Students will be presented with information about the new student union project, in addition to feedback cards, on which students will give input as to what they would like to see in the new Student Union.

B. New Student Union Campaign Kickoff

- The committee is planning a Kickoff Rally for the New Student Union Campaign, which will take place in front of the Satellite Student Union. Ms. Flores and members of the committee are actively working to finalize the catering plans for the event, in addition to ordering supplies. Ms. Flores and Mr. Matoian are reaching out to club presidents on campus to inquire as to their interest in speaking at the event in support of the New Student Union Campaign.

C. USU Board of Directors Website/Blog

- Ms. Walker, the committee's Vice Chair, has been working on finalizing the details for the Board's new website, which includes creating bios for each of the Board's members. In addition, the committee has decided that each member of the Board will write a blog or make a video once a week about the projects that they are working on and upcoming events put on by the Board.

D. Social Media

- The committee has been actively posting on social media, including the USU Facebook, Twitter, and Snapchat. Ms. Robinson and Ms. Walker have decided to start a "Meet the Board Monday" post, with the idea of better introducing members of the Board to the student body to let students know who we are and exactly what we do. Members were also asked what they are looking forward to most in a new Student Union, as to drum up support for the project.

E. Geotags

- The committee is working on finalizing Snapchat and Instagram Geotags for the USU. Ms. Campos is working extensively with Mr. Esguerra to create a geotag for Bulldog Bowl and the Bulldog Zone, both of which are currently in the process of being designed. Other geotags will feature the water fountain and the clock tower, and will be available for use around the whole campus.

F. Promotional Items

- The committee has decided for the next promotional items to be transparent water bottles, USB car chargers and adapters. Ms. Kepner has been working with Mr. Guzman to finalize the costs of these promotional items and order them for upcoming tabling events.

G. Food Options Marketing

- The committee is working on creating additional signage for the Satellite Student Union Snack Bar, in addition to other food options, including Juice It Up. Ms. Valenzuela and Mr. Esguerra have been collaborating to see whether creating a label for foods that are made in the Student Union would be beneficial to marketing the products better to the student body.

H. University Student Union Brochure

- Mr. Matoian has been working on the Brochure and has met with Mr. Esguerra to ensure that the brochure is accurate and gives students the information that is easily accessible and readily available. Mr. Matoian is currently in the process of taking new photos of the building, as the previous version had not been updated with the addition of the Bulldog Zone and the various components of that space including the Nap Pods and the Study Zone.

II. New Business

A. Amazon Lockers

- New Amazon Lockers were installed in the lower level of the Student Union in mid-September. Students can now order packages through Amazon and pick them up at the lockers using their login information. Gage, the machine's bot, assists students in receiving their package and allows them to conveniently order school supplies and textbooks without having to go through a third party. The committee is currently marketing this new service for students.

B. USU Board of Directors Poster

- The PR & Marketing Committee is beginning to update the USU Board of Directors poster for tabling events. Ms. Kepner is actively working to take new pictures to include on the poster board to ensure that all of the new spaces in the lower level of the Student Union are accurately depicted.

Next Meeting: November 6th, 2017

Submitted by: Nick Matoian

Budget & Operations Report
University Student Union Board of Directors
of the California State University, Fresno Association, Inc.
October 2nd, 2017

I. Old Business

A. Fee Breakdown Video

- The committee has begun the process of making a University Student Union (USU) fee breakdown video and handout. This video will aim to highlight what services the USU fee covers, and make the distinction between tuition and fees. The handout will have the same information. Ms. Sanchez, the committee's Vice Chair, is working with Ms. Vang and Mr. Perry on the fee break down, and then Ms. Sanchez will relay that information in a video.

B. Updating the Display Case

- The committee has begun the process of updating the display case for the main floor of the USU. The display cases will outline the breakdown of USU fees. Ms. Vang and Mr. Perry are working on the fee breakdown, and then will make a display case explaining how student fees are utilized.

C. Plan for Budget Approval in Spring

- Board members of this committee are currently creating a schedule to smoothly approve the 2018-2019 budget. Mr. Jones, the committee's Chair, and Ms. Niayesh are working on creating this schedule for the budget approval in the spring.

D. CSU Outreach with an emphasis on entrepreneurship

- Board members of this committee are researching other student unions, specifically in the CSU system, to get ideas on various ways to help make a profit. Ms. Salcedo and Mr. Espinoza are in the process of researching what other programs and services CSUs have, and how they utilize those programs and services.

II. New Business

E. Union Sustainability

- The committee has reopened the conversation of developing ways to make the USU more eco-friendly and sustainable. We hope to meet with the sustainability club to highlight cost-efficient projects that could significantly change the University Student Union's impact on the environment.

F. New Technology

- The committee has begun the process of updating the technology on the lower level and 3rd floor of the union. We hope to update both the infrastructure and the hardware in the meeting rooms on the third floor. Also, the committee is looking forward to learning how to use the Google JamBoard.

Next Meeting: November 6th, 3:30pm

Submitted by: Zachary Jones

University Student Union Board of Directors
California State University, Fresno Association Inc.
Campus Involvement Ambassadors Report
October 2, 2017

1. ELR Registrations (as of Sept.25th)
 - a. October 6-8th
 - i. 47 Students
 - b. October 20-22nd
 - i. 11 Students
 - c. November 17-19th
 - i. 9 Students
2. Leadership on Demand
 - a. Started Sept. 26
 - b. Every Tuesday from 5-6pm in USU 312-314
3. Get Involved Presentation (as of Sept. 25th)
 - a. Currently Scheduled 2
 - b. Completed 12

I. Past Events

- a. September 2017, Tunes at Noon
 - i. September 20, 2017, Call Me James
 1. Alternative indie rock trio performed at the USU Pit from 11am-1pm.
 2. There was 100 in attendance.
 - ii. September 27, 2017, The Eighteen Hundreds
 1. The Eighteen Hundreds (1800's) are a three-piece rock band. Their moody take on the sun-drenched, west-coast sound of the 60's pairs well with a long history of folk, lo-fi, and neo-psych endeavors. They performed at the USU Pit from 12pm-1pm.
 2. There was 100 in attendance.
- b. September 13, 2017, The Filharmonic
 - i. The Filharmonic, a Los Angeles-based a cappella group of 5 Filipino- American males who were featured in NBC's hit musical competition, The Sing-Off, they made the semi-finals, joined The Sing-Off national tour, and were featured in the Universal Pictures hit movie, Pitch Perfect 2, then became a viral sensation after their Late Late Show appearance.
 - ii. This event was at the Satellite Student Union from 7pm-9pm. This event was free for Students with a valid Fresno State ID, and \$5 for general public.
 - iii. There was 300 in attendance.
- c. September 20, 2017, Outdoor movie showing of *Wonder Woman*
 - i. The location for the movie was held at the field behind the tennis courts. This event was free and open to the public. A few *Wonder Woman* themed prizes were given away.
 - ii. There was 300 in attendance.
- d. September 27, 2017, Craft Night
 - i. Students had the option of decorating a tote bag or a canvas painting. Students had to RSVP through OrgSync. This event took place in the Bulldog Zone from 7pm-9pm.
 - ii. There was 50 in attendance.

II. Upcoming Events

- a. October 4, 2017, Bulldog Wednesday
 - i. 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.

- ii. USU Production and their Pit Crew/Marketing Team members will be at the speakers platform from 11am -1pm. USU Board of directors, ASI, and other campus groups are invited to table as well, our theme is homecoming.
 - iii. USU Productions will be having an interactive activity where students can finish the statement “WE ARE FRESNO STATE because...” and enter to win a prize drawing.
- b. October 2017, Tunes at Noon
- i. October, 4, 2017, George Anthony
 1. George Anthony has been an active singer-songwriter in Central California since the Spring of 2012. His music style ranges from acoustic, pop, alternative and reggae. This performance will be at the USU Pit from 12pm-1pm.
 - ii. October 18, 2017, The Jacktones
 1. The Jacktones are an Indie Jazz/Funk/Rock band from Fresno, CA, this performance will be at the USU Pit from 12pm-1pm
 - iii. October 25, 2017, Mary-Denise
 1. Mary-Denise a post-rock band from Visalia, California, is an eclectic mix of multiple genres, this performance will be at the USU Pit from 12pm-1pm
- c. October 11, 2017, National Student Day
- i. USU Productions is teaming up with the Kennel Bookstore for its annual National Student Day, this event will be in the memorial gardens, outside the bookstore from 11am-1pm. National Student Day is time to celebrate our students for the work they do and show them how much Fresno State appreciates them.
 - ii. There will be different clubs and organizations tabling with an interactive activity, free goodie bags provided by the bookstore along with a free shirt. There will be prizes, music and more.
- d. October 19, 2017, Karaoke Night
- i. This event will be held at the Bucket, it is free and open to everyone. Fresno State Students will have the opportunity to enter a drawing. This event will be from 8pm-11pm.
- e. October 26, 2017, USU Night of Horror Halloween Event
- i. USU Productions is hosting their annual Halloween night outside the USU from 8pm-11pm. This event is free and open to everyone. We will be inviting clubs and organizations to table and provide an interactive activity.
- f. October 31, 2017, Hypnotist - Chris Jones and *Hocus Pocus* movie showing
- i. Students will have the opportunity to celebrate Halloween with a safe and fun alternative event.
 - ii. Hypnotist Chris Jones offers a high-energy show that is interactive for both those being hypnotized and those in the audience, and is guaranteed to make you cry from laughing, he was on the season premiere of *America's Got Talent* this summer

where he hypnotized Howie Mandel to shake hands. This event will take place in the Satellite Student Union starting at 7pm

- iii. Immediately following Chris Jones performance will be a movie screening of *Hocus Pocus*.

III. Other Events USU Production is assisting with

a. Homecoming Week 2017

- i. Planning weeklong events happening during Homecoming Week.
- ii. Working on the general marketing of Homecoming along with events throughout the week.

IV. Communication

a. Social Media

- i. Facebook account (USU Productions) has 3,841 likes
- ii. Twitter account (@usuproductions) has 1,513 followers
- iii. Instagram account (usuproductions) has 1,777 followers
- iv. Snapchat account (usuproductions) has 200 friends
- v. Email blast – sent out at least once a month with information on upcoming events.

Submitted by: Alejandra Prado