

UNIVERSITY STUDENT UNION
CALIFORNIA STATE UNIVERSITY, NORTHRIDGE
BOARD OF DIRECTORS
GRAND SALON
FEBRUARY 23, 2015
MINUTES

I. Call to Order

The regular meeting of the USU BOD was called to order at 12:30 p.m. by Chair Martinez-Ramirez.

II. Roll Call

Present	Absent	Staff	Guests
Amber Bynum (<i>left at 3:01 p.m.</i>)	Jorge Guzman	Patrina Croisdale	Vicki Allen
Sharon Eichten (<i>left at 3:01 p.m.</i>)	Shelley Ruelas-Bischoff	Emilio Fernandez	Joaquin Benavente
Barbara Gross (<i>left at 2:49 p.m.</i>)		Jimmy Francis	Brittany Bingham
Debra Hammond (<i>left at 2:56 p.m.</i>)		Kristie Godfrey	Orion Block
Jaelyn Kietzman (<i>left at 2:40 p.m.</i>)		Jeremy Hamlett	Treva Cole
Shahtaj Khan		Joe Illuminate	David Crandall
Jesus Martinez-Ramirez		Chris Jensen	Melkonan Elen
Josue Najera		Sharon Kinard	Colleen Frenck
David O'Neill		Shannon Krajewski	Augie Garibay
Alina Sarkissian		Kingson Leung	Nilo Hamed
Tonee Sherrill (<i>left at 3:20 p.m.</i>)		Sarina Loeb	Jamison Keller
Demontae Thompson (<i>left at 2:56 p.m.</i>)		Ashley Long	Elexis Lewis
Perlita Varela		Carol Nardini	Penelope Lopez
Asia Wheaton		Jonathan Navarro	Shirin Nahvi
Karina Winkler (<i>left at 3:01 p.m.</i>)		Michael Niles	Perla Palacios
		Kristen Pichler	Samantha Simonds
		Ashley Simmons	Jennifer Villarreal
		Randy Sorensen	Travis White
		Shanell Tyus	

III. Approval of Agenda

M/S/P (A. Wheaton/D. O'Neill) Motion to approve the agenda of February 23, 2015.

Motion passed 13-0-0.

IV. Approval of Minutes

M/S/P (P. Varela/K. Winkler) Motion to approve the minutes dated January 26, 2015.

Chair Martinez-Ramirez said that an amendment to the minutes was needed. Director Ruelas-Bischoff requested that this sentence be added at the end of the second paragraph of the Executive Director's report, as follows: "Director Ruelas-Bischoff said that Human Resources has also talked about general training opportunities for student employees across campus, there may likely be opportunities to collaborate with them and other departments such as the career center."

M/S/P (S. Khan/A. Bynum) amendment to the motion to add an additional sentence to the end of the second paragraph of the Executive Director's report which would read as follows: "*Director Ruelas-Bischoff said that Human Resources has also talked about general training opportunities for student employees across campus, there may likely be opportunities to collaborate with them and other departments such as the career center.*"

Amendment to Motion passed 13-0-0.

Main motion passed 13-0-0.

Open Forum

Chair Martinez-Ramirez said that Open Forum is an opportunity for the campus-at-large to share with the board and asked if anyone in the audience wanted to share.

Sarina Loeb, Coordinator, Pride Center, and Orion Block, Student Pride Center Assistant, both thanked the board for the opportunity to attend the National Conference on LGBTQ Equality, Creating Change Conference in Denver recently. Ms. Loeb said that an additional student attended the conference but was unable to be here today. Orion shared that there were many sessions during the conference during which ze* made great connections. Attending the conference renewed hir* resolve to continue in social work. Ms. Loeb also shared that the Pride Center, in collaboration with Africana Studies, is screening the documentary film “Brother Outsider: The Life of Bayard Rustin” in the Pasadena Room at the USU beginning at 4:00 p.m. this Thursday, February 26. She invited the board to come out and support the event. (**Ze and hir are gender neutral pronouns.*)

Vicki Allen, Assistant Director, Office of Student Involvement and Development, Matador Involvement Center (MIC), approached the board along with many of her staff and students to thank them for all of their support. Many changes were made to the MIC, including new office furniture. The configuration of the MIC office furniture was also changed in a way that is more conducive to serving the student population. Ms. Allen then presented the Board of Directors and the University Student Union with a plaque. Vicki Allen wanted to specifically thank Jimmy Francis and Jack Raab for all their assistance during the MIC’s renovation. Also, Donzaleigh Abernathy will be on campus Wednesday, February 25 at 4:00 p.m. in the Performance Hall. Her presentation is regarding the history of the American Civil Rights Movement, Selma and the fight for the right to vote.

Randy Sorensen, Events Supervisor and four other Student Events Assistants, Perla Palacios, Joaquin Benevente, Shirin Nahvi, and Trevor Cole, wanted to thank the board for funding their trip to the National Association of Campus Activities (NACA) in Minneapolis, Minnesota from Saturday, February 14 to Wednesday, February 18, 2015. They greatly appreciated the board’s investment in providing professional and personal development opportunities for students and staff.

Patrina Croisdale, Coordinator, Veterans Resource Center, spoke of her trip to the 2015 NASPA (National Association of Student Personnel Administrators) veterans’ conference in Louisville, Kentucky. The national conference brought together individuals from higher education institutions who serve in roles that support veteran students. Topics included the strengths veterans bring to our campuses, new forms of data collection, and how to strengthen services for women veterans. Ms. Croisdale said the conference enhanced her own professional development and also the development of the Veterans Resource Center. Many of the individuals who attended have worked with veterans for over 20 years and provided insight to program development and the veteran community. She thanked the board for their support.

VI. Chair and Vice Chair Reports

Chair Martinez-Ramirez thanked the MIC for all the work they do for student life and the clubs and organizations who continue to grow and evolve, including the development of leadership skills and much more. He thanked all the people who shared during Open Forum.

Chair Martinez-Ramirez said that he attended the budget retreat earlier this month and that it was an amazing opportunity to see the processes used by Business Services regarding all areas of the USU’s budget. He enjoyed the video that the Business Services team produced and appreciated all the hard work they put into it.

Vice Chair Khan said she attended a Personnel Committee meeting. The committee discussed changes to the Graduate Assistantship Program–Benefits policy. Directors Khan, Bynum, Martinez-Ramirez and Wheaton attended the MEND (meet each need with dignity) charity gala and enjoyed all the glitz and glamour of Hollywood and the Oscars.

VII. Executive Director’s Report

Director Hammond thanked the Chair and Vice Chair for attending the Budget Retreat. It is important to understand the USU’s finances and our financial connections to CSUN and the State of California. There were many programs this month which continue to be the highlight of our organization. The members that make up the Auxiliary Organizations Association (AOA) are auxiliaries from 23 campuses in the California State University (CSU) system. Typically these organizations include foundations that manage contracts and grants or gifts to the university, enterprise corporations that run bookstores and food services, associated student organizations, student unions, and sometimes athletic or housing corporations. This year the conference was held in Pasadena. Jimmy Francis, SRC Director, and Sandra Salute, Manager, Fitness & Wellness, presented an educational session entitled “What, I’m Fired.” The Veterans Resource Center hosted an informal luncheon and discussed how faculty and staff on campus could support the student veteran community. Many ideas were shared. The projection for next year for the student veteran population is expected to increase three fold.

VIII. A.S. Report

Alina Sarkissian, Chair of the Personnel, Associated Students (A.S.), said Talar Alexanian was in Washington, D.C. The Farmer’s Market is a great success. She encouraged everyone to come out on Tuesdays from 10:00 a.m. to 2:00

p.m. Ms. Sarkissian asked that people should send her their opinions and suggestions regarding the Farmer's Market and that A.S. would bring them to President Harrison. Board members said they loved it and she fielded questions saying that currently it was scheduled only for the spring semester and is not scheduled for the summer. There are contracts with most of the vendors, but A.S. can change vendors as they see fit. A.S. Elections will take place April 1 and 2 and voting will be on-line. There will be two polling booths – one at the Matador Bookstore and along Matador Walk. Applications are being accepted now and will end March 9 at 5:00 p.m. There are still several open seats on the senate and if interested, people can check the A.S. Web site on-line for other opportunities.

Chair Martinez-Ramirez thanked Ms. Sarkissian for her report. He commented that the A.S. Awareness month was a great success and that the Farmer's Market is helping to build community on campus.

VIII. Committee Reports

- Facilities & Commercial Services. Chair Karina Winkler said that her committee had several items on the agenda today. She thanked the Chair and Vice Chair for coming to her committee's meetings.
- Finance Committee: Chair Perlita Varela said the 6 & 6 is on the agenda today and the USU's Travel Policy will be on the board's agenda next month. The next meeting is March 13 at 2:15 p.m. in the Glendale Conference Room.
- Personnel Committee: Chair Amber Bynum said the committee reviewed its goals and they are on schedule. The next meeting is scheduled for March 19 at 2:00 p.m. in the Moorpark Conference Room.
- Retirement Committee: Chair Shahtaj Khan said that her committee has an action item on the agenda today regarding a line-up addition. No meetings are currently scheduled.

IX. Action Items

A. USU RES Policy Revisions

Motion from the Facilities & Commercial Services Committee to approve the revised USU RES Facility Use Policy.

Director Winkler addressed the board and said that the previous version of the USU RES Facility Use Policy was not user friendly and contained language referring to Meeting Services (which is now USU RES) and also refers to the Satellite Student Union which is no longer managed by the USU. The revised version allows for certain related policies to be changed independently. Various fee schedules and cancellation penalties have also been updated to reflect current pricing.

Director Hammond said that because of the changes to the smoking policy, this policy will need to be revised again. Other directors pointed out additional minor edits. Discussion included where the policies will be located and will students be able to find them on the USU Web site. Kristie Godfrey de Leon, Assistant Director, USU Operations, said that the USU Technology Support Services Department is in the process of updating the site so policies will be more easily found. The edits and corrections will be made to the policy.

Motion passed 13-0-0.

B. A.S. Athletic Training Space-Sub Pub

Motion from the Facilities & Commercial Services Committee to approve the allocation of Plaza Studio I in the Southwest building area beneath The Pub ("Sub Pub") to be used for an Athletic Training area by Associated Students and charge rent per the current Sublease for both spaces.

Director Winkler said that Associated Students (A.S.) continues to have success and growth with their sport club program. In support of the student athletes, they have also developed an athletic training area beneath the pub ("Sub Pub"). As the sport club program has grown, so has the need for additional space for athletic training. The USU will experience increased monthly rental revenue in the amount of \$1,223, or \$7,338 for the remainder of fiscal year 2014-2015. Any construction/renovation costs will be absorbed by A.S. with USU coordination. For fiscal year 2015-2016, the USU will experience an annual increase in rental revenue in the amount of \$32,736.

Brittany Bingham, Sports Club Athletic Trainer, introduced herself and said the room is available to all sports clubs. As participation has exploded in use, more space and more staff are needed. Director O'Neill referred to the Sport Club Athletic Training Program – Statistics and asked about the increase in injuries from the previous year to the last 30 days. Ms. Bingham said it was rugby and that there is also an A.S. trainer available to see students. She commented that athletes may be in good physical shape, but when beginning a new sport and if they are not properly trained, it can result in more injuries.

Motion passed 13-0-0.

C. Retirement Plan Investment Line Up Addition

Motion from the Retirement Plan Committee to approve the addition of Vanguard Explorer ADM fund to the 403(b) and pension retirement plan investment lineup.

Vice Chair Khan said the Vanguard name is highly respected in the retirement investment community. The Vanguard explorer ADM fund commenced operations in 1967. It has assets totaling \$12.4 billion with a management team that has been in place for approximately 21 years. It has a solid average 10-year FI360 score and it has earned respectable returns when compared to its peer group.

Motion passed 13-0-0.

D. Second Quarter (6&6) Budget Report

Motion from the Finance Committee to approve the 2014-15 Second Quarter Budget Report.

Director Varela addressed the board and proceeded to present the second quarter budget report. She said the report reflects financial operations for the six month period ended December 31, 2014. The optimal operating range is 50% of the yearly budget although operating limits from 45% to 55% are acceptable. The percentage for any particular revenue or expense category is computed by taking the actual revenue or expenditure amount and dividing it by the revised budget amount for that category. The percentage indicates the total amount of revenue received or the total amount of expenditures incurred (when compared to the revised budget) for any particular period.

Revenue

All revenue generating areas are currently operating at a combined 50.2% to budget. The total revenue budget decreased by \$15,948 during the second quarter when compared to the first quarter revised budget.

Rental Income (Subleases, Room, Equipment) – Although this category is within the operating range, the revenue budget in the USU Reservations & Events department was decreased by \$76,998 (\$18,500 increase in Rental Income – Equipment offset by a decrease of \$95,498 in Rental Income for meeting rooms).

The budget for Rental Income – Equipment increased by \$18,500 because campus departments and off-campus groups who made reservations that were requested prior to May 02, 2014 (for meetings taking place in 2014-15) continued to pay the 2013-14 room equipment rental rates. In addition, clients are simply renting more equipment than anticipated.

The budget for **Rental Income for meeting rooms** decreased by \$95,498 for the following reasons:

1. The revenue budget for the Intensive English Program (IEP) was estimated at \$45.00 per reservation. However, the actual IEP revenue per reservation is only \$24.00. The budget assumption was that IEP would be allocated space in the East Conference Center (\$45.00 per reservation), but they were actually allocated space in rooms that generate only \$24.00 per reservation.
2. In some cases, the room rental rate used to compute the revenue budget from campus departments was higher than the approved room rental rate for campus departments. Some of the rates were adjusted after the budget was submitted. In one case, an incorrect room rate for the budget was used.
3. The Red Ring Courts in the Student Recreation Center were closed causing a negative impact to revenue.

The positive news is that the actual revenue of \$155,691 (as of 12/31/2014) is mostly in alignment with the prior fiscal year's actual revenue of \$145,308 (as of 12/31/2013) even though the budget was computed incorrectly.

Summer Camp – the revenue budget for this category was decreased by \$17,500 because the Summer Academic Program for Elementary School Students (SAPESS) program was reduced from six weeks to five weeks.

SRC-Related Income –SRC- Related Income is composed of income from intramurals, fitness programs, memberships, guest passes, pool passes, and swim lessons. The majority of the increase in income was derived from an increase in memberships.

This category is above the optimal range due to deferred revenue carried over from the prior fiscal year as well as an increase in sales (mostly from memberships). Additionally, since the SRC Fee Contributor membership category was discontinued, members who previously paid the discounted rate (\$81) now pay a higher rate (\$130 alumni/ \$163 faculty staff). At the end of fall 2013 semester, the SRC had 28,840 members and at the end of fall 2014 semester, the SRC had 30,915 members (an increase of 2,075 members).

Interest Income – please reference the Investment Summary section of this report.

Miscellaneous Income - this category is above the optimal range because all anticipated income has been received as of 12/31/2014.

Expenditures

Overall expenditures are operating at 47.5% to budget. Salaries & Benefits are at 50.4% to budget and operating expenses are at 43.1% to budget. Total budgeted expenses decreased by \$89,463 when compared to the first quarter revised budget.

Staff Salaries – the budget for this category was reduced \$36,089:

1. The USU Events departments transferred \$13,860 to the hourly wages category account to hire a temporary events supervisor in the absence of the current events supervisor.
2. The Computer Labs department reduced staff salaries by \$7,025 due to the vacancy in the coordinator, computer labs position.
3. The Technology Support Services (TSS) department reduced staff salaries by \$6,007 due to the vacancy in the TSS Coordinator position.
4. The Maintenance department transferred \$9,197 of salary savings from the vacancy in the Assistant Director, Facilities Maintenance position to the Repairs and Maintenance category for various repairs and supplies purchases.

Hourly Wages – The budget for this category was increased by \$13,860 to hire a temporary events supervisor while the current events supervisor is on leave of absence.

Travel - the budget for this category is only 24.0% although it is expected to be in the optimal range by fiscal year end as travel to major conferences (AOA, NIRSA, and ACUI) conferences take place during the spring semester.

Repairs and Maintenance – the budget for this category was increased by \$32,883 to fund some of the following maintenance projects:

- Window replacement
- Shower floor repair
- Sewer line camera
- Door locks and door parts
- Carpet

Reserves - the Reserves expense category is composed of administrative contingencies and unallocated working capital reserves. Administrative contingencies are within the optimal range (45.3%). However, unallocated working capital reserves are zero (0%) percent to budget. The budget balance available for working capital reserves is \$330,277.

Fees and Charges – this category is below the optimal range but it is expected that all funds will be in the operating range by year-end. Merchant fees will increase as Sunny Days Camp and spring semester SRC memberships are paid for with credit cards.

Grant and Scholarships – this category is above the optimal range because graduate assistant tuition reimbursement for the spring semester was paid in December 2014.

Expendable Equipment – this category is below the optimal range, but it is expected to be in the optimal range by fiscal year end. A \$38,000 purchase of expendable furniture by the USU Reservations & Events department took place in January 2015.

Statement of Changes in Financial Position

Category	Actual 12/31/2014	Audited 6/30/2014
General Ledger Cash	1,232,797	2,534,028
Accounts Receivable, Net	1,721,213	42,118
Deferred Revenues	0	250,886
Post Employment Benefits	1,319,430	1,115,791
Net Assets	1,078,395	6,439,016

- Cash decreased because the December student fee invoice for \$931,482 was not paid until January;
- Accounts Receivable increased significantly because (1) the December student fee invoice for \$931,482 was not paid until January and (2) a wire transfer of \$550,000 initiated from American Century in December was not posted to the Wells Fargo bank account until January.
- Deferred revenue is zero because Sunny Days Camp fees collected in advance in June for July and August were converted into revenue during the first quarter.

- Post-employment benefits increases monthly until utilized.
- Net assets were reduced due to the June 2014 transfer of \$6.5 million to the USU Repair & Replacement fund administered by the campus.

Investment Summary

The USU has earned only \$155 as a result of an ultra-low interest rate environment for investments that offer safety of principal and immediate liquidity which, according to the USU investment policy, takes priority over the rate of return.

Another reason for the low interest earnings is that the average cash balance on hand is several million dollars lower than at this same time one year ago. In June 2014, the USU transferred \$6.5 million from its operating fund to its revenue fund in order to earn higher rates of return.

Reserves

A total of \$47,626 of working capital reserves was transferred to the operating budget during the second quarter.

The expenditures included the following:

- Wages for temporary positions (Administration department)
- Additional program review fees

A total of \$105,822 of designated reserves was transferred to the operating budget during the second quarter. The expenditures included the following:

- Salary reclassifications
- General salary increases
- Payroll taxes - general salary increases

Capital Outlay

There were no capital outlay expenditures during the second quarter. The following is the latest update on pending capital outlay projects:

1. Visix Digital Signage Software – this software has proven to be cumbersome with many bugs and crashes. The decision was made to replace Visix with Rise, a user-friendly digital signage solution that works well in the USU environment. There is no cost to the USU because it is an open marketplace where vendors advertise their products. The \$10,580 allocation will not be utilized.
2. Hyperion Budget Preparation Software – this purchase will not take place this fiscal year. Therefore, the \$78,750 allocation will not be utilized this fiscal year.
3. Northridge Center Camera Package – this package will be included in the overall scope of the Northridge Center Renovation that will take place next fiscal year. The \$23,852 allocation will not be utilized this fiscal year.
4. Data Storage Unit – the final decision to purchase this unit will be completed in March 2015.
5. Northridge Center Lecture Capture Server -this server will be included in the overall scope of the Northridge Center Renovation that will take place next fiscal year. The \$6,293 allocation will not be utilized this fiscal year.

Work Study

The USU has received \$39,202 and expended \$11,566 leaving a balance of \$27,636 to expend.

Projected Surplus

Overall, the net surplus is projected to be \$116,035 compared to the actual \$418,152. The principal reason for the difference between the actual surplus and the budget surplus is the \$330,277 working capital reserves which have not been expended.

Discussion ensued and Director Thompson asked why the purchase of the Hyperion Software would not take place in this year. Joe Illuminate, Associate Director, Finance & Business Services, said that the initiative is campus driven and we follow the campus. Director Eichten said all the auxiliaries are looking at Hyperion because it is compatible with PeopleSoft.

Director Eichten also inquired if it is normal that the campus pay student fee invoices beyond terms. J. Illuminate responded that it is not normal for the campus to pay invoices past the due date. In this particular case, the invoice was lost in the campus mail.

J. Illuminate responded to an inquiry by Director Thompson that if the allotted amount of work study funds is not spent, the unspent funds are transferred to miscellaneous income.

Motion passed 13-0-0.

E. Shake Smart Concept

Motion from the Facilities & Commercial Services Committee to allocate \$30,000 to connect sewer and water to the USU kiosk and approve The University Corporation and Shake Smart to renovate the space for a Shake Smart foodservice concept.

Director Winkler said that currently there is no dedicated USU foodservice concept that provides pre/post workout nutrition and healthy to-go snacks for SRC members, or the CSUN community-at-large. SRC survey results from 2013 and 2014 demonstrated a desire by CSUN students for such products in the USU. Recently, a foodservice concept called Shake Smart, a company that specializes in protein shakes, reached out to the USU and The University Corporation (TUC) about the possibility of bringing the concept to CSUN, specifically looking for a space near the SRC.

Funding would be from the 2014-2015 Operating Budget (working capital reserves and/or administrative contingency) of \$30,000 to connect water and sewer to the USU kiosk. If the space is made available, the USU would be responsible for connecting utilities (data, power, sewer, water) into the space. TUC and Shake Smart will absorb all other costs to build out the space, including but not limited to: architect/engineering designs, plan check, Los Angeles County Health approval, construction, etc.

USU revenue will increase slightly from the TUC foodservice commission received from locations campus wide. Shake Smart projects annual sales of \$573,965. A more conservative projection is \$250,000 in annual sales, based on capturing 5% of daily SRC visitors plus CSUN community walking by the location. Based on this projection, USU revenue from the Shake Smart operation would be \$1,200 annually [(\$250,000 Total Shake Smart Annual Sales X 1.5% Foodservice Commission) X 32% USU Share of Foodservice Commission = \$1,200]. As a comparison, Juice It Up and the USU Freudian Sip gross annual sales of \$250,000 and \$285,000, respectively.

Director Wheaton asked for clarification regarding the menu and, whether it would be the same as the menu at San Diego State University. Jeremy Hamlett, Commercial Services Manager, said that Shake Smart is owned by former San Diego State students and he felt they would be open to suggestions. No rent is currently being charged for the space as it is too small to rent out and there is no water or sewer system in place.

Motion passed 13-0-0.

F. Games Room Upgrade

Motion from the Facilities & Commercial Services Committee to allocate \$130,000 to upgrade the Games Room area to include a TUC foodservice concept, enhanced programing and lounge space, expanded services, and an aesthetic that appeals to students.

Director Winkler said the flooring in the Games Room area is outdated, the furniture is worn and/or broken and the color scheme does not match CSUN colors or spirit. Furthermore, with increased programming like Laugh Your Class Off and Neon Nights, there is a need for enhanced stage lighting and segmented lighting throughout the space to accommodate late night programing in the space. The addition of a foodservice concept would also improve the space and make it more of a destination for the CSUN community.

The fiscal impact will include funding from the 2014-2015 Operating Budget (operating reserves contingency) for an initial fee of \$10,000 with LPA Architects to assess feasibility. Funding from the 2015-2016 Capital Outlay would include \$50,000-\$70,000 for upgrades in the gaming space including: lighting, painting, flooring and furniture and \$30,000-\$50,000 for upgrades to the foodservice space including: infrastructure required for fixture and equipment installation (i.e. electrical, plumbing, gas, etc.). These price ranges include estimates and contingencies until hard costs can be determined from the LPA feasibility study.

Directors discussed the type of food being considered and J. Hamlett said that the menu will include snacks, pizza, pretzels, sandwiches, etc. TUC operated the space as a foodservice location during The Pub remodel in the mid-2000's, and the entire infrastructure needed is still available to utilize. The Games Room foodservice option would not compete with The Pub so the hours for the Games Room foodservice offerings will begin at 2:00 p.m. and end at 12:00 a.m. The Marketing Department has a budget to work on signage. Groups, clubs and organizations will be able to continue to reserve the Games Room.

Motion passed 13-0-0.

XIII. Discussion Items

A. Soul Pancake-Rainn Wilson Lecture/Passive Engagement Program

Chair Martinez-Ramirez said that the order of the discussion items would be changed. The board will review Discussion Item C first, Discussion Item D second, and then Discussion Items A and B.

Shanell Tyus, Manager, USU Events, spoke to the board about the upcoming event "SoulPancake." She said Rainn Wilson's presentation will be based on his book by the same name. It will take place at the Valley Performing Arts Center on Tuesday, March 3 at 5:00 p.m. Wilson is the co-creator of SoulPancake spanning the web, video, print

and live events. He is formerly of The Office, a long-running T.V. series; he has been in movies and is currently starring in a new T.V. series. Mr. Wilson will be signing 30 books to be given away. The price of the book is \$20.00. The VPAC seats 1,600 and 920 tickets have already been distributed. There will be a ball pit in the lobby and hors d'oeuvres will be served after the presentation. Everyone should spread the word.

B. USU's Inclusive Language Campaign

Director Kietzman left at 2:40 p.m.

Shanell Tyus and Samantha Simmonds, Events Assistant, proceeded with the Inclusive Language Campaign presentation. It is a movement geared at challenging students to think before they speak and to consider the language they use. The goal is to challenge the everyday, casual speech that student's use that can be viewed as demeaning or offensive. We want to stress the importance of the power of language and encourage students to speak more inclusively. While we hope to eradicate certain words or phrases from our everyday language, we hope to provide students with alternative language that they can use that is neither offensive nor disrespectful towards a target audience.

Director Gross left at 2:49 p.m.

Board members shared and said they were excited to begin speaking in an inclusive manner, and also that an individual's pattern of speech can be challenging to change.

C. Elections Review

Directors Hammond and Thompson left at 2:56 p.m.

Chair Martinez-Ramirez introduced Nilo Hamed, Special Services Assistant, for the Administration Department. Ms. Hamed proceeded with her Elections presentation and said that the election application filing period will close on March 9, 2015 at 5:00 p.m. There will be a mandatory candidate's meeting on March 10 from 5:00 – 7:00 p.m. in the Van Nuys conference room. There is additional information on the USU Web site at: www.csun.edu/usu/elections. Ms. Hamed reviewed recruitment strategies, talking points, and the requirements to run in the election. She showed the board how to find a Giveaway Request form to be submitted to the Marketing Department when giveaways are needed, such as tote bags, pens, highlighters, etc.

Directors Winkler, Bynum and Eichten left at 3:01 p.m.

D. USU BOD Goals – Update

Chair Martinez-Ramirez proceeded to update the board on its goals.

1. The USU BOD will increase awareness about USU Programs and Services with support from the USU staff.
 - a. The board has conducted presentations to multiple classes to inform classmates about USU programs and services.
2. The USU BOD will increase their visibility and accountability.
 - a. The board has increased its visibility both inside and outside the USU by participating in many events. The board volunteered at Matafest, held a Meet and Greet with USU staff, traveled alongside student assistants to the ACUI Region I conference at La Verne University, and the NIRSA Region VI conference in Oregon. They have participated in trainings for all students including Equality vs. Equity, have joined the elections committee, and have submitted their performance picks for the VPAC's Community Picks initiative.
3. The USU BOD will assist in the completion of the USU's Program Review.
 - a. Board members have assisted various subcommittees in collecting, reviewing and assessing evidence and have served in the Internal Review Team that reviewed the self-assessments for each subcommittee. The entire board also met with the External Review Team to discuss the role of the board, USU programs and services and the future of the USU.
4. The USU BOD will assist in the assessment of the student body's utilization of space for student programs and services, lounge and study space, conference and meeting space, and storage space and recommend how to meet current and future needs.
 - a. The Chair and Vice Chair had an initial walk-through and meeting with the Executive Director to discuss the current condition of USU facilities and to determine needed renovations and future projects.

5. The USU BOD will continue to assist in the development and design of the Wellness Center.
 - a. At the November board meeting, additional funding was approved for the completion of the Wellness Center. The board also assisted by providing feedback on the naming process for The Oasis and the logo.
6. The USU BOD will assist in the monitoring and updating of the Long Term Financial Plan. (Timeline May 2015).
 - a. The board has assisted in the monitoring of the Long Term Financial Plan and factors that will impact it such as the additional funding for The Oasis and the Healthy Workplaces Healthy Families Act (AB 1522).

Director Sherrill left at 3:20 p.m.

XIV. Announcements

- Chair Martinez-Ramirez reminded the board again about Elections and the SoulPancake event.

XIV. Adjournment

The meeting was adjourned by Chair Martinez-Ramirez at 3:25 p.m.

Respectfully submitted by,

Debra L. Hammond,
Executive Director