

**UNIVERSITY STUDENT UNION
CALIFORNIA STATE UNIVERSITY, NORTHRIDGE
BOARD OF DIRECTORS
NORTHRIDGE CENTER
AUGUST 25, 2014
MINUTES**

I. Call to Order

The regular meeting of the USU BOD was called to order at 12:35 p.m. by Chair Martinez-Ramirez.

II. Roll Call

Present	Absent	Staff	Guests
Ms. Alexanian	David O'Neill	Jimmy Francis	
Amber Bynum		Jeremy Hamlett	
Sharon Eichten (<i>left at 2:44 p.m.</i>)		Joe Illuminate	
Barbara Gross		Sharon Kinard	
Jorge Guzman		Shannon Krajewski	
Debra Hammond		Jonathan Navarro	
Shahtaj Khan		Kristen Pichler	
Jaclyn Kietzman (<i>left at 2:18 p.m.</i>)		Jack Raab	
Jesus Martinez-Ramirez		Steven Wein	
Josue Najera (<i>arrived at 12:37 p.m.</i>)			
Shelley Ruelas-Bischoff			
Tonee Sherrill (<i>left at 2:44 p.m.</i>)			
Demontae Thompson (<i>arrived at 12:57 p.m.</i>)			
Perlita Varela			
Asia Wheaton			
Karina Winkler (<i>left at 2:04 p.m.</i>)			

III. Approval of Agenda

M/S/P (P. Varela/A. Bynum) Motion to approve the agenda of August 25, 2014.

Director Najera arrived at 12:37 p.m.

M/S/P (S. Khan/P. Varela) Amendment to motion to add a new Discussion Item A to the agenda – “Strategic Priorities.” The former Discussion Item A “BOD Goal Setting – Brainstorming,” will be Discussion Item D, with the remaining two discussion items to be heard in order as listed.

Amendment to motion passed 13-0-0.

Motion, as amended, passed 13-0-0.

IV. Approval of Minutes

M/S/P (S. Khan/B. Gross) Motion to approve the minutes dated July 21, 2014.

Chair Martinez-Ramirez noted a change on page two of the minutes under the Chair and Vice Chair Reports. The sentence reads: “Meetings were held regarding Program Review which is the continuous process of evaluating and enhancing the quality of WASC accreditation, but more importantly to identify areas in need of improvement.”

The sentence will now read: “Meetings were held regarding Program Review which is the continuous process of evaluating and enhancing the quality of our programs and services by identifying areas in need of improvement.”

Motion passed 13-0-0.

V. Open Forum

None.

VI. Chair and Vice Chair Reports

Chair Martinez-Ramirez and Vice Chair Khan presented their reports together saying that an Open House for the East Conference Center was held August 12, and the facilities and operations staff did a great job. Student Summit was held August 19 and the theme was health and well-being. There were many workshops and Sandra Salute, Manager, Fitness & Wellness, was the keynote speaker. She did a wonderful job speaking about the five components of well-being, career, financial, social, physical, and community well-being. On August 21, President Harrison gave her annual convocation speech. She discussed our collective successes and that our enrollment this year was 40,000. On August 22, we had our committee chair and executive secretary training. Earlier today, the annual BOD-Staff Meet and Greet luncheon took place. Upcoming events include Matafest on August 28 and Matador Nights is scheduled for September 5. September 8 there will be a mandatory training regarding the Pride Center. From a show of hands, September 29 was chosen as a training date for the Veterans Resource Center. Everyone wished Director Wheaton a Happy Birthday.

VII. Executive Director's Report

Director Hammond referred to her report and said that the field audit for the annual financial audit was completed July 31, and there were no adjustments or findings. She thanked Joe Illuminate, Associate Director, Finance & Business Services, and his staff who did an excellent job. Student Summit was a huge success. This year, more students took part in their own training sessions and presentations. It was good to see the students taking ownership of their summit and said it was a great confidence builder. Sandra Salute did an excellent job as the keynote speaker. She did it from a holistic approach and touched on all five areas of wellness. The USU was thrilled to receive six pieces of art and one statue, a marble abstract of a torso, from the family of Kimberley Kester. Ms. Kester's children formerly attended SAPESS (Summer Academic Program for Elementary School Students). She asked if she could donate some of her family's art to CSUN. Director Hammond said that once the figures are finalized, a proposal will be brought to the board requesting additional funds for the Wellness Center project.

VIII. A.S. Report

Ms. Alexanian said that she was busy with New Student Orientation, EOP (Educational Opportunity Programs), and the Matador Camp. Outdoor Adventures sponsored Camp Matador for over 120 incoming freshmen. She attended the CSUnity Conference at CSU San Marcos and noted that CSUN was represented by 10 students, including Chair Martinez-Ramirez and Director Wheaton. The President's Picnic is tomorrow and the A.S. Fair is August 27.

Director Thompson arrived at 12:57 p.m.

IX. Committee Reports

- No committee reports.

X. Discussion Items

A. Strategic Priorities

Director Hammond proceeded with a PowerPoint presentation on Strategic Priorities 2014-2015. She noted that these priorities will drive the work of the USU staff over the next year. She reviewed the University's Planning Priorities which included: (1) Student Success, (2) Employees for Success, (3) Visibility & Reputation of the University, (4) Less Dependence on State Funding, (5) Increase Research Activity and Sponsored Programs, (6) Sustainability, and (7) Athletics as a Tool for Engagement. She then reviewed the Student Affairs Planning Priorities: (1) Business, Operational Practices and Facilities, (2) Enrollment Management, Retention and Advocacy, (3) Maximizing Financial Resources, (4) Staff Development and Well-Being, (5) Student Learning and Development, and (6) Technology.

Ms. Alexanian asked if the USU has statistics regarding reservations made for conference rooms. Who makes the most reservations, is it the on-campus community or is it people outside of CSUN in the surrounding communities? Director Hammond said she would send the information to the board in the next day or two, but believed it would mainly be the student groups and the USU staff who make the majority of room reservations.

B. ACUI Regional Conference – Video

A video was presented to the board regarding staff and students who attended the ACUI (Association of College Unions International) Region 15/Region I conference in Hawaii in November 2013. Chair Martinez-Ramirez said it was developed by the Marketing Department, especially Marcos Castro. Director Thompson commented saying that the next ACUI Region I (formerly Region 15) conference is coming up soon and this year's theme is "Tune Up For Success." It will take place at La Verne University. The letter regarding attendance at the ACUI Region I conference and the NIRSA (National Intra-Mural Recreational Sports Association) Region VI conference will be sent out in the next day or two. Students were encouraged to submit their applications by the deadline as this is a great student development activity.

C. ACUI I-Lead and CSUnity Conferences - Reports

Vice Chair Khan, Directors Winkler and Najera addressed the board and talked about their experiences at the ACUI I-Lead conference they attended during the summer. Vice Chair Khan said that it was an honor to be able to attend the conference. She met and connected with other student leaders from different campuses. There were many activities and they gave all the attendees a student handbook which focused on personal values and growth. Director Winkler thanked the board and said that she enjoyed meeting students from many states including New York and Wyoming, from both large and small universities. They all came together at the conference for the love of their schools. Director Najera said that he experienced the tragic loss of a close personal friend during his attendance at the conference. It was difficult for him to remain, but he was glad he did. It was an honor to represent CSUN. It appealed to his Activator strength. There were many activities and discussions about morals and values. Relationships with people were the most important to him. He came away with new ideas and one of them was regarding the students who commute. He suggested that we could create a MataCard specifically for attending events on campus. For every event that a student attends, they would be rewarded with points. The student with the most points at the end of a school year would get a reward, for instance a scholarship.

Vice Chair Khan thanked the board for the opportunity to attend the ACUI I-Lead conference.

Director Thompson said he had attended the ACUI I-Lead conference last summer and in just that one week, made a few close connections with some of the other attendees. He asked the directors if they had experienced the same thing and did they plan on keeping in touch with any of the other attendees. Vice Chair Khan and Directors Winkler and Najera all said yes and that they were still texting other attendees that they had met.

Director Ruelas-Bischoff thanked them for sharing and asked what they each walked away with. Director Winkler said she walked away with spirituality and joy, that the conference made her happy. Director Najera said he had a deeper understanding of personal relationships. Vice Chair Khan said responsibility – that it is a learning process.

Chair Martinez-Ramirez commented that the former Chair of the Board, Collin Johnson, was in the audience.

Chair Martinez-Ramirez and Director Wheaton addressed the board and discussed their experiences at the CSUnity Conference at Sonoma State University.

Chair Martinez-Ramirez said that the California State Student Association (CSSA), the organizer of CSUnity, was involved with the state-wide Proposition 30, regarding the increase in sales tax which stopped college tuition from increasing. There are 23 CSU campuses, and all are very diverse. Associated Students and student unions on nine of the campuses are combined. It was interesting to learn about the differences between the campuses. Director Wheaton said that they stayed in the new housing on campus and it was very nice. Sonoma State's entire student union is in just one building. We are very fortunate to have many buildings that make up our student union at CSUN and to offer so many different services. There were lots of workshops. They learned that their student union is in a stronger position than most of the student unions in the CSU system.

Chair Martinez-Ramirez said that the board will take a five minute break to take group pictures at 1:57 p.m.

Director Winkler left at 2:04 p.m.

D. BOD Goal Setting – Brain Storming

Jimmy Francis, Student Recreation Center Director, addressed the board and said the basis for the concept was derived from a brainstorming technique called the *Wellbeing Northstar*. He also referred to his PowerPoint presentation during his discussion. He asked the board to break into groups of three or four. He gave them 10 minutes to write down potential goals associated with parts of the USU mission statement. Each group wrote on Post-it notes of a different color and placed them around the points of a star on a white board. The points were designated in categories: Helping Students' Achieve Educational Goals; Engaging Energetic, and Inclusive Program; Innovative Technologies, Facilities and Services; Meaningful Employment and Leadership Experiences; and Develop/Strengthen Connection to Campus Community.

Director Kietzman left at 2:18 p.m.

After the brainstorming period, a debriefing session was conducted for 10 minutes to discuss the items identified. Board members were also asked to identify one goal to explore in more detail for an additional 10 minutes. They identified "Increase Awareness of USU Programs and Services" as the goal.

J. Francis read the Post-it notes which included:

- a) Hold an annual event for incoming transfer/international students.
- b) Continue to assess our student centers. Look at other groups on campus, assess all groups, some groups have no identity on campus.
- c) Increase USU and BOD identify on campus, with commuters especially. We need to reach the students, put up tables, have student employees assist, inform them of the USU.

- d) What does the USU do and what is the purpose of the BOD?
- e) Athletics – marketing improvements are needed, bring more attention to CSUN, increase school pride, hold more give-a-ways and offer food/snacks.
- f) Connect with different divisions on campus, co-sponsorships/partnerships with academic programs, build on momentum.
- g) USU already has a strong connection with Student Affairs. We need to make better connections with Academic Affairs, Advancement.
- h) More marketing is needed about the services that the USU offers around campus. Get the word out via large LCD screens, hold job fairs, prepare schedules of events per semester, the campus needs more awareness of the USU.
- i) Tutoring Services Center for student employees for educational/academic goals. Jobs listed should have specific majors identified in the description of the job. Make it clear about what a student will learn from a job on campus and how to apply it to the job market.
- j) Catching A Star – mentoring program.
- k) Mock applications – offer sessions on applying for a job, hold mock interviews, learn how to interview and how to have a better interview and receive feedback immediately. Have alumni come back and talk to students, review student resumes on the spot and make suggestions.
- l) Diversity training is needed in the work place for staff, students and the board. Diversity is easy here on the CSUN campus, but not the same in the real work place. Explain what diversity and multi-culturalism mean. Have students come back and talk about their negative experiences from their jobs after graduation.
- m) Deaf/hard of hearing students need their own events or events that cater to their interests. There are many small groups on campus that need to be identified.
- n) Software to rent rooms at USU, create a better on-line tool.

Directors Sherrill and Eichten left at 2:44 p.m.

J. Francis asked the board to explore the Hows, Pros, Cons, Who, and Whys for another 10 minutes by placing ideas around the points of the star. (Photocopies of the Post-it notes are attached.)

XIII. Announcements

- Director Ruelas-Bischoff notified the board that approximately 5,800 freshmen students attended freshmen orientation. She encouraged attendance at the Freshmen Convocation to be held on September 4 at 6:00 p.m. on the Oviatt Library Lawn. CSUN has been known as a commuter campus, but in fact we are quite a vibrant campus. Recent data indicated that up 50% of CSUN students live within 10 miles from the campus, as reported by the President in her fall convocation address. By fall 2015, Residential Life will have an additional 400 beds available for first year students. Dr. Ruelas also announced that Dwayne Cantrell is the new Associate Vice President, Student Access & Support Services, for Student Affairs.

XIV. Adjournment

The meeting was adjourned by Chair Martinez-Ramirez at 3:00 p.m.

Respectfully submitted by,

Debra L. Hammond,
Executive Director