

**UNIVERSITY STUDENT UNION
CALIFORNIA STATE UNIVERSITY, NORTHRIDGE
BOARD OF DIRECTORS
GRAND SALON
SEPTEMBER 22, 2014
MINUTES**

I. Call to Order

The regular meeting of the USU BOD was called to order at 1:05 p.m. by Chair Martinez-Ramirez.

II. Roll Call

Director Hammond said that Directors Ruelas-Bischoff and Eichten are currently attending the open forum on Student Success Fees and should be at this meeting soon.

Present	Absent	Staff	Guests
Amber Bynum	Shelley Ruelas-Bischoff	Patrina Croisdale	David Haygood
Sharon Eichten (<i>arrived at 1:23 p.m.</i>)		Jimmy Francis	
Barbara Gross		Jeremy Hamlett	
Jorge Guzman		Joe Illuminate	
Debra Hammond		Chris Jensen	
Shahtaj Khan		Shannon Krajewski	
Jaclyn Kietzman		Kingson Leung	
Jesus Martinez-Ramirez		Carol Nardini	
Josue Najera		Jonathan Navarro	
David O'Neill		Kristen Pichler	
Jorge Reyes (<i>A.S. Designee</i>)		Jack Raab	
Tonee Sherrill		Allison Smith	
Demontae Thompson			
Perlita Varela			
Asia Wheaton			
Karina Winkler			

III. Approval of Agenda

M/S/P (P. Varela/J. Guzman) Motion to approve the agenda of September 22, 2014.

Motion passed 13-0-0.

IV. Approval of Minutes

M/S/P (S. Khan/A. Bynum) Motion to approve the minutes dated August 25, 2014.

Chair Martinez-Ramirez noted a change on page two of the minutes under the A.S. Report. The third sentence says: *"She attended the CSUnity Conference at CSU San Marcos ..."* The sentence will now read: *"She attended the CSUnity Conference at CSU Sonoma State"*

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 five board members volunteered at Matafest. Over 140 students learned about the USU BOD and 13 of those students have filled out committee applications. Matador Nights was a great event as was evidenced by all the hard work done by the USU staff and student volunteers. Board members attended a Pride Center training session recently. Committee member training will take place Thursday October 2. Board members wished Directors O'Neill and Varela a happy birthday. Director Gross said her birthday was yesterday and Director Sherrill said his birthday is Friday. There are many birthdays in the month of September.

VII. Action Items

A. 2013-14 Audit Report (Time Certain: 1:15 p.m.)

Motion from the Audit Committee to accept the fiscal year-end 2013-14 USU Financial Audit Report prepared by NSBN LLP.

Joe Illuminate, Associate Director, Finance and Business Services, introduced David Haygood, Senior Audit Manager, NSBN, LLP.

NSBN has issued an unmodified opinion which is the best opinion an audit firm can issue to a client. An unmodified opinion means the financial statements present fairly, in all material respects, the financial condition of the University Student Union for the fiscal year ended June 30, 2014 in accordance with accounting principles generally accepted in the United States.

Mr. Haygood addressed the board and said that when auditors and clients work well together, there are no surprises. He thanked Joe, Jonathan Navarro, Accounting Manager, and Director Hammond for their hard work during the auditing process. It is a testament to the management of the USU that there were no findings. He said he hopes that this relationship can continue. NSBN expects to file the report with the IRS on November 14; there is no need to file an extension this year.

Director Hammond thanked Mr. Haygood saying it is wonderful to have a strong relationship with NSBN. This is the eleventh year in a row without comments. She thanked Joe's staff and hopes that we can keep NSBN as the USU's auditors.

Director Eichten arrived at 1:23 p.m.

There was no further discussion.

Motion passed 14-0-0.

VIII. Executive Director's Report

Director Hammond said that the enrollment of over 40,000 students this year has made a huge difference to the USU. Our facilities are used all the time; over 5,000 people were in the SRC in a single day last week. The Computer Lab and Games Room are much busier. The program at the Veterans Resource Center is getting a lot of positive feedback. USU Events provided a Ball Pit for the Welcome to Wellness Event on September 17. Students had to engage in less small talk and more "smart talk." They had to remain in the ball pit until they found something in common with the other person. The Computer Lab completed two new projects regarding workstations: a Web guide to allow students to view the number of available computers through the USU Web site, and also a window display lets students view the number of available computers before they enter the Computer Lab.

Director Eichten said that by next spring, students using computer labs in the colleges will have a quota of free printing in the amount of \$10 per semester with ability to add more value if they so choose. That should take some of the pressure off of the USU Computer Lab.

IX. A.S. Report

Jorge Reyes, Chief of Staff, Associated Students (A.S.), said Talar Alexanian is attending the Student Success Fee open forum and cannot be here. Reyes said that A.S. President Zaich and Vice President Alexanian met with Dr. William Watkins, Vice President for Student Affairs, Dean of Students, to discuss the sexual assault prevention committee. Zaich and Alexanian attended the CleanTech LA Incubator launch event last Tuesday at the Valley Performing Arts Center (VPAC). CleanTech LA serves as a nonprofit hub for a coalition of education and business entities dedicated to "clean energy" for the Greater Los Angeles area. The event celebrated CleanTech LA's new satellite office on campus. National Voter Registration Day is tomorrow, September 23. For more information, please visit the site at castudentvote.org. Associated Students welcomed Patrick Bailey to the A.S. family. Mr. Bailey is the new Director of the Office of Student Involvement and Development and he is the new A.S. University advisor.

X. Committee Reports

- Facilities & Commercial Services: Chair Karina Winkler said that they are reviewing applications and conducting interviews.
- Finance Committee: Chair Perlita Varela said the first Finance Committee meeting was held last Friday. They talked about goals. They still need two more members. The committee's next meeting is October 3, at 2:15 p.m.
- Personnel Committee: Chair Amber Bynum said they are reviewing applications and interviewing.

Director Thompson said he can help get the word out if any of the Committee Chairs need more student committee members.

XI. Action Items (continued)

B. Approval of BOD Goals 2014-15

Chair Martinez-Ramirez passed out copies of the board's goals. He read through each goal as follows:

1. The USU BOD will increase awareness about USU Programs and Services with support from the staff.

METHODOLOGY:

- ❖ Conducting presentations on the USU Programs and Services to:
 - Academic classes
 - Student clubs and organizations
 - University 100 classes
 - Students living in housing
 - Different stakeholders on campus
- ❖ Tabling and outreaching during multiple events throughout the year
- ❖ Using social media to inform the student body about the USU programs and services by:
 - Inviting friends to follow the USU on social media
 - Posting information in CSUN group pages
 - Invite students to USU events
- ❖ Assisting to increase the number of students that:
 - Follow the USU through social media
 - Subscribe to the USU's email list

ASSESSMENT:

- ❖ The BOD will keep track of the number of presentations conducted
- ❖ The BOD in conjunction with staff will conduct an assessment on USU programs and services during the student body election to measure the student body's level of awareness about programs and services

2. The USU BOD will increase their visibility and accountability.

METHODOLOGY:

- ❖ Attending and/or volunteering during multiple USU events including:
 - Student Summit
 - Matador Nights
 - Carnaval
 - Pride Center events
 - Veterans Resource Center events
 - Games Room events
 - SRC events
 - Red Rally Events
- ❖ Attending and/or volunteering during multiple external events including:
 - Athletics games
 - VPAC performances
 - ACUI conferences and/or events
 - University events
 - Associated Students events
- ❖ Collaborating with Marketing to increase media coverage from the Daily Sundial
- ❖ Seeking to increase the number of students that attend board meetings

ASSESSMENT:

- ❖ As part of the student body elections, the USU BOD will measure the level of awareness of the student body regarding the BOD
- ❖ The BOD will also assist in keeping records and analyzing the number of guests during BOD meetings

3. The USU BOD will assist in the completion of the USU's Program Review.

- ❖ Assisting and participating when feasible in Program Review subcommittees, and on-site interviews

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.

5. The USU BOD will assist in the professional development of students and student assistants by seeking to provide or support attendance to events designed to enhance personal and professional growth.

6. The USU BOD will continue to assist in the development and design of the Wellness Center.

- ❖ Monitoring the design and construction process
- ❖ Assigning a BOD member to serve on the Wellness Center Committee
- ❖ Financially supporting the operation of the center

7. The USU BOD will assist in the monitoring and updating of the Long Term Financial Plan.

It is expected that student board members will devote at least three hours per month to fulfill the board's goals for the year.

Discussion ensued and board members commented on the goals. It was said that there was no methodology for Goal Nos. 4 and 5. The board has always done Goal No. 5, so why should it be a goal? Should some of the goals be sent to committees? The board should work on the goals as a team. How do they relate to the Strategic Priorities? Goal No. 7 is a Strategic Priority. Goal Nos. 5 and 6 are ongoing and can be managed by committee. It was suggested that the goals be reworded.

Director Hammond said the board needs to approve the concept of each goal, and then go back and assign specific board members and USU staff to work on each goal. Look at the whole goal and then decide.

M/S/P (D. Thompson/A. Bynum) called the question.

Motion passed 11-3-0.

M/S/F (D. Thompson/J. Najera) motion to approve the USU BOD Goals 2014-15, except Goal No. 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.”*

Discussion followed and deleting Goal No. 4 was discussed. Directors stated that the goal should not be removed and that it will be an issue for years to come. Committees will assist. Additional board members said they wanted Goal No. 4 to remain.

Motion failed 0-14-0.

M/S/P (T. Sherrill/P. Varela) motion to approve the USU BOD Goals 2014-15, except Goal No. 5: *“The USU BOD will assist in the professional development of students and student assistants by seeking to provide or support attendance to events designed to enhance personal and professional growth.”*

Comments included that other entities on campus already handle Goal No. 5 and that the USU consistently does this already. It is redundant. Make Goal No. 5 a Methodology of Goal No. 1. Staff are needed to support the board’s goals.

Motion passed 12-2-0.

The USU BOD Goals 2014-15 are as follows:

1. The USU BOD will increase awareness about USU Programs and Services with the support from the staff.

METHODOLOGY:

- ❖ Conducting presentations on the USU Programs and Services to:
 - Academic classes
 - Student clubs and organizations
 - University 100 classes
 - Students living in housing
 - Different stakeholders on campus
- ❖ Tabling and outreaching during multiple events throughout the year
- ❖ Using social media to inform the student body about the USU programs and services by:
 - Inviting friends to follow the USU on social media
 - Posting information in CSUN group pages
 - Invite students to USU events
- ❖ Assisting to increase the number of students that:
 - Follow the USU through social media
 - Subscribe to the USU’s email list

ASSESSMENT:

- ❖ The BOD will keep track of the number of presentations conducted
- ❖ The BOD in conjunction with staff will conduct an assessment on USU programs and services during the student body election to measure the student body’s level of awareness about programs and services

2. The USU BOD will increase their visibility and accountability.

METHODOLOGY:

- ❖ Attending and/or volunteering during multiple USU events including:
 - Student Summit
 - Matador Nights
 - Carnaval
 - Pride Center events
 - Veterans Resource Center events
 - Games Room events
 - SRC events
 - Red Rally Events

- ❖ Attending and/or volunteering during multiple external events including:
 - Athletics games
 - VPAC performances
 - ACUI conferences and/or events
 - University events
 - Associated Students events
- ❖ Collaborating with Marketing to increase media coverage from the Daily Sundial
- ❖ Seeking to increase the number of students that attend board meetings

ASSESSMENT:

- ❖ As part of the student body elections, the USU BOD will measure the level of awareness of the student body regarding the BOD
 - ❖ The BOD will also assist in keeping records and analyzing the number of guests during BOD meetings
3. **The USU BOD will assist in the completion of the USU’s Program Review.**
 - ❖ Assisting and participating when feasible in Program Review subcommittees, and on-site interviews
 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.**
 5. **The USU BOD will continue to assist in the development and design of the Wellness Center.**
 - ❖ Monitoring the design and construction process
 - ❖ Assigning a BOD member to serve on the Wellness Center Committee
 - ❖ Financially supporting the operation of the center
 6. **The USU BOD will assist in the monitoring and updating of the Long Term Financial Plan.**

Director Hammond noted that the goals will be placed in the regular goal format and will be presented to the Board at or before the next meeting.

XIII. Announcements

- Director Bynum said that Big Show is October 4 and said that A.S. needs volunteers. Please contact her for details. Big Show is almost sold out.
- Director Eichten said that the open forum on Student Success Fees was well attended. It was open mic and students, faculty, and staff from our campus as well as others, voiced their opinions and concerns. Most comments from our campus were positive. CSUN was one of three CSU campuses that hosted this event.
- Chair Martinez-Ramirez said that the Student Success Fees open forum was recorded and he will send a link. He told the board about an event scheduled for October 3 in the VPAC at 8:00 p.m. The artist’s name is Angelique Kidjo and if anyone wants to attend, please let him know. He will have tickets available next week.

XIV. Adjournment

The meeting was adjourned by Chair Martinez-Ramirez at 2:33 p.m.

Respectfully submitted by,

Debra L. Hammond,
Executive Director