

**THE UNIVERSITY CORPORATION
Board of Directors
June 8, 2021**

A meeting of The University Corporation Board of Directors was called to order by First Vice President Ben Yaspelkis at 3:02 p.m. on Tuesday, June 8, 2021 via Zoom Conference Call at California State University, Northridge. A quorum was present.

Members Present via computer video and audio:	Jacob Akopnik, Erika D. Beck, Mechelle Best, Harvey Bookstein, Miya Butler, Colin Donahue, Hamid Johri, Rose Merida, Michael Phillips, Jerald Schutte, Ben Yaspelkis
Members Absent:	Matthew Contreras, Ronald Friedman, Carlos Fuentes, Dave Moon, Isabella O'Brien
Staff Present via computer video and audio:	Genelyn Arante, Heather Cairns, Rick Evans, Tim Killops, Cindy Ruan, Grace Slavik, Linda Turner, Karina Ward, Lih Wu
Others Present via computer video and audio:	Amy Berger, Claire Davis, Sue Duits, Genevieve Evans Taylor, Omar Galvez,

ITEM I APPROVAL OF MARCH 9, 2021 MINUTES

MSP (Phillips/Donahue): That the minutes of the March 9, 2021 Board of Directors meeting be approved as circulated.

ITEM II RECEIPT OF MAY 7, 2021 EXECUTIVE COMMITTEE MINUTES

Dr. Yaspelkis stated that agenda item is included for informational purposes.

ITEM III APPOINTMENT TO THE BOARD OF DIRECTORS

Faculty:

The terms of Michael Phillips, and Jerald Schutte will expire on June 30, 2021. The University President has made the following appointments:

Michael Phillips <i>(reappointed)</i>	Three-year term (2021-2024)
Jerald Schutte <i>(reappointed)</i>	Three-year term (2021-2024)

Community:

The term of Ron Friedman will expire on June 30, 2021. The University President has made the following appointments:

Ron Friedman Three-year term (2021-2024)
(reappointed)

Students:

The terms of Jacob Akopnik, Matthew Contreras, Michael Meeks will expire on June 30, 2021. The University President has asked the newly-elected Associated Students President, Jonathan Hay, to present a list of nominees to fill the vacancies. The Vice President for Student Affairs will review the nominees, and in the next several weeks, the University President will appoint three students to serve two-year terms and one student to serve the remainder Diana Vicente's term.

Mr. Evans expressed his thanks to Dr. Phillips, Dr. Schutte, and Mr. Phillips for their continued service.

ITEM IV NOMINATING COMMITTEE REPORT AND ELECTION OF OFFICERS

Dr. Yaspelkis presented the following recommendations for officers: *Chair* – Erika D. Beck; *First Vice President* – Ben Yaspelkis; *Second Vice President* – Rose Merida; *Treasurer* – Michael Phillips; and *Recording Secretary* – Colin Donahue.

MSP (Phillips/Donahue): That the recommendations of the nominating committee for officers of The University Corporation be approved as presented, one-year terms to begin July 1, 2021.

President Erika D. Beck joined the meeting.

ITEM V LICENSING AND FILMING UPDATE

Heather Cairns, Director of Administrative Services, provided a summary of the Licensing department, a recap of gross revenue for the past four fiscal years, and current licensing activities.

Genelyn Arante, Licensing Manager, presented an update on the filming activities on campus including a variety of film productions such as photo shoots, commercials, TV shows and feature films. Ms. Arante also reported on the collaboration with the CSUN Department of Cinema and Television Art offering students' opportunities through a job shadow program and student extras program. Additionally, CSUN is promoted as a filming venue on various film databases, the annual Association of Film Commissioners International tradeshow and Film in California Conference. Mr. Arante noted that the Licensing department oversees the usage of CSUN marks and logos and has retained CLC as its licensing agency.

Mr. Donahue stated that the licensing program has grown and created an efficient process in managing filming activities on campus. Dr. Phillips asked if a copy of the video is available to share. Ms. Arante stated that once the video is updated with recent filming projects, the video will be shared with the board.

ITEM VI PARTNERSHIPS: TUC/CHARTWELLS/STUDENT HOUSING UPDATE

Ms. Cairns introduced Claire Davis, Director of Student Housing & Residential Life. Ms. Davis presented an update on Student Housing & Residential Life including the three primary types of Student Housing options available, academic year and summer conference occupancy data, and plans for fall 2021 with an

estimated 60% occupancy rate. Ms. Davis stated that apartments or suites without a kitchen requires the purchase of a meal plan.

Dr. Best asked why are students in the suites required to purchase a meal plan during the current extraordinary circumstance? If a student is no longer able to pay for the meal plan, what happens with those students? Ms. Davis explained that the student selects the type of housing unit to live in. Student Housing will work with students to ensure they are able to stay in housing when they are unable to live in a non-kitchen unit that requires the purchase of a meal plan.

Dr. Phillips asked if the meal plan is paid in advance or throughout the school year? Ms. Cairns stated that there are eight payments throughout the semester. Dr. Phillips asked if there was an option to pay if full and receive a discount? Ms. Cairns confirmed that was also an option. Mr. Donahue stated that students are able to apply for an emergency grant to help with financial needs through the course of the semester.

Ms. Davis provided an on overview of the summer conference program. Summer 2021 will have no conference guests however summer 2022 is planned for full conference participation. Ms. Davis presented on the collaboration between Student Housing and TUC / Matador Eats Dining including the meal plan application process built into the Student Housing application, office space for meal plan staff within the main Student Housing office, and a team approach to marketing housing and Matador Eats Dining.

Omar Galvez, Chartwells Resident District Manager, presented on housing partnerships including resident mentor meal, teaching kitchens, themed meal, monthly culture events, sustainability features, and holiday celebrations. Mr. Galvez provided an update on plans for the fall semester to help increase meal plan participation, catering is anticipated to start July, and an overview of the Orchard Conference Center website.

Claire Davis left the meeting.

ITEM VII CSUN READY: FREE COURSE MATERIALS FOR FIRST-TIME FRESHMEN UPDATE

Hamid Johari joined the meeting.

Mr. Evans presented an update on CSUN Ready: Free Course Materials for First-Time Freshmen. Mr. Evans reported that the program to provide all incoming Fall 2021 first-time freshmen with their required books and learning materials at no cost was approved by the campus to utilize Higher Education Emergency Relief Fund HEERF II (Higher Education Emergency Relief Fund) funds. Mr. Evans stated that TUC will be submitting a proposal to continue the initiative for the Spring 2021 semester using HEERF III funds. If additional funding is approved, this will provide an opportunity for a full academic year for data collection and analysis on how the program impacts retention and student success metrics.

Sue Duits, TUC's Executive Learning Materials Consultant, presented on the implementation and logistical steps of rolling out the program, marketing efforts, details of what course materials will be provided, and timeline. Ms. Cairns provided an update on marketing and communications of the program including a webpage, presentations to various campus stakeholders, as well as direct emails to faculty and staff. Additionally, TUC will coordinate research analysis efforts to analyze data from this program to understand its impact on the equity gap and student success. Ms. Cairns presented the interactive CSUN Ready logo

and the email from President Beck that kicked off the student emails. Ms. Cairns thanked President Beck for her support with this communication.

ITEM VIII 2021/2022 OPERATING BUDGET

Mr. Evans reported that the 2021/2022 Operating Budget was presented to the Executive Committee on May 7, 2021. The Executive Committee is recommending the approval of the budget. Mr. Evans provided a general overview of the executive summary. For FY 20/21, the total net cash generated from operations, before receiving Higher Education Emergency Relief Funds (HEERF) is projected to be a deficit of (\$1,335,000), which is \$354,000 better than the FY 20/21 revised budget. With the aid of HEERF I & II, this deficit will be reduced to a \$262,000 surplus for FY 20/21.

Mr. Evans stated that a noteworthy factor related to FY 19/20 that impacts FY 20/21 was the significant meal plan revenue lost in FY 19/20. This was due to the university shifting to virtual learning in March 2020. To help cover this lost revenue, in FY 20/21 TUC received \$907,000 from HEERF I. Mr. Evans provided an overview of the table summarizing TUC's budget conditions through FY 20/21 resulting to a combined net cash total of \$253,000 for FY 20/21.

Mr. Evans went on to review FY 21/22 proposed budget. Significant issues affecting the budget in the upcoming fiscal year include: a deficit of \$770,000 in Net Cash Generated from Operations and the assumptions that TUC will receive HEERF II and III funding for some of the lost revenue that TUC would otherwise expect to earn during a steady-state year. With this funding, for FY 21/22, the Net Cash Generated to Replenish Reserves is \$291,000. The major assumptions for this budget include the following: substantially lower meal plan participation in fall and spring, no Follett minimum commission guarantee of \$1,224,000 on book sales, Pepsi's annual payment of \$208,000, no general salary increase, a net 3.5 administrative positions remain eliminated from previous year, and the assumption that \$1,378,000 in HEERF II and III funding will be approved as part of the university's shared governance budgetary process.

Food Services: For FY 20/21 projections, the total annual net deficit for FY 20/21 for the division is projected to be (\$2,289,000). This deficit is reduced to (\$1,245,000) when adding back the non-cash depreciation expense of \$1,044,000. The fall semester started at the height of the COVID-19 pandemic and three units opened to support the small residential dining operation. The limited number of housing residents directly affected the purchase of residential meal plans, 206 compared to 1,500 meal plan participants typically.

For FY 21/22, the proposed budget assumes that the campus will reopen with limited in-person instruction of 25% of normal foot traffic in the fall, and 70% in the spring. Meal plan participation for fall and spring are forecasted to be 300 and 600, respectively. In fall, CHE will open food units within the Campus Store Complex (CSC).

Dr. Best asked if the 25% foot traffic is based on the number of projected in person class sessions or does that included the frequency that those classes will be meeting? Mr. Evans stated that 25% was the targeted estimate for foot traffic on campus based on the number of fall classes that would have some on campus component.

CSUN Campus Store: FY 20/21 net operating surplus of \$512,000. For FY 20/21 the CSUN Campus Store's net operating surplus is projected to be \$578,000.

Research and Sponsored Programs (RSP): The ongoing pandemic has had a significant negative impact on RSP revenue. RSP projects FY 20/21 grants revenue of \$29,559,000, which is significantly lower than budget by \$5,441,000. FY 21/22 revenue is budgeted at \$32,490,000, a \$2,931,000 increase compared to the projection in FY 20/21

University Licensing: FY 20/21 licensing management fee of \$72,000 was a decrease of 58% from the prior year's projection of \$170,000.

Real Estate: To accommodate a variety of issues related to the pandemic, TUC extended the three-year maximum tenancy limit, to all existing tenant's maximum lease tenancy limits by a total of eighteen (18) months. For FY 21/22 TUC will not budget a rental rate increase for the existing tenants residing in all TUC housing properties.

Reserves: The Real Estate Investment Reserve is fully funded at \$1,593,000. The Reseda Annex reserve will have a beginning FY 21/22 balance of \$487,000. The Campus Store Building & Roof Reserves will have a beginning FY 21/22 balance of \$362,000.

Mr. Bookstein stated that he is concerned about not providing a general salary increase two years in a row. Mr. Bookstein asked if a reasonable increase to the employees could be considered. Mr. Evans stated that his counterparts at similar auxiliaries in the CSU system are also not planning an increase for their employees. Mr. Donahue made a motion to approve the budget with the understanding that the Executive Committee would consider the issue of employee compensation.

MSP (Donahue/Beck): That The University Corporation Board of Directors approve the 2020/2021 operating budget as proposed.

ITEM IX THANK YOU TO OUTGOING DIRECTORS

Mr. Evans acknowledged and thanked the outgoing directors Jacob Akopnik and Matthew Contreras. Mr. Akopnik stated that he has one more year at CSUN as a political science major, will be serving as Vice Chair on the USU Board of directors next year, and interning in the office of Senator Hertzberg

ITEM X ANNOUNCEMENTS

There being no further business, the meeting adjourned at 4:20 p.m.

Respectfully submitted,

Colin Donahue, Recording Secretary