

**UNIVERSITY STUDENT UNION
CALIFORNIA STATE UNIVERSITY, NORTHRIDGE
BOARD OF DIRECTORS
GRAND SALON
JANUARY 26, 2015
MINUTES**

I. Call to Order

The regular meeting of the USU BOD was called to order at 12:31 p.m. by Vice Chair Khan.

Vice Chair Khan informed the board that the Chair, Jesus Martinez-Ramirez, would not attend the meeting today.

II. Roll Call

Present	Absent	Staff	Guests
Adan Garay	Jesus Martinez-Ramirez	Nicholas Echeverri	
Amber Bynum		Emilio Fernandez	
Sharon Eichten (<i>arrived at 12:35 p.m.</i>)		Jimmy Francis	
Barbara Gross		Kristie Godfrey	
Jorge Guzman		Joe Illuminate	
Debra Hammond		Chris Jensen	
Jaclyn Kietzman		Shannon Krajewski	
Shahtaj Khan		Carol Nardini	
Josue Najera		Jonathan Navarro	
David O'Neill		Michael Niles	
Shelley Ruelas-Bischoff			
Tonee Sherrill			
Demontae Thompson			
Perlita Varela			
Asia Wheaton			
Karina Winkler			

III. Approval of Agenda

M/S/P (A. Wheaton/P. Varela) Motion to approve the agenda of January 26, 2015.

Motion passed 13-0-0.

IV. Approval of Minutes

M/S/P (P. Varela/A. Bynum) Motion to approve the minutes dated December 1, 2014.

Motion passed 11-2-0.

Director Eichten arrived at 12:35 p.m.

V. Open Forum

None.

VI. Vice Chair Report

Vice Chair Khan wished everyone a happy new year. She was pleased to announce that all student board members met the academic requirements to remain on the board. Student Summit was held on January 13. Board members who attended included Directors Martinez-Ramirez, O'Neill, Varela, Bynum and Najera. Comments included that the sessions were very informative including the personal finances session. Winter Retreat took place January 23. There was a wellness presentation which included acupuncture and other therapies. Dr. Franklin Ellis conducted an excellent training session on diversity. Elections are scheduled for April 1 and 2, and more information will be forthcoming. The USU has purchased a few tickets to the MEND (Meet Each Need with Dignity) annual Oscar viewing party. It will take place on February 22 at Universal Studios. Director Gross said she attended the event last year and had a great time. People came dressed up like movie stars and it felt like she was at the Academy Awards. The ACUI annual conference

takes place in San Antonio, Texas, April 8 – 12 and applications are due by February 10. On March 28 there is a one-day ACWA (American Collegiate Women’s Association) Leadership Bootcamp hosted at Mount St. Mary’s University. Applications for the one-day event are due January 30. The Retirement Committee voted to approve a new financial advisor and the board will vote on this item at today’s meeting. She wished Directors Hammond and Guzman a happy birthday.

VII.

Executive Director’s Report

Director Hammond said that the USU has two new employees. She introduced Emilio Fernandez, the USU’s new Assistant Director for the Facilities Department. Mr. Hernandez introduced himself to the board saying he has over 20 years of experience working in construction on campuses like CSUN. He thanked the USU for the opportunity and is very happy to be working with us. Hammond said we are very excited to have Mr. Fernandez – he has a good eye for aesthetics and will be of great assistance to the Facilities Department. She then introduced Nicholas Echeverri, the USU’s new Coordinator for the Computer Lab. Mr. Echeverri introduced himself to the board and said he graduated from CSUN and formerly worked for the USU in the Computer Lab. He is very happy to be back. Hammond said that Mr. Echeverri has cutting edge experience to share with us.

The USU is in the process of re-evaluating its capital outlay projects. One of the projects is to develop a comprehensive plan for renovating the Northridge Center in its entirety. It will be necessary to take the Center off-line to do the work necessary which will impact the campus. Work will have to be done in small increments. The scope of the work must be defined. The USU staff took part in diversity training led by Lauren Nile, a former CSUN employee who worked in the Human Resources Department. Her training focused on privilege and oppression and that intent does not equal impact. Hammond explained there is a reason we are offering a broad range of diversity training. Students who have graduated and are now working in their fields have expressed to Hammond the trouble they are having adapting to their new environments. In the future, everyone will have the opportunity to take part in diversity trainings which will be in two and four hour increments, and a half day workshop will be offered. Director Kietzman inquired if the trainings will be offered to the entire CSUN campus. Hammond said that it is something we would need to discuss.

VIII.

A.S. Report

Adan Garay, Attorney General, Associated Students (A.S.), passed out flyers to the board members saying that A.S. has a number of events scheduled including A.S. On Wheels, Thursday, February 5 from 4:00 – 6:00 p.m. and again on Wednesday, February 18 from 1:00 to 3:00 p.m. Breakfast with A.S. is scheduled for Monday, February 9 from 10:30 a.m. to 12:00 p.m. The Farmer’s Market will be held every Tuesday for the spring semester. They will hold their ribbon cutting ceremony on Tuesday, February 3 from 10:00 a.m. to 2:00 p.m. It will be along East University Drive and Magnolia Walk and will feature a variety of organic fruits and vegetables.

IX.

Committee Reports

- Facilities & Commercial Services. Chair Karina Winkler said the committee is meeting tonight at 7:00 p.m. It will vote on a proposal to allocate additional space to A.S. for their sport club program which will increase revenue to the USU. The committee will discuss the Shake Smart concept and the Games Room upgrade. Shake Smart wants to use the kiosk outside of the SRC to sell protein shakes.
- Finance Committee: Chair Perlita Varela reviewed the committee’s mid-year report. The committee has not completed any of its goals yet, so each member has been assigned a goal to focus on and then present to the committee. Varela said she is very pleased with the hard work the Finance Committee did in the fall and said they will accomplish all their goals by the end of the spring semester.
- Personnel Committee: Chair Amber Bynum reviewed her mid-year report and said the committee had three meetings during the fall semester and the members were always prepared. The first meeting of the spring semester will be in February.
- Retirement Committee: Chair Shahtaj Khan reviewed her mid-year report and said the committee approved a financial advisor which the board will vote on today. She has enjoyed her experience with this committee and thanked the members for all their hard work.

X.

Action Items

A. Retirement Committee – Financial Advisor Appointment

Motion from the Retirement Plan Committee to approve the appointment of Dennis DeYoung, Certified Financial Planner, as the USU’s retirement plan financial advisor.

Vice Chair Khan said the committee thoroughly reviewed all of Mr. DeYoung’s credentials. She highlighted the following:

1. Dennis was the only candidate that indicated (without prompting) that he would provide the type of one-on-one service and high touch involvement that has been lacking. While the other interviewed financial

candidates have the necessary credentials and the ability to assess and assist employees' with their financial planning needs, Dennis would provide a unique level of relationship building.

2. Dennis is a graduate of CSUN, a former chair of the USU Board, past president of the CSUN Alumni Association, and has contributed generously to the campus. He has associations with many members of the campus as well as the San Fernando Valley community who have entrusted him with their financial planning (including CSUN President Dianne Harrison).
3. His office is strategically located nearby on Reseda Blvd. within a 10 minute walking distance from the USU.
4. Dennis was very forthcoming in regards to a regulatory action and a customer dispute that appeared on his BrokerCheck report. The regulatory action and dispute were both resolved in 1997. There have been no further regulatory actions or customer disputes reported since 1997.
5. The feedback from the reference checks provided by Dennis were very positive.

Khan fielded questions and discussion ensued. Director Thompson asked if the board should be concerned about the regulatory action against Mr. DeYoung. Joe Illuminate, Associate Director, Finance and Business Services, responded and said the dispute took place 17 years ago and was settled.

He stated that Mr. DeYoung's office is local to CSUN and convenient for one-on-one meetings. He has an ability to communicate complex financial concepts in plain English and wants to develop personal connections with his clients. Director Eichten inquired about the fiscal impact to the USU. Mr. Illuminate said that Mr. DeYoung's quoted annual fee ranges will be from 0.25% to 0.50% of our retirement plans' total assets. The final fee is in the process of negotiation.

Motion passed 14-0-0.

B. Policy Update: HR Related Items Requiring BOD Approval

Motion from the Personnel Committee to approve amending the policy currently titled, Human Resources Related Items Requiring Board of Directors Approval and also re-naming the policy, Board of Directors Approval Requirements for Human Resources Actions.

Director Bynum said the current USU policy stipulates that the Board of Directors shall be responsible for approving human resources policies prior to staff implementation. The policy does not distinguish between policies that are legally required (i.e. unlawful harassment, rest and meal period requirements, leaves of absence, etc.), and those that are organizationally directed (i.e. performance review requirements, dress code, conference attendance, etc.). The USU Employee Handbook currently contains information that is both legally mandated and organizationally directed. Current precedent is that the Employee Handbook must be approved in its entirety by the BOD. Staff is recommending that the policy be clarified to specify that organizationally directed policies be approved by the BOD. Legal changes and/or updates would be reported as information items by the USU Executive Director/designee.

Motion passed 14-0-0.

XIII.

Discussion Items

A. Strategic Priorities – Mid-Year Status Report

Director Hammond addressed the board and proceeded to review the Strategic Priorities. The USU hired an outside firm to come and evaluate our facilities. With the on boarding of Emilio Fernandez, Assistant Director, Facilities, a sub-committee of USU staff will be formed to begin discussing the master facilities plan. The Wellness Center is on track. Program Review – we received the consultant's report, reviewed it and returned the report to the consultants for some minor corrections. Once we receive the report, we will decide what the priorities will be. The SRC satisfaction survey is on schedule and a study will be done regarding the relationship and possible impact between SRC participation and the GPA of the students to see if there is a correlation. The use of our meeting rooms is being examined to determine available dates for external use. The new East Conference Center (ECC) meeting rooms are a source of revenue for the USU. A plan will be developed and implemented for sales and marketing. Outside use of the ECC rooms will be the priority over the USU staff's use and could result in staff being moved to other conference rooms.

Director Winkler left at 1:47 p.m.

B. Administrative Work Plan – Mid-Year Status Report

Director Hammond said that the first nine items on her administrative work plan were strategic priorities. Housing is a new partner regarding the revision of the food service agreement between TUC and the USU. A draft of the agreement is complete. The Dream Project was assigned administratively to EOP (Educational Opportunity

Programs). The USU may not be involved, but more conversations need to take place. An outside consultant will be hired to assist in the analysis of the staff reorganization plan to make sure all job duties are assigned properly.

XIV.

Announcements

- Shannon Krajewski, Associate Director, Marketing & Programs, said that as part of A.S. Elections, there are five seats available for the USU BOD. If there are any additional seats open on the board after the elections, then the runner-up from that election, in the order of total votes cast, shall be offered the seat if they meet qualifications. Kingson Leung, Coordinator, Special Initiatives, will update the board regarding elections at the next board meeting.
- Director Bynum reminded the board that she is Chair of Elections for A.S. and that filing applications for A.S. Elections will open on February 16 and close March 9, 2015. Please come out for the *Power of Your Voice* Event on Monday, February 16 from 12:00 p.m. to 3:00 p.m. on the Bookstore Lawn where food will be distributed.
- Director Eichten said the campus has an enrollment plan that has been discussed with the Chancellor's Office that goes through 2018-19 and involves reducing our enrollment by 1% each year.
- Director Kietzman suggested that board members should look into recruiting at the Freshman Suites and/or University 100 courses.
- Director Ruelas-Bischoff said final decisions had been made regarding commencement. Seven tickets will be given to each graduating student. The Dream Project hired a new coordinator, Dario Fernandez, who started today. He comes from Cal State Long Beach and will make a great addition to the team. She hopes to bring him to a board meeting to be introduced. A space for the Dream Project has not yet been chosen. Workshops, advising, peer guidance and more research is needed. Director Hammond was nominated for the Wang Family Excellence Award last December. President Harrison and members of Student Affairs submitted her name to the Chancellor's Office. They were not sure if someone from an auxiliary had ever been nominated before. Although she was not chosen, we wanted to acknowledge her exceptional and meritorious achievements.
- Director Najera said that his mother has been ill and he may have to take time off from classes to help at home. Board members offered their support.
- Director Guzman said that James Franco will perform at the VPAC on Tuesday, March 10 at 7:30 p.m. The event is for current CSUN students and only one ticket per student will be given.

XIV.

Adjournment

The meeting was adjourned by Vice Chair Khan at 2:06 p.m.

Respectfully submitted by,

Debra L. Hammond,
Executive Director