

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

**November 6, 2017
USU 308**

AGENDA

- I. Call to Order
- II. Roll Call
- III. Approval of Agenda
- IV. Approval of Minutes
 - A. October 2, 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 Task Force
 - B. Information Item: Google Jamboard
- 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: December 4, 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.
November 6, 2017

Old Business

A. Tabling Events

- In the month of October alone, various Board members have tabled at Homecoming events, Bulldog Wednesday, Snacks With the Board, and USU Night of Horror. The Board also tabled at the first Off Campus Student Life breakfast event this semester. 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.

B. New Student Union Training

- The Board had a New Student Union training on Sunday, October 8th, from 2:00pm-6:00pm. The training covered updates about the project, the Board's role in marketing the project, and the overall campaign strategy for the New Student Union. We also had a social media training from Mrs. Stewart to learn how to effectively handle social media for the project. In addition, we created a New Student Union Task Force and will be carrying out these projects for the rest of the campaign.

New Business

A. Association Meeting

- I attended the first Association meeting of the school year on Tuesday, October 24th. During the meeting Dr. Lamas and Debbie Astone asked for an update on the New Student Union project, and everyone seemed excited that this project is happening. The main questions asked were regarding the lower student fee and the square footage of the New Student Union. I assured that we are not losing any features of the building we want due to the decrease in student fees and thus square footage of the building, and I explained that the faculty center will no longer be attached to the building.

B. Board List-Serve

- Since the Board first started tabling at events back in August, we have been having students provide their emails so we can give them updates about the New Student Union Project. We have taken these emails and turned them into a list-serve so we can reach out and give updates to a wide range of students. So far there are around 700 emails on the list-serve, and it will continue to grow.

C. ACUI Regional Conference

- Last semester, Ms. Robinson, Mr. Guzman, and I submitted a proposal to present on the referendum process at the ACUI Regional I Conference in Arizona. Our presentation was approved, so Ms. Robinson, Mr. Guzman, Mr. Jones and I will be

presenting on behalf of Fresno State's USU Board of Directors during the conference in November.

Next Meeting: December 4th, 3:30pm
Submitted by: Athena Niayesh

PR & Marketing Report
University Student Union Board of Directors
of the California State University, Fresno Association, Inc.
November 6, 2017

I. Old Business

A. Snacks with the Board

- The PR and Marketing Committee hosted another event similar to the Breakfast with the Board 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 to the student body with information about the Board's new Snapchat account, in addition to a flyer about the New Student Union and some key facts pertaining to the campaign.

B. New Student Union Campaign Kickoff Rally

- The committee is actively planning a Kickoff Rally for the New Student Union Campaign. The event will take place on Wednesday, November 15th in the Bulldog Zone from 11 A.M. to 1 P.M. Ms. Flores and Ms. Valenzuela are working to finalize the catering plans for the event, in addition to choosing an interactive game for students to participate in. Ms. Salcedo and Mr. Matoian are reaching out to clubs and organizations on campus to inquire as to their interest in speaking 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. The website will include a blog, written by members of the Board, that updates the student body about projects that the Board is working on.

D. Social Media

- Ms. Robinson, Ms. Walker, and Ms. Cisneros-Nunez have taken the charge to create a USU Board Snapchat, in hopes of providing students with information about the New Student Union Project. Members have also been posting short videos asking students why they use the Student Union, in addition to asking them what they would like to see in a new Union.

E. Geotags

- Ms. Campos is finalizing a Snapchat Geotag for Bulldog Bowl with Mr. Esguerra, that users can utilize while playing a round of bowling or a game of pool. Once finalized, the geotag will be sent for approval and then will be available for use.

F. Promotional Items

- The committee has ordered 550 clear water bottles with the USU Board Logo placed on them. These water bottles will be given to students at tabling events at different points throughout the year.

G. 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 placing new photos of the

building in the brochure, 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 Off Campus Community Zone.

H. USU Board of Directors Poster

- Ms. Cisneros-Nunez finalized the Board Poster, which is used at the various tabling events. Updated pictures of the Board were added, in addition to pictures illustrating the amenities that are housed within the Union. All of the USU Board's social media information is also posted on the poster to ensure that students have the opportunity to keep up with the latest information regarding the USU and the New USU Campaign.

II. New Business

A. Additional Microwaves in the University Student Union

- The PR & Marketing Committee is working on purchasing more microwaves for the lower level of the Student Union. Several students have approached members of the Board and asked that we consider the long wait times at these microwaves and help alleviate the high traffic that students face.

Next Meeting: December 4th, 2017

Submitted by: Nick Matoian

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.

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 Ms. Sanchez 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. 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. We plan on apply for the PepsiCo Recycling Zero Impact Fund, which is a sustainability grant.

E. New Technology

- We are hoping to update the infrastructure and well as the hardware in the meeting rooms on the third floor. Our plan is to recommend updated technology as a capital project in next semesters budget approval process. Also, the committee is looking forward to learning how to use the Google JamBoard.

Next Meeting: December 4th, 3:30pm

Submitted by: Zachary Jones

I. Past Events

A. October 4, 2017, Bulldog Wednesday

1. 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.
2. USU Productions and our Pit Crew and Marketing Team members were outside the speakers platform from 11 am -1 pm. USU Board of Directors, ASI, and other campus groups were invited to table as well, our theme was homecoming, USU Productions had an interactive activity where students can finish the statement “WE ARE FRESNO STATE because...” and enter to win a drawing.

B. October 2017, Tunes at Noon

1. October, 4, 2017, George Anthony
 - a) He is a singer/songwriter in central California, acoustic, upbeat reggae sound.
2. October 18, 2017, The Jacktones
 - a) A five member local band that perform Indie Jazz, Funk, and Rock.
3. October 25, 2017, Mary Denise
 - a) An alternative pop/rock band from Visalia, CA bring the electric mix of multiple genres.

C. October 9-14, 2017, Homecoming Week

1. USU Productions coordinated many of the events for Homecoming Week along with the marketing efforts.
2. The Homecoming Week theme was We Are Fresno State!
3. October 9, 2017, Kick Off Pit Stops
 - a) Breakfast snacks were handed out to students to promote Homecoming week events.
4. October 9, 2017, Kick Off
 - a) Food trucks, activities, competitions and performance by the Bulldog Beat.
5. October 10, 2017, *Spider-Man: Homecoming* Outdoor Movie
 - a) Movie showing of *Spider-Man: Homecoming* at Bulldog stadium.
 - b) Participants received Homecoming themed blankets by attending.
 - c) Spider-Man and Iron Man were at the event for photo opportunities.
6. October 12, 2017, The Homecoming Big Show
 - a) An evening of comedy at the Save Mart Center with Adam Ray, Fortune Feimster and headliner Adam Devine..
7. October 13, 2017, Pep Rally

- a) The pep-rally had student performances, clubs and organizations tabling activities, athletic teams, the Marching Band performance and ended with a fire dancer.

D. October 11, 2017, National Student Day

1. USU Productions collaborated with the Kennel Bookstore for their 4th annual National Student Day, this event was at the memorial gardens, outside the bookstore from 11 am-1 pm. National Student Day celebrated our students for the work they do and show them how much Fresno State appreciates them.
2. There were different clubs and organizations tabling with an interactive activity, free goodie bags provided by the bookstore along with a free shirt. We had 350 students in attendance

E. October 26, 2017, USU Night of Horror Halloween Event

1. We hosted our annual Halloween night outside the USU from 8 pm-11 pm, called USU Night of Horror. The event was free and open to everyone. Clubs and organizations tabled with an interactive activity. There were several attractions like the virtual reality game truck, the haunted maze, a caricature artist, palm reader, competitions, and more. We had 500 in attendance.

F. October 31, 2017, Hypnotist - Chris Jones and *Hocus Pocus* movie

1. Hypnotist Chris Jones was on America's Got Talent where he hypnotized Howie Mandel to shake hands with him. He entertained students with magic, hypnosis, and mental effects.
2. Students stayed to watch the movie screening of *Hocus Pocus* where we gave out candy and students entered to win a Hocus Pocus related gift basket.

II. Upcoming Events

A. November 1, 2017, Bulldog Wednesday

1. 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.

B. November 8-12, 2017, National Association for Campus Activities (NACA) West

1. Our team will be attending the NACA West conference to network with other universities, learn new marketing tactics and meet potential performers to bring to campus.
2. Alexis, Cindy, Anyssa, and Alejandra will be presenting an educational session at NACA West conference for their Trivia Night events.
3. Shawna Blair will be presenting at the NACA West conference on Balancing Work, Life and Everything in Between.
4. Alexis is serving as the School Swap Student Coordinator for the conference.

5. Shawna is serving as the Communications and Social Media Coordinator for the conference.

C. December 6, 2017, Bulldog Wednesday

1. 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.

D. December 11-14, 2017, Finals Cram Jam

1. Breakfast snacks will be handed out each morning to students as they head to their final exams.
2. We will be providing meals to students each evening during finals week while they are studying in the USU.

III. Communication

A. Social Media

1. Facebook account (USU Productions) has 3,840 likes
2. Twitter account (@usuproductions) has 1,556 followers
3. Instagram account (usuproductions) has 1,829 followers
4. Snapchat account (usuproductions) has 185 friends

out at least once a month with information on upcoming events.

FRESNO STATE

Campus Involvement Ambassadors

University Student Union Board of Directors
California State University, Fresno Association Inc.
Campus Involvement Ambassadors Report
November 6, 2017

1. ELR Registration Review
 - a. October 6-8th
 - i. 47 Students
 - b. October 20-22nd
 - i. 29 Students
 - c. Total Participation: 76 students
2. Upcoming ELR's
 - a. November 17-19th
 - i. 30 students registered
3. Leadership on Demand Review
 - a. Leadership Academy-118
 - b. Unique- 210
 - c. Total Attendance-618
4. Events Completed
 - a. National Student (10/11/17)
 - b. USU Night of Horror (10/26/17)
5. Get Involved Presentation
 - a. Completed-14
 - b. Currently Scheduled-1