THE UNIVERSITY CORPORATION  
BOARD OF DIRECTORS  
FEBRUARY 15, 2013  

A meeting of The University Corporation Board of Directors was called to order by Chair, Dianne F. Harrison at 3:04 p.m. on Friday, February 15, 2013, in the Sierra Center Colleagues Room, California State University, Northridge. A quorum was present.

MEMBERS PRESENT: Ana Cristina Cadavid, Ronald Friedman, Dianne F. Harrison, Dan Hosken, Brittney Hoogervorst, Marbella Lupercio, Michael Neubauer, Sydni Powell, Bob Rawitch, Christopher Woolett, Ben Yaspelkis

MEMBERS ABSENT: Harvey Bookstein, Jesus Martinez-Ramirez, Jennifer Matos, Louis Rubin, Michael Spagna

OTHERS PRESENT: Amy Berger, Rafi Efrat

STAFF PRESENT: Heather Cairns, Elizabeth Corrigan, Rick Evans, John Griffin, Georg Jahn, Tim Killops, Elizabeth Kioussis, Michael Lennon, Linda Turner

ITEM I. APPROVAL OF OCTOBER 12, 2012 BOARD MINUTES

MSP (Powell/Rawitch): That the minutes of the October 12, 2012 Board of Directors meeting be approved as circulated.

(Ron Friedman arrived.)

ITEM II. SPONSORED PROGRAM PRESENTATION – TAX PROGRAM FOR MINORITIES

Executive Director, Rick Evans, introduced Professor Rafi Efrat, Director of the Bookstein Institute for Higher Education in Taxation, College of Business and Economics. Prof. Efrat discussed his three funded projects. Supported by a five-year, $3.2 million grant from the U.S. Department of Education, the largest project is designed to increase support to and improve academic success of Latino and low-income students. The project involves students as peer learning facilitators, faculty mentors, and a career pathways program. Outreach ambassadors visit local high schools, provide college information and career advice, and maintain contact with those students. A Robert Wood Johnson Foundation grant supports a study on the impact of refundable tax credits on participation in after-school physical activity programs, and a grant from the U.S. Treasury Department provides pro bono representation to taxpayers in disputes with the IRS. Professor Efrat thanked the Corporation for providing administrative support.

ITEM III. MATADOR BOOKSTORE UPDATE

Mr. Evans introduced Amy Berger, Matador Bookstore Director, who presented an overview of the bookstore’s participation in school spirit efforts, including their partnerships with the Alumni Association and Matador Athletics, and involvement in special university events, such as GradFest and commencement. Ms. Berger reported that under Follett’s secret shopper program, the Matador Bookstore received a 100% score last month.
The Bookstore Director went on to say that the guiding principles of Follett Higher Education Group were affordability, convenience, access and choice. Bookstore staff members work closely with faculty on textbook choices. Last semester, the bookstore produced its first newsletter, which focused on textbook affordability and was distributed to all faculty members.

Sydni Powell mentioned that last year, the Associated Students passed a resolution on textbook costs and offered to work with the bookstore. Britney Hoogervors suggested that bookstore sales and special events be marketed in food units to increase student awareness.

ITEM IV FREUDIAN SIP – OVIATT LIBRARY

Mr. Evans introduced Tim Killops, Associate Director-Facilities and Operations. Mr. Killops reported that the Oviatt Library administration seeks to transform the Oviatt first floor into a ‘learning commons’ and has invited the Corporation to build a permanent Freudian Sip coffee house as part of the project. They have requested an elegant design that is complementary to the learning commons environment.

The Board approved a preliminary cost estimate of $330,000 in May 2012. The estimate has been refined as project design has progressed and the Library’s requirements have been incorporated; the updated estimate is $410,000. Management requests an additional $80,000 for the project, which is expected to be completed in time for fall 2013 semester.

MSP (Rawitch/Powell): That The University Corporation Board of Directors approve an additional eighty-thousand dollars ($80,000) for the Freudian Sip Oviatt Library project.

ITEM V PROJECT OVERVIEW

Mr. Evans reported on recent projects.

Real Estate: The Corporation purchased a single-family home on Nordhoff Street, across from campus. It is under renovation and will be added to the inventory of faculty/staff rental properties.

Matador Bookstore South Lawn: Funded by the university, the project includes new landscaping, stairs, and ADA compliant ramp on the south side of the Matador Bookstore Complex, better connecting it to the Valley Performing Arts Center.

Orange Grove Bistro: The main dining room and meeting rooms were renovated over the winter break.

Holiday Kiosk: The Corporation partnered with the Matador Bookstore to open a kiosk in the Northridge Fashion Center during the holiday shopping period. The primary goals of the experiment were to market the university to the community at-large and to collect data to estimate demand for CSUN products.

Customer Satisfaction Survey: The Corporation’s Sponsored Programs division completed its third customer satisfaction survey. The results confirmed the significant positive impact of the ‘PRO-IT’ program and the liaison administrative model.
Inaugural Principal Investigators' Reception: In November 2012, The University Corporation and the Office of Research and Sponsored Programs collaborated on the university’s first reception honoring its research faculty. The event was hosted by President Harrison at University House.

ITEM VI ANNOUNCEMENTS

Sydni Powell announced that Associated Students presidents from throughout the California State University system will be at CSUN March 16 and 17 for statewide advocacy.

There being no further business, the meeting adjourned at 4:19 p.m.

Respectfully submitted,

[Signature]

Ben Yaspelkis, First Vice President