

UNIVERSITY STUDENT UNION
CALIFORNIA STATE UNIVERSITY, NORTHRIDGE
BOARD OF DIRECTORS
FEBRUARY 14, 2022
ZOOM VIDEO CONFERENCE
[HTTPS://CSUN.ZOOM.US/MY/SPRING2022BODMEETINGS](https://csun.zoom.us/my/spring2022bodmeetings)
MINUTES

This meeting was facilitated through an online Zoom format, consistent with the Governor’s Executive Order N25-20, suspending certain open meeting law restrictions.

I. Call to Order

The regular meeting of the USU Board of Directors was called to order at 12:33 p.m. by Chair Jacob Akopnik.

II. Roll Call

Present	Absent	Staff	Guests
Jacob Akopnik*	Dr. Carroll Brown	Kyle Hufnagel*	Mishell De Leon*
Bryant Garcia*	Ayana Galves	Joe Illuminate*	Ana Zapata*
Debra Hammond*	Dr. Tadeh Zirakian	Ayan Jama*	
Robert Jacome*		Sharon Kinard*	
Christian Lipton*		Jennifer Kim*	
		Kaila Lavin*	
Gisselle Olmedo Torres*		Angelouise Legaspi*	
Kaitlyn Orozco*		Samantha Liu*	
		Cindy Lucio*	
Fredy Perez*		Audrey Martinez*	
Benjamin Plotkin*		Kristen Pichler*	
Charlie Rodriguez- Salazar*		Tim Rasmussen*	
Dr. Shelley Ruelas- Bischoff*		Shelley Sakoda*	
Dr. Edith Winterhalter*		Ali Sadri*	
		Dr. Freddie Sanchez*	
		Steven Wein*	

** Zoom video participant*

III. Approval of Agenda

M/S/P (G. Olmedo Torres / R. Jacome) Motion to approve the agenda for February 14, 2022.

Motion passed 9-0-1.

IV. Approval of Minutes 01/24/2022

M/S/P (C. Lipton / G. Olmedo Torres) Motion to approve the minutes of January 24, 2022.

Motion passed 10-0-0.

V. Open Forum

Dr. Freddie Sanchez informed the board about the student townhall meeting slated for Friday, February 18, 2022 at 1:30 p.m. to share the findings and recommendations from the Identity-Based Resource Centers research conducted last semester.

VI. BOD Mid-Year Report

Chair Akopnik and Vice Chair Olmedo Torres presented the Board with its mid-year report and reported the following accomplishments:

1. The board approved a \$6 million cash down payment toward the new construction and renovation project during the October 2021 meeting.
2. Provided gift packages to selected First-Time Freshmen (FTF) and First-Time Transfers (FTT).
3. Implemented a book scholarship program for the spring semester.
4. Finalized the Justice Scholarship and Emergency Funding Programs for selected communities.
5. Developed and implemented a “Did You Know” promotional campaign to educate students about the USU Board of Directors, the benefits to the student body, mission, fees, etc.
6. Student Representatives worked on the creation of a USU board of directors Instagram page lead by Vice-Chair Olmedo-Torres.

They also reported the following recommendations for the Spring semester:

1. To continue to strengthen the relationship between the USU BOD and its committees, encourage better attendance and engagement at meetings, create team-building opportunities, and more engaging opportunities both virtually and in person.
2. To effectively promote and market the services, programs and facilities that the USU & BOD offer to deepen the connection between students and the USU/CSUN campus.
3. To develop an engagement strategy and continue to support students during the COVID-19 pandemic and the return-to-campus process.
4. To discuss ways to create opportunities for students to relearn how to be proactive in an in-person environment.

VII. Executive Director’s Report

Director Hammond informed the board that a number of staff positions remained open. The USU bookstore grant was still taking applications. President Beck’s Investiture will take place on March 14, 2022 and Hammond encouraged the board to attend this event if possible. Hammond noted that she resumed in-person course instruction on February 16, 2022.

VIII. A.S. Report

Associated Students (A.S.) Vice President Orozco said that A.S. was planning a welcome week, where its student leaders would partake in giveaways around campus in a campaign called “Friendly A.S. Folks.” Orozco held a meeting with the Provost and Vice Provost to discuss how to improve the student advisement process. She reported that A.S. has continued to search for its Leadership Manager.

A.S. Vice President Orozco left at 1:01 p.m.

IX. Committee Mid-Year Reports

A. Diversity & Inclusion

Director Jacome presented its mid-year report and reported the following accomplishments:

1. Appointed Daniel Lopez as the Student Representative for the RISE committee

2. Appointed Samya Griffin as the Student Representative for the Internal USU Diversity, Equity, and Inclusion Work Team

Jacome reported the following recommendations:

1. Emphasize safety during the current pandemic for all committee/ staff members
2. Continue outreach and additional DEI work outside the committee

B. Facilities & Operations

Director Lipton presented its mid-year report and reported the following accomplishments:

1. Filled the committee and met quorum
2. Voted on marketing topics, tabling and promotion of the renovation project, engagement strategies and visibility of the different policies.

C. Finance

Director Rodriguez Salazar presented its mid-year report and reported the following accomplishments:

1. Heart of Campus Project – USU Cash Contribution recommended for approval
2. Reallocation of Surplus USU Funds recommended for approval
3. USU Student Fees were discussed
4. International Student Programs were discussed
5. Fixed Asset & Leasehold Improvement Policy was discussed
6. Procurement Policy was discussed
7. USU long-term financial plan was reviewed
8. 2021-22 First Quarter (3&9) Budget Report recommended for approval

D. Personnel

Director Garcia presented its mid-year report and reported the following accomplishments:

1. Recruited, interviewed, and had a full roster of members on the committee
2. Committee met and began to build community and relationships among members

Garcia reported the following recommendation:

1. Recruit as early as possible and spread awareness through social media

E. Retirement Plan

Vice Chair Olmedo Torres said she has met with Committee Co-Chair Bryant Garcia to familiarize themselves with the committee. Executive Secretary Joe Illuminate explained to them the purpose of the committee. More updates will be shared when the committee meets again.

X. Action Items

A. Student Representative Appointment – Mishell De Leon

M/S/P (G. Olmedo Torres / C. Rodriguez Salazar) Motion to approve the appointment of Mishell De Leon as a student representative effective February 14, 2022 until June 2023.

Chair Akopnik said he, Vice Chair Olmedo Torres and Administrative Support Coordinator Emery Hernandez recommend De Leon as a student representative after a successful interview. Akopnik invited De Leon to present herself to the board.

De Leon shared about herself and her interest in the Board seat.

Motion passed 10-0-0.

B. Student Representative Appointment – Ana Zapata

M/S/P (C. Lipton / G. Olmedo Torres) Motion to approve the appointment of Ana Zapata as a student representative effective February 14, 2022 until June 2022.

Chair Akopnik said he, Vice Chair Olmedo Torres and Administrative Support Coordinator Emery Hernandez recommended Zapata as a student representative after a successful interview. Akopnik invited Zapata to present herself to the board.

Zapata shared about herself and her interest in the Board seat.

Motion passed 11-0-0.

C. Format for Board of Directors March 2022 Meeting

M/S/P (C. Rodriguez Salazar / B. Plotkin) Motion to approve teleconferencing as the format for the March 07, 2022 Board of Directors meeting.

Associate Director of Administration and Communications Sharon Kinard explained that on November 10, 2021, Governor Gavin Newsom signed Assembly Bill (AB) 361, amending the Ralph M. Brown Act to allow local agencies to continue conducting public meetings remotely during a state of emergency, so long as certain requirements are met. On Jan. 5, 2022, Gov. Newsom extended the option for state agencies to continue to meet via teleconferencing through March 31, 2022 as a step to protect the public, due to the fast-spreading Omicron variant (Executive Order N-1-22).

To continue to rely on the relaxed teleconferencing provisions, the local agency (USU Board of Directors) must reconsider two (2) circumstances and make the following findings by majority vote, **every 30 days**:

1. The state of emergency continues to directly impact the ability of the members to meet safely in person; or
2. State or local officials continue to impose or recommend measures to promote social distancing.

Board members discussed which format they preferred for the March 07, 2022 meeting and concluded that the best course of action for March would be a teleconference format.

Motion passed 12-0-0.

XI. Discussion Items

A. USU Project, Renovation Allocation

Acting Assistant Director, Operations & Services Samantha Liu, Associate Director for Accounting & Finance Joe Illuminate and Executive Director Debra Hammond explained that in the USU Expansion and Renovation project, the USU Executive Committee worked with the architects Cannon Design and contractors Hathaway Dinwiddie to remove budgeted items through a Value Engineering (VE) process. One of the items that helped achieve the decreased budget to get the project in line was to curtail/eliminate all renovations for spaces that were not being moved. These spaces include USU Administration, USU Human Resources, USU Accounting & Finance, Associated Students, Matador Involvement Center, and USU Marketing. A cost estimate was completed by the contractors to do a “refresh” which

included carpeting, paint, lighting, fixtures, furnishings, and soft costs for these areas. This would allow all parts of the facilities to have a similar look and feel.

Through the schematic design process in January 2022, contractors Hathaway Dinwiddie updated the “cost model” with additional information from the project design. Per their estimation based on the current cost of goods, escalation and project scope, an additional value engineering process was necessary, and four projects are identified to be funded from the Major Repair & Replacement Fund.

At the special meeting scheduled for February 21, 2022, the USU will be requesting the approval of Sol Center and Southwest “Refresh” & Contingency Funding and four Major Repair & Maintenance Projects Plus Contingency Funding for the items mentioned.

B. 2021-22 Strategic Priorities / Administrative Work Plan Status Report

Executive Director Hammond reviewed the Strategic Priorities for 2021-22 and reported the following:

Strategy 1.1.1: Implement plans based to relaunch USU facilities, programs, services, & student employment experience. The USU has reopened selected facilities in June and August. It has responded to COVID variant and adjusted plans in fall and early spring. It will continue to review data/protocols and will adjust as needed.

Strategy 1.2.1: Review programming plan for potential renovation/construction project with campus leadership & BOD to determine feasibility of moving forward.

The following have been completed for this strategic priority:

- Cost model reviewed in August
- Used VE (value engineering) process
- Project moved back within budget and advanced to schematic design (SD) phase
- Additional VE & funding allocation being considered in SD phase

Strategy 1.2.2: Develop/execute plan for schematic design (SD). Obtain CSU Board of Trustee (BOT) approval.

This strategic priority is on schedule for the following:

- USU met with the Chancellor’s Office (CO) on December 8, 2021
- Schematic design to be submitted to CO on March 1, 2022
- On track to have CO approval of SD & financing approved
- Scheduled to present to CSU at BOT meeting in May 2022

Strategy 1.3.1: Implement plans based on prioritization of the Student Recreation Center (SRC) program review recommendations.

The following are in process and ongoing:

- 82% of program review items are on track to meet the set deadlines
- 12 items complete, 12 items on-going, 8 required no further action
- 12 items will be reprioritized for future action

Strategy 1.4.1: Implement culturally inclusive trainings and programs for USU staff, student assistant employees, and Board of Directors.

This strategic priority is ongoing with the following timeline adjusted:

- Will launch a pre-assessment to determine level of understanding – March 2022
- Will then design/develop DEI trainings

Strategy 1.5.1: Implement interventions that increase the percentage of USU SAEs who take the NASPA Student Unions and Programming Survey. Determine the impact of the USU work experience on student employees

This strategic priority is on schedule and the 2022 NASPA Survey will be taken by USU SAEs between April 7-22, 2022.

Strategy 5.2.1: Collaborate with Institutional Research (IR) to examine student success outcomes associated with USU student employment program

This strategic priority is on schedule with the following:

- Research data gathered by staff, initial meeting with IR held
- IR assigned project to a graduate assistant to review USU employment data and records

For the Executive Director's administrative work plan, three goals have been completed and the remaining six are in process.

Director Plotkin and Director Winterhalter left at 2:32 p.m.

XII. Announcements

- A. Chair Akopnik said Spring '22 elections applications are open. He asked directors to help spread the word with their constituents and if anyone has questions, they can contact Administrative Support Coordinator Emery Hernandez.
- B. Vice Chair Olmedo Torres encouraged everyone to be helpful if they see a student struggling and to either direct them to where they can get help or walk them to their destination.
- C. Director Ruelas-Bischoff reminded the board of the Provost's Road Map to the Future surveys and focused conversation occurring across campus. She encouraged everyone to share their input.

XIII. Adjournment

Chair Akopnik adjourned the meeting at 2:40 p.m.

Respectfully submitted by,

Debra L. Hammond,
Executive Director