

**UNIVERSITY STUDENT UNION, INC.
CALIFORNIA STATE UNIVERSITY, NORTHRIDGE
BOARD OF DIRECTORS
AUGUST 26, 2013
MINUTES**

I. Call to Order

The regular meeting of the USU BOD was called to order at 12:33 p.m. by Chair Collin Johnson.

II. Roll Call

<u>Present</u>	<u>Absent</u>	<u>Staff</u>	<u>Guests</u>
Shelley Ruelas-Bischoff	Ivor Weiner	Jimmy Francis	Joseline Cubas
Tiffany Castellanos		Kristie Godfrey	Taylor Cubas
Sharon Eichten (<i>left at 1:24 p.m.</i>)		Jeremy Hamlett	Tyler Gainham
Jorge Guzman		Joe Illuminate	David O'Neill
Debra Hammond		Sharon Kinard	
Collin Johnson		Kingson Leung	
Jaclyn Kietzman (<i>arrived at 12:35 p.m.</i>)		Samantha Liu	
Diana Madueno		Carol Nardini	
Gavan Rathje		Jonathan Navarro	
David O'Neill (<i>left at 2:24 p.m.</i>)		Kristen Pichler	
Nicole Riley (<i>left at 1:50 p.m.</i>)		Jack Raab	
Tonee Sherrill (<i>left at 2:23 p.m.</i>)			
Demontae Thompson			
Perlita Varela			
Christopher Woolett (<i>left at 2:10 p.m.</i>)			

III. Approval of Agenda

M/S/P (N. Riley/G. Rathje) Motion to approve the agenda of August 26, 2013.

Motion passed 11-0-0.

Director Keitzman arrived at 12:35 p.m.

IV. Approval of Minutes

M/S/P (P. Varela/T. Castellanos) Motion to approve the minutes dated July 22, 2013.

Motion passed 11-1-0.

V. Open Forum

None.

VI. Chair's Report

Chair Johnson read from his report and said he hopes everyone is excited to back on campus. Director el-Zaatari resigned from the board and there is now a vacancy. Director Rathje interviewed for the Personnel Chair position. Johnson said he had a strong interview and the board will vote on this issue today. The President's Picnic is August 28 from 11:00 to 1:30 p.m. and also from 5:00 to 7:00 p.m. The ACUI and NIRSA conferences will take place in November. Both are leadership opportunities offered by the USU and student board members were encouraged to apply. Johnson asked Director Thompson to say a few words about his experience at a conference he attended during the summer.

Director Thompson apologized for missing the July meeting. He attended ACUI's I-Lead conference for a week at the University of La Verne. Director Madueno also attended. Thompson said it was an amazing learning experience. He read a quote to the board: "It is not true that people stop pursuing dreams because they grow old,

they grow old because they stop pursuing dreams.” He thanked Director Hammond and Sharon Kinard, Manager, Administration & Communication, for all their help and support.

Director Johnson said that the Chancellor will be at CSUN on September 9 and will attend the A.S. Senate meeting in the morning and tour the USU and SRC in the afternoon.

VII. Vice Chair’s Report

Vice Chair Varela read from her report and said that she and Director Madueno attended CSUnity at Cal State Los Angeles recently and said it was a wonderful experience. She met many people from all 23 Cal State Universities who hold similar positions at their student unions and government offices. She attended a session where people had a chance to talk about problems they have at their jobs. Someone said they have trouble with their marketing department and Varela was proud to share about how great our Marketing Department is and also that CSUN is wonderful. She will attend a telephone conference meeting with the USU’s attorney regarding changes to the Bylaws. The Bylaws will be on the board’s agenda in September. She is also Chair of the Retirement Plan Committee and they are currently reviewing two potential insurance providers. Matafest is Thursday and she encouraged everyone to come out and support the event.

VIII. Executive Director’s Report

Director Hammond said that the Chancellor’s Office issued long-term Systemwide Revenue Bonds to refinance bonds for the USU Phase II Project which includes the Sol Center, Freudian Sip and Mercantile Exchange. The total in projected savings is \$211,450 over a period of 14 years (approximately \$15,104 per year). The USU auditors completed their field work at the end of July and we received a draft of the report recently. This will be the ninth year in a row where there have been no audit findings. She extended her thanks to Joe Illuminate, Associate Director, Finance and Business Services, and also Jonathan Navarro, Accounting Manager, who have been good stewards over the years. Jimmy Francis, SRC Director, will serve as Program Committee co-chair for the Region VI conference of the National Intramural-Recreational Sports Association (NIRSA) to be held in November at UCLA. The SRC has completed the conversion of Matty’s Kids Club into the new Intramurals Office. There had been low usage of the area since the facility opened. Student Summit was themed around a book entitled “Generation WTF” (wise, tenacious, and fearless). If anyone is interested in reading the book, they should contact Joseline Cubas, Graduate Assistant, for the Board of Directors.

IX. A.S. Report

Mr. Woolett reported that Talar Alexanian attended her first meeting as a Board of Trustees member. At the Board of Trustee’s meeting, the Chancellor committed to introducing a new program called “Aware Awake Alive” which is an alcohol poisoning awareness program to all 23 campuses. The program is a critical tool for identifying and acting on the symptoms of alcohol poisoning. Woolett said that he attended a meeting with Hilary Baker, Vice President of Information Technology & CIO. Topics discussed included the CSUN mobile app which has many features including access to Moodle, and can add/drop classes. MyCUSNbox has 5GB of storage and was funded by Campus Quality Fee. Its features include a free download of Microsoft Office. Lynda.csun.edu – is a video training program on-line. Woolett attended the CSUnity conference at Cal State Los Angeles. The first A.S. Senate meeting of the semester was earlier today. Woolett invited the student board to sit with the Associated Students’ Senate on Monday, September 9 from 9:00 a.m. to 11:00 a.m. to talk with the Chancellor of the CSU. He will encourage his senators to attend a board meeting. USU board members are always invited to attend any of the A.S. Senate meetings.

X. Committee Reports

- Facilities & Commercial Services Committee – Chair Diana Madueno she has no report at this time.
- Finance Committee – Chair Demontae Thompson said that the meetings have been scheduled and the first one is September 20. Sven Saaretalu and Breanne Acio are long-standing members and will graduate in the fall. Student recruitment is needed. Thompson thanked Joe Illuminate, Associate Director, Finance and Business Services, for supporting his internship with Wells Fargo and sending Thompson information which was very helpful.
- Personnel Committee – Chair Gavan Rathje is very excited for the opportunity to chair this committee. His major is in psychology. Rathje said that his good friend, Myles Adkins, former Chair of the Personnel Committee, said this would be very beneficial for his major.

XI. Action Items

A. Board Appointment

M/S/P (T. Castellanos/N. Riley) Motion to approve the appointment of David O’Neill, a student board member, whose term will end June 2015.

Vice Chair Varela said that O'Neill gave a strong interview and he was a member of the Finance Committee last year.

Motion passed 12-0-0.

Director O'Neill then joined the board at the table.

B. Audit Committee Appointment

M/S/P (N. Riley/P. Varela) Motion to approve Taylor Cubas, as a student member of the Audit Committee.

Director Varela said that Taylor gave a good interview, she has a background in accounting and that she will be a perfect fit. She currently works for Business Services at the USU.

Motion passed 13-0-0.

C. Committee Chair Appointment

M/S/P (T. Castellanos/J. Guzman) Motion to approve the appointment of Gavan Rathje, as Chair of the Personnel Committee. The term is effective immediately.

Director Castellanos said that she served on the Personnel Committee last year along with Rathe. He was always prepared and was a strong contributor at the meetings.

Motion passed 13-0-0.

XII.

Discussion Items

A. Study and Lounge Space Furniture & Fabrics

Jack Raab, Associate Director, Operations and Services, addressed the board and said that last year, the Facilities and Commercial Services Committee explored new furniture for the Sol Center Lobby, study areas and the proposed Technology Lounge. The decision was made to postpone the development of the Technology Lounge until the Oviatt Collaborative Lounge had been completed. The board approved the recommendation to proceed with the purchase of the new furniture for the Sol Center lobby and student areas. The expenditure was in the amount of \$106,000. The order was placed and delivery and installation is expected September 4, 2013. Jack brought pictures of the furniture which he showed to the board. He said if anyone had questions, he would stay after the meeting to answer them.

Director Eichten left at 1:24 p.m.

B. Wellness Center Presentation

Director Hammond and Kingson Leung, Coordinator, Special Initiatives, proceeded with a PowerPoint presentation on the Wellness Center. Hammond mentioned that Directors Riley and O'Neill are on the Wellness Committee.

Director Riley left at 1:50 p.m.

After the presentation, Hammond said that it would be sent to the board after the meeting. Hammond and Leung then fielded questions from the board. There was a question about how early/ late the Center would be opened. Hammond said that the SRC is now open later in the evening and also Subway has extended their hours and she anticipates that the Wellness Center will do the same.

Director Ruelas-Bischoff thanked Director Hammond and Kingson for their presentation. She said that they made the same presentation to the President's Cabinet who were very impressed and excited saying it will be a great asset to the campus. The Student Health Center (SHC), Health and Human Development (HHD), and University Counseling Services (UCS) are also partners in the development of the Center.

Director Woolett left at 2:10 p.m.

C. Board of Directors Goal Development Process

Jimmy Francis, Student Recreation Center (SRC) Director, then engaged the board in the goal development process. He had them break into groups and brainstorm ideas regarding the USU's Mission Statement. The following ideas were written down:

Engaging, Energetic and Inclusive Program:

- Lounge room
 - Pop culture
 - Music
 - Atmosphere

- New incentives for clubs to attend athletic events
- Giving points for going to athletic events – redeem for CSUN spirit merchandise
- Increase awareness and benefit of USU brand and committee meetings

Help Students Achieve Educational Goals:

- Facilitate design and open of Technology or Innovation lab
- Student advisement cooperation
- More tutoring programs housed in the USU

Meaningful Employment and Leadership Experiences:

- Student leadership conference sponsored by the USU
- Mentorship program

Develop/Strengthen Connection to Campus Community:

- Increase partnership with Athletics
- Increase awareness of athletic events

Innovative Technologies, Facilities, and Services:

- Geronimo's here on campus as well
- Better use of patio behind the Pub

Jimmy then asked the board to work with their teams and brainstorm the Why, How, Who, Pros and Cons factors. The board wrote on sticky notes and placed the following on the white board:

Athletic Awareness/Engagement:

Why –

- Generate school spirit
- Fulfill USU mission (deepen connection to CSUN)
- Assist with President's priorities
- Engage students in campus matriculation - graduation
- Student ownership of campus
- Prospective student recruitment

How –

- Add something to CSUN mobile App to keep track of events attended
- Incentives to individuals and student groups (clubs)
- Add "game schedule" notification to CSUN mobile App
- Poster boards in SRC
- Players wear uniforms around school

Who –

- MIC
- USU Staff
- USU Marketing
- Athletic Department
- Club/Orgs
- Intramurals
- USU
- AS
- Athletics
- Alumni
- Inviting local high school teams to watch games

Pros –

- Student involvement
- Increase school spirit
- Increase in participation
- Increase in awareness
- Increase in greater engagement with clubs
- Generate more revenue
- Community engagement outside
- Create bridge between high school players to world of athletics
- To further engage the clubs and organizations with the athletic community

Cons –

- Budget costs
- Lack of engagement (commuter campus)

- So many years students have not been engaged

Director Sherrill left at 2:23 p.m.

Director O'Neill left at 2:24 p.m.

Jimmy thanked the board for their participation and said that they now can develop their own goals.

XIV. Announcements

- Joseline Cubas passed out flyers to the board regarding Laugh Your Class Off, Espressions, Karaoke Nights, Matafest and the Rainbow Reception.
- Joseline Cubas reminded the board to visit their mailboxes on the first floor of the Sol Center in the Matador Involvement Center (MIC).

XV. Adjournment

The meeting was adjourned by Chair Johnson at 2:39 p.m.

Respectfully submitted by,

Debra L. Hammond,
Executive Director