

THE UNIVERSITY CORPORATION
Board of Directors
November 2, 2021

A meeting of The University Corporation Board of Directors was called to order by Chair Erika D. Beck, at 3:03 p.m. on Tuesday, November 2, 2021 via Zoom Conference Call at California State University, Northridge. Quorum was present.

Members Present via computer video and audio: Erika D. Beck, Mechelle Best, Harvey Bookstein, Miya Butler, Ronald Friedman, Hamid Johari, Jonathan Hay Rose Merida, David Moon, Michael Phillips, Kiana Requena, Ben Yaspelkis

Staff Present via computer video and audio: Amy Berger, Heather Cairns, Lori Espinosa, Rick Evans, Omar Galvez, Tim Killops, Michael Lennon, Ken Premo, Cindy Ruan, Edwin Santiago, Grace Slavik, Linda Turner, Lih Wu

Others Present via computer video and audio: Susanne Duits, Genevieve Evans Taylor, Jason Morin, Kylene Ott

ITEM 1 INTRODUCTION

Chair of The University Corporation Board and CSUN President Dr. Erika D. Beck welcomed the new Directors appointed during the summer. Faculty: Michael Philips, Community: Ronald Friedman, and Students: Jonathan Hay (AS President) and Kiana Requena (AS Senator).

ITEM 2 APPROVAL OF JUNE 8, 2021 BOARD OF DIRECTORS MEETING MINUTES

MSP (Phillips/Merida): That the minutes of the June 8, 2021 Board of Directors Meeting be approved as circulated. Motion carries.

ITEM 3 RECEIPT OF SEPTEMBER 20, 2021 EXECUTIVE COMMITTEE MINUTES

The minutes from the September 20, 2021 Executive Committee meeting were received as informational.

ITEM 4 CONFLICT OF INTEREST STATEMENT

President Beck informed the Board of Directors of the need for Conflict of Interest statements to be signed annually and that an AdobeSign document of the Conflict of Interest statement would be emailed to Board members after the end of the meeting.

ITEM 5 PROJECTS UPDATES

Mr. Tim Killops, Associate Director of Facilities & Operations, reported on the progress The University Corporation (TUC) had made over the past summer, particularly in the area of sustainability. Mr. Killops reported on the lighting retrofits of the Arbor Court and the Sierra Center. Lighting audits were done and submitted to the Los Angeles Department of Water and Power where they received approval to qualify for the City's rebate program. The Sierra Center retrofit is expected to save 61% in annual usage (\$7,000 annually) and the Arbor Court retrofit is expected to save 72% in annual usage (\$3,100 annually). Both projects are planned to achieve a return on investment within four years.

Mr. Killops also reported on the addition of waste separation stations at Arbor Court and the Campus Store Complex, which serve as important components in achieving zero-waste. Additional waste separation stations were obtained through Mr. Austin Eriksson, CSUN Director of Energy and Sustainability and refurbished by TUC.

Mr. Killops concluded with the completed construction of the Orchard Conference Center (OCC). With most of its furniture in place, the Center is getting rave reviews from those who've seen it. Mr. Killops then introduced Mr. Omar Galvez, Resident District Manager, Chartwells, for an operational update on the OCC.

Mr. Galvez reported that his operations team has focused on catering events like the Valeria Hall dedication and the Soraya Center concessions. The team is planning for the OCC grand opening this Spring. An informational video was presented.

President Beck thanked Mr. Killops and Mr. Galvez for the updates. Ms. Rose Merida, Board Member, raised an observation about a picture in the presentation that included a white-passing person wearing a sombrero, which can be viewed as insensitive. President Beck and Mr. Evans concurred with Ms. Merida's observation and thanked Ms. Merida for bringing it to the Board's attention, and indicated that the picture would be removed.

ITEM 6 CHARTWELLS HIGHER EDUCATION UPDATE

Ms. Heather Cairns, Director of Administrative Services, introduced the Chartwells update and noted the dining locations have now opened within the Campus Store Complex. In late September the Arbor Court Freudian Sip was also opened. Chartwells continues to serve over 1,300 meal plan participants and has added programming to bring value to the meal plan. Ms. Cairns added that Chartwells is starting to provide some catering from the OCC and is providing concessions for the Soraya Center.

Ms. Kylene Ott, District Manager, West, Chartwells, introduced the Chartwells regional team:

Joe Fischioni, Divisional President, West
Ivy Kusler, Regional Vice President of Operations, West
Sonja Brown, Regional Marketing Director

Ms. Ott then introduced the California State University, Northridge team:

Omar Galvez, Resident District Manager
Betsy Corrigan, Campus Executive Chef
Lory Espinosa, Director of Catering

Edwin Santiago, Senior Marketing Director
William Aleman, Sous Chef

Mr. Galvez provided operational updates noting that this Fall, food service opened in the Campus Store Complex (Burger King, El Pollo Loco, Panda Express, Juice it Up!) as did ShakeSmart, near the Student Recreation Center, the Freudian Sip at Arbor Court, and G'mos in Housing. The Matador Mercado store locations at Housing and Campus Store have both reopened.

Capital projects launched in the last year include the rebranding and refresh of G'mos, formerly Geronimos, the remodel and opening of the Matador Mercado in Housing and Campus Store Complex. The Mercado in the USU has been remodeled although that location is not yet open. The Freudian Sip locations at Arbor Court and the University Library have been refreshed as was Juice It Up! in the Campus Store Complex.

Upcoming capital projects include the Sierra Marketplace refresh, a refresh of all Freudian Sip locations and the Grand Opening of the OCC. In the Fall of 2022, the Freudian Sip will convert to a full Starbucks at the University Student Union. Mr. Galvez then showed a video of the updates to Chartwells service locations.

Mr. Galvez reported that marketing will promote positive dining experiences, meal plans, and fun, while seeking collaborative marketing opportunities with campus partners and the surrounding community. Marketing has increased social media presence with participation on Instagram up over 324% from last quarter. Mr. Galvez further reported improvements in technology such as a new Point of Sale (POS) system being installed across campus to provide faster transactions and contactless payment. They are also looking to incorporate wireless tablets, currently being tested in the Soraya. Lastly, Mr. Galvez noted that student employees currently make up 66% of the team and stressed the importance of providing jobs to students.

Mr. Michael Phillips, CSUN Faculty, asked about the security fencing around G'mos and whether hours are restricted. Mr. Galvez responded that G'mos is still a secured location and gates close at 7:00pm, however G'mos opens early and serves breakfast, lunch and dinner.

Mr. Jonathan Hay, AS President, asked about the lack of food options in the University Student Union (USU). Mr. Hay said that he believes most of the student body passes through the USU daily and believes that it's important for students to have options. Mr. Evans addressed Mr. Hay's concerns by noting the foot traffic on campus is currently about 20% of what it was in Fall of 2019 and this affects the number of operations that can be supported. Projected student traffic on campus for Spring are near 75%, allowing a greater number of operations to open, though additional logistical challenges. Mr. Evans suggested that an ad hoc committee could be formed with some student leaders to discuss these issues and Mr. Hay agreed to being a part of that committee.

Mr. Hay voiced concern at the reduction or removal of items at the Mercado locations, then segued to providing for the dietary restrictions of some students including Kosher, Hillel, vegetarian / vegan and others. His suggestion is that as more food services come online in Spring, that consideration be taken with regard to the options to serve these students. Mr. Evans suggested that Mr. Hay's comments and points would be good discussion for the ad hoc committee suggested earlier. Mr. Galvez added that these types of conversations have taken place over the past year. Currently G'mos has the G8 food station focusing on eliminating the top eight food allergens, as well as vegan and vegetarian options at every food station. Mr.

Galvez also addressed the removal of items from Mercado's locations citing supply chain impacts, and encouraging Mr. Hay and his fellow students to use the text-chat application posted at the Mercado doors. Requests for items sent through that system are, if possible, put into the stores. Mr. Hay planned to report this news back to the AS Senate.

Mr. Hay's final topic was the reintroduction of the Farmers Market. Mr. Evans acknowledged that the Farmers Market is a challenge as the event has changed from a produce market to more of a food booth festival. Close examination is needed to determine the amount of lost revenue that goes to Raw Inspirations and their vendors rather than to TUC. While the Farmers Market is a fun event, there are costs and benefits to be examined. Again, to be discussed as part of the ad hoc committee.

Dr. Mechelle Best, CSUN Faculty, asked whether the Farmers Market was run by Associated Students, or by University Student Union, or managed by The University Corporation. Secondly, Ms. Best asked Mr. Hay what he believed students were missing about the Farmers Market as, while initially started as a market for fresh produce, it had become a market for other items. Mr. Hay responded that what students most missed was the sense of CSUN community these markets created, rather than any particular produce items. Dr. Best agreed that the market fostered a sense of community but her concern is that over time there were fewer fresh produce stalls and more food stalls, and whether that could be addressed should the market return.

Ms. Merida commented that she had been involved with the Farmers Market for six years and agreed with Mr. Hay that the event produced a sense of community on the campus. Ms. Kiana Requena, AS Senator, reiterated the sense of community and pride in being a Matador that the event engenders and encouraged the board to consider this event through the lens of a student.

President Beck thanked Ms. Merida and Ms. Requena for their comments.

Ms. Cairns clarified that The University Corporation holds the contract with Raw Inspirations, the vendor that coordinates the Farmers Market. The University Corporation and Raw Inspirations have partnered with AS leaders to find the best balance between prepared foods and produce. Raw Inspirations has had a tough time keeping the farmers participating in the event.

President Beck thanked all for the great feedback.

ITEM 7 CSUN Ready and MCDA Updates

Ms. Cairns introduced the CSUN Ready program, providing first-time Freshmen with free course materials for the fall semester. Nearly 27,000 course materials were provided to approximately 4,800 students, a very strong outcome for a newly implemented program. Additional HEERF funding will allow this program to continue through the Spring semester, and provide the Office of Institutional Research a full year of data to analyze for student success metrics.

Ms. Amy Berger, Campus Store Director, confirmed that the CSUN Ready program provided 27,000 course materials to over 4,800 incoming freshmen.

My CSUN Digital Access (MCDA) program continued during the Fall 2021 semester. This program provides digital delivery of course materials to students whose instructors have signed up to participate. Students are allowed to continue receiving course materials digitally or may choose to opt out and purchase course materials elsewhere. Nearly 10,000 students remain in the program, choosing to receive their course materials digitally. The MCDA program is in its fourth year, and while actual growth is difficult to measure, the number of sections using MCDA in Fall 2021 is 327, compared to Fall of 2020 with only 240 sections.

The CSUCCESS program was launched this semester and provided iPad kits (iPad, pencil, and keyboard cover) to eligible students. The Campus Store delivered 5,900 iPad kits to first time freshmen and transfer students. This program will continue in Spring of 2022. This program was launched at eight different CSUs and CSUN was the top in student participation – nearly 6,000.

President Beck thanked Ms. Berger and acknowledged those involved for the success of these important and deeply meaningful projects. She added that CSUN delivered 23% of all iPad kits distributed from the eight participating CSUs, a great accomplishment.

Ms. Susanne Duits, Special Consultant for Affordable Learning, was introduced to discuss the logistics involved in delivering these programs. Both the CSUN Ready and the CSUCCESS programs were launched this Fall semester. Ms. Duits recognized the tremendous efforts of Ms. Berger and her staff for a nearly flawless implementation of these programs.

Ms. Duits noted that for Spring 2022, communications to faculty for the CSUN Ready program will be increased to include social media, along with the website and multiple emails. Campus IT has added the feeds that Ms. Berger receives so that they can communicate with faculty more quickly and seamlessly. Ms. Best asked whether the advisors in the were HUB informed about the program. Ms. Duits replied that those advisors were one of the priorities of all communication efforts.

Mr. Jason Morin, Office of Institutional Research, shared the results of an internet survey conducted with students participating in the CSUN Ready program. Mr. Morin gave detailed breakdown from all the survey questions and the responses to all survey areas were overwhelmingly positive. Mr. Morin added that the survey would also be given in the Spring semester. President Beck asked whether the Office of Institutional Research would be tying the survey results to actual student success markers, persistence, and grades. Mr. Morin answered in the affirmative.

ITEM 8 Announcements

Mr. Evans announced the pending retirement of Mr. Killops after nearly 20 years of service as TUC's Associate Director of Facilities and Operations. Mr. Michael Lennon will be assuming the position of Associate Director of Facilities and Operations.

Mr. Evans and Ms. Cairns provided a slideshow of their recent visit to the CSUN Aquatic Center at Castaic Lake. Dr. Best explained that the university has had a presence at Castaic Lake since the 1960's. Today, the facility boasts its boating and safety center, created by the Department of Boating and one of only six in California. The Center offers classes in flat-water boating, water skiing, wakeboarding and sailing as well as team building opportunities for both on campus organizations and off campus organizations. The Aquatic Center is a great resource that more need to know about.

Mr. Hay announced that November 3 at 3:30pm, AS will host Campus Conversations with Vice President William Watkins and AS Chief of Staff Kayla Simkins.

With no further announcements, the meeting was adjourned at 4:22pm.

Respectfully submitted,



Digitally signed by Colin Donahue
DN: cn=Colin Donahue, o=California
State University, Northridge, ou=VP
Administration & Finance/CFO,
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Date: 2021.11.15 20:36:32 -08'00'

Colin Donahue, Recording Secretary