

THE UNIVERSITY CORPORATION
Board of Directors
March 4, 2019

A meeting of The University Corporation Board of Directors was called to order by First Vice President Benedict Yaspelkis at 3:01 p.m. on Monday, March 4, 2019 in the Sierra Center Colleagues Room, California State University, Northridge. A quorum was present.

- Members Present:** Harvey Bookstein, Colin Donahue, Ronald Friedman, Carlos Fuentes, Hamid Johari, Sabrina Maglalang, Michael Phillips, Louis Rubino, Jerald Schutte, Benedict Yaspelkis
- Members Absent:** Stacey Aguila, Dianne Harrison, Rose Merida, Dave Moon, Beverly Ntagu, Zahraa Khuraibet,
- Staff Present:** Heather Cairns, Elizabeth Corrigan, Rick Evans, Tim Killops, Michael Lennon, Linda Turner, Karina Ward, Lih Wu
- Others Present:** Sue Duits, Ken Rosenthal, Carrie Saetermoe, Mary Clare Smithson, Catherine Kniazewycz
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ITEM I RESEARCH & SPONSORED PROGRAMS PRESENTATION

Executive Director, Rick Evans, introduced Dr. Carrie Saetermoe, a Professor of Psychology and Lead Principal Investigator of BUILD PODER. Dr. Saetermoe is also the Program Director of the project's Research Enrichment Core.

Dr. Saetermoe explained that BUILD PODER is a National Institutes of Health (NIH) program to train undergraduate students in biomedical research. BUILD PODER is 1 of 10 experiments taking place throughout the nation. Each site is unique and will run for 5-10 years; phase 1 started in 2014 to 2019 and phase 2 will start in 2019 to 2024. Currently the campus is waiting to hear which campuses will be awarded funding for phase 2.

The Diversity Program Consortium has two other BUILD sites, one in CSU Long Beach and the other in San Francisco State. The framework for the program is the Critical Race Theory. Dr. Saetermoe stated the University's unique experiment contextualized the broader economic, health, and education disparities. Students in BUILD PODER work in research labs, take advanced research method courses, present at conferences, and participate in summer research projects. The hope is that the students complete an undergraduate degree, potentially pursue a graduate degree, and ultimately become biomedical researchers.

Dr. Saetermoe explained these biomedical researchers with diverse backgrounds will generate new research questions, methods, and interpretations that will help reduce health disparities. Dr. Saetermoe continued with an overview of the BUILD PODER program, institutional, student, and faculty outcomes.

Mr. Carlos Fuentes expressed his gratitude for Dr. Saetermoe's presentation and the BUILD PODER program. Mr. Evans asked what the status is of the next BUILD grant application. Dr. Saetermoe stated that the University has applied for BUILD 2, received a phenomenal score of 18, and is currently waiting for final word on the next grant approval. Mr. Evans thanked Dr. Saetermoe for her presentation.

Dr. Yaspelkis asked if the conference center kitchen would also be the catering kitchen. Mr. Rosenthal confirmed the kitchen would serve the restaurant and campus catering. Mr. Bookstein asked if the restaurant would be a name brand or self-operated. Mr. Evans stated that both options are being reviewed. Mr. Friedman asked if construction for the hotel and Restaurant & Conference Center would occur at the same time. Mr. Evans referred to the timeline and noted the Restaurant & Conference Center should be completed at the start of the hotel construction.

Elizabeth Corrigan, Director of Foodservices, provided an overview of the operational program inspired by Food Service Matters (FSM), a hospitality consultant. Ms. Corrigan explained that FSM recommended a fine casual atmosphere centered on the following: improved offerings, seasonal & daily menus, and tech forward tools. The core pillars being considered are high quality, service driven, and price conscious. Ms. Corrigan reviewed the SWOT analysis and overall advantages and challenges. Ms. Corrigan noted currently there is no catering exclusivity in place. Mr. Bookstein asked if exclusivity would be possible once the facility is open. Dr. Phillips asked if first right of refusal was another possibility. Ms. Corrigan stated catering right of first refusal is being discussed and something TUC would like to see. Dr. Yaspelkis asked if that would be difficult to enforce. Mr. Evans anticipates once the Restaurant & Conference is open there would be a policy introduced supporting catering first right of refusal to TUC. Mr. Evans also stated that most of the expenses are processed through CSUN Foundation. TUC and the Foundation would work together to enforce the policy. Mr. Evans explained that most CSU campuses have some form of right of first refusal or exclusivity policy in place. Ms. Corrigan continued with a summary of the anticipated restaurant hours of operation and service style as well as catering services.

Dr. Schutte asked if parking location or valet parking has been considered. He stated that ease of parking will be key to drawing in the outside community. Ms. Cairns stated TUC is working with Facilities Planning and Parking Service on the possibility of reconfiguring the F2 parking lot for restaurant patrons. The conference center attendees would be referred to the G3 parking structure and the B parking lots. Mr. Evans stated that valet may be offered if there was an event with the Soraya. Dr. Schutte asked how many parking spaces would there be. Mr. Evans stated approximately 40 spaces. In closing, Ms. Corrigan stated that TUC is looking to the campus community to support catering exclusivity or first right of refusal for catering.

Dr. Schutte asked what happens if the amount requested is not enough. Mr. Rosenthal stated that the \$325,000 will be enough to get through the schematic design.

MSP (Fuentes/Schutte): That The University Corporation Board of Directors approve an allocation of \$325,000 for the feasibility study and design services.

ITEM V MY CSUN DIGITAL ACCESS

Rick stated that MYCSUNDigitalAccess is an Immediate Access program designed to provide students with affordable alternatives and increase the percentage of students who have learning materials for their courses on the first day of class.

Ms. Cairns provided an update on the pilot program of MYCSUNDigitalAccess. She stated that the program was a success due to the collaboration of campus partners in Academic Affairs, Financial Services, Student Accounting, Financial Aid, and Follett. Dr. Elizabeth Adams, Associate Vice President of Undergraduate Studies, was instrumental in helping select the courses to pilot and generating survey

questions to collect the right information to gauge learning outcomes. Ms. Cairns introduced Sue Duits, Follett's Regional Manager.

Ms. Duits presented on Immediate Access known as myCSUNDigitalAccess at CSUN. This program provides students access to digital material on or before the first day of class; discount of up to 80% below purchase of new print, print on demand available at a low cost, and the ability to opt-out of the program at no cost. Ms. Duits stated that pilot schools show improved results in increasing grades as well as decreasing fails and withdrawals. Ms. Duits introduced Amy Berger, Follett Bookstore Director.

Ms. Berger presented on the myCSUNDigitalAccess pilot program that started in Spring 2018. The program was developed to deliver digital course materials to students through their Learning Management System (LMS) prior to the first day of class. Ms. Berger explained that the discount ranges from 50-80% off the publisher's suggested retail price for equivalent printed materials. The materials include courseware, eBooks, and course-specific materials created by the campus department. Ms. Berger stated students are able to opt-out and opt-back-in electronically prior to the end of the add/drop period. The students are charged through their CSUN Financial Services account after the add/drop period.

Ms. Berger provided an overview on the myCSUNDigitalAccess results from the 2018/2019 Academic Year. The program provided students a savings of \$76,000 in Fall 2018 and \$153,000 in Spring 2019. Ms. Berger also summarized the Fall 2018 survey results noting that 80% of students accessed material before or during the first week of class, 68% were able to access materials sooner than if they had purchased the book, and 79% said having course materials delivered via myCSUNDigitalAccess was a "moderate" or "great" value. Ms. Berger stated the Spring 2019 survey will be delivered after the semester ends.

Mr. Evans thanked Ms. Duits and Ms. Berger for their presentation and work on the pilot program. Dr. Schutte asked if a student opted-out or decided to buy a print copy, is the print copy something the student prints or a hard copy that can be sold back to the bookstore. Ms. Berger explained if the student opted-out, they would have to locate the book on their own; if they chose to print on demand there is a cost of \$20-\$25 and it would not be bought back by the campus store.

Dr. Phillips asked if the digital content is reviewed by the Universal Design Center for accessibility or is this done at the publisher level. Ms. Duits stated that most publishers vet the content within a building block in the LMS. Dr. Yaspelkis asked how to be part of the program. Ms. Berger stated that the faculty member would need to reach out to the campus store. Mr. Carlos Fuentes asked if merchandise could model the opt-in program to address affordability of CSUN branded products. Ms. Duits explained that the campus store has taken a good, better, best approach to the apparel sourcing and there are six promotions a year to address various price points. Dr. Schutte asked how the program works with students on Financial Aid. Ms. Berger stated the campus store is working with Financial Services and may start in Fall 2019. The process should be seamless to the student. Dr. Johari asked what happens to the materials at the end of the semester. Ms. Berger stated that the e-books are accessed indefinitely through VitalSource. The courseware would not be accessible after the semester ends. Dr. Schutte asked if the rental online books terminate at the end of the semester. Ms. Duits confirmed the rental books would not be available after the end of the semester since it is rented and not purchased. Dr. Schutte stated the ability to keep the e-book would be a good marketing strategy. Ms. Sabrina Maglalang asked how students would know about this program. Ms. Berger stated it would be through the professors participating in the program. Mr. Evans stated the goal is to scale up the program over time.

ITEM VI ANNOUNCEMENTS

There being no further business, the meeting adjourned at 4:49 p.m.

Respectfully submitted,



Colin Donahue, Recording Secretary