

**UNIVERSITY STUDENT UNION
CALIFORNIA STATE UNIVERSITY, NORTHRIDGE
BOARD OF DIRECTORS
OCTOBER 25, 2021
ZOOM VIDEO CONFERENCE
[HTTPS://CSUN.ZOOM.US/MY/SUMMFALL2021BODMEETINGS](https://csun.zoom.us/my/summfall2021bodmeetings)
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 Albert Martinez.

II. Roll Call

Present	Absent	Staff	Guests
Jacob Akopnik*	Dr. Carroll Brown	Mary Chavez*	
Ayana Galves*		Kyle Hufnagel*	
Bryant Garcia*		Joe Illuminate*	
Debra Hammond*		Ayan Jama*	
Robert Jacome*		Jennifer Kim*	
Albert Martinez*		Sharon Kinard*	
Gisselle Olmedo Torres*		Kaila Lavin*	
Kaitlyn Orozco*		Angelouise Legaspi*	
Fredy Perez*		Samantha Liu*	
Karina Perez*		Cindy Lucio*	
Benjamin Plotkin*		Audrey Martinez*	
Charlie Rodriguez-Salazar*		Jonathan Navarro*	
Dr. Shelley Ruelas-Bischoff*		Kristen Pichler*	
Dr. Edith Winterhalter*		Shelley Sakoda*	
Dr. Tadeh Zirakian*		Dr. Freddie Sanchez*	
		Demetrius Scott*	
		Steven Wein*	

* Zoom video participant

III. Approval of Agenda

M/S/P (J. Akopnik / G. Olmedo Torres) Motion to approve the agenda for October 25, 2021.

Motion passed 14-0-0.

IV. Approval of Minutes 08/30/2021

M/S/P (A. Galves / G. Olmedo Torres) Motion to approve the minutes for September 13, 2021.

Motion passed 14-0-0.

V. Open Forum

Associate Director for Programs & Inclusion Dr. Freddie Sanchez informed the board that he is conducting research on the development of identity-based resource centers that would empower students, create a sense of belonging and foster educational success on campus. He invited the students to participate in a survey that was sent to the students via email.

VI. Chair Report

Chair Martinez said that with Vice Chair Akopnik they have conducted their five-week check-ins with all board members. He was happy to hear how well the committee chairs and co-chairs are working with one another and that everyone was doing well with their classes. On September 16, Martinez participated in a CSU Think Tank which focused on developing and enhancing strategies for recruiting foster youth into college. On September 28, he was invited to speak on behalf of the EOP Resilient Scholar students in the renaming of University Hall to Valera Hall. On October 15, he participated in the CSUN "Student for A Day" panel with the San Fernando Valley Scholars Network, which helps community college former foster youth get a glimpse of what university life here at CSUN may look like.

VII. Vice Chair Report

Vice Chair Akopnik informed everyone that he has been working on the potential care package allocation for students. He also reminded the student board members that this is the time to focus on grades. They will need a 2.0 minimum GPA for both the semester and cumulative in order to continue serving on the board.

VIII. Executive Director's Report

Director Hammond informed the board that Angelouise Legaspi was appointed to the temporary position of HEAL Project Coordinator. Legaspi introduced herself to the board. The USU has had more in-person programs since the start of the pandemic and the number is expected to continue to rise. The Pumpkin Fest collaboration with Associated Students where students picked up pumpkins and other goodies had a great turnout with over 750 participants. A survey will be going out to assess the expectations and needs of students for a potential return to campus fully in the spring. Hammond will serve as the Chair of the search committee for the Director of the Matador Involvement Center. Hammond and Acting Assistant Director for Operations and Services Samantha Liu have continued to meet with the project architects. She and/or Liu will provide an update as more information becomes available. Executive Director Hammond and Acting Assistant Director for Operations and Services Samantha Liu gave CSU Board Trustee Jane Carney a tour of USU facilities, highlighting the New Heart of Campus Project and the Basic Needs Suite. Hammond thanked Director Olmedo Torres for the presentation she gave to the President's Cabinet on the Basic Needs Suite project. The President's Cabinet expressed positive comments and are enthusiastic about the project, Hammond said.

IX. A.S. Report

Associated Students (A.S.) Vice President Orozco said the AS Manager position was available because the last applicant was unable to accept the position. Its entire cabinet has been filled, making it one of two CSU's that have a complete executive branch. Orozco is sitting on the Academic Grievance and Grade Appeal (AGGA) and Diversity, Equity, and Inclusion Commission (DEIG) committees. AS hosted its first Campus Conversation with President Beck and AS President Hay. The next conversation will feature the Provost. Orozco toured the campus with CSSA President Isaac Alfaro. The October CSSA Plenary meeting included conversations around mental health resources and transfer programs. It also will look into meeting the needs of student parents on campus. Orozco attended the renaming of University Hall to Valera Hall and congratulated Chair Martinez on the speech he gave during the renaming ceremony.

X. Committee Reports

A. Diversity & Inclusion

Director Jacome said the committee had its first meeting and approved its committee schedule. The committee will meet bi-weekly on Mondays from 3:30 p.m. – 4:30 p.m. The committee appointed SaMya Griffin as the committee representative for the internal Diversity, Equity and Inclusion Work Team. The committee discussed potential outreach and communications with students and other BOD committees.

B. Facilities & Operations

Director Lipton said the Facilities & Operations Committee held an unofficial meeting to get to know its members. It also discussed potential goals and future meeting times.

C. Finance

Director Rodriguez Salazar said the Finance Committee has completed its recruitment process and training of new members. At its first meeting, it approved the New Heart of Campus Project – USU Cash Contribution, Reallocation of Surplus USU Funds, and the 2021-22 Finance Committee Goals. He thanked Administrative Support Coordinator Emery Hernandez for assistance and patience with its committee, slow committee member response turnaround and recruitment.

D. Personnel

Director Olmedo Torres and Director Garcia said the Personnel Committee has appointed a new member to its committee. It will continue to recruit to fill its current vacancies. The committee is discussing a potential resume workshop.

E. Retirement Plan

Vice Chair Akopnik reported that the Retirement Plan Committee is discussing its December meeting date. He thanked the board for keeping their cameras on.

XI. Action Items

A. New Heart of Campus Project – USU Cash Contribution

Motion out of the Finance Committee to approve an additional \$6 million cash down payment to the New Heart of Campus Renovation Project.

Director Karina Perez, Director Charlie Rodriguez Salazar and Associate Director for Accounting & Finance Joe Illuminate explained that students passed a Student Fee Referendum in May 2019 authorizing the \$130 million New Heart of Campus Project. The Voter's Guide stated at that time that the USU would provide a \$24 million cash contribution toward the down payment on the project. They explained that increasing the amount of the down payment on the New Heart of Campus project has several important financial benefits:

- A \$30 million USU cash contribution increases the down payment percentage from 18.5% to 23.1% of the total \$130 million project cost.
- Total debt service decreases by \$433,078 per year; by \$2,165,388 over a five - year period; and by \$12,992,325 over a thirty-year period.
- Total Net Assets in the Revenue Fund increase by \$8,302,596 over a five-year period.
- The Debt Service Coverage Ratio (DSCR) increases by 0.05 each year over a five-year period which maintains the DSCR at above the minimum 1.25 level. A 1.25

DSCR means that there is \$1.25 of net income for each \$1.00 of annual debt service. Annual debt service includes payment of principal and interest.

- The funding source for the additional \$6 million down payment is the CSU Consolidated Investment Pool formerly known as SWIFT, the Statewide Investment Trust.
 - The current cash balance in the Investment Pool is \$9.5 million.
 - The additional down payment would be transferred from the Investment Pool e.g. the USU Operating Fund to the USU Revenue Fund over a 2 to 3-year period.
 - \$4.5 million would be transferred the first year and the additional \$1.5 million over the next year or two years.
- The fiscal year that the \$4.5 million is transferred will result in a planned multimillion-dollar deficit although there would still be an operating surplus before the transfer is considered. Associate Director for Accounting & Finance Joe Illuminate commented that there was precedent for doing this as the USU had done this several years ago when we loaned funds to CSUN Housing.

Motion passed 14-0-0.

B. Reallocation of Surplus USU Funds

Motion out of the Finance Committee to (1) approve the reallocation of \$39,053 from funding leftover from the 2020-21 surplus fees initiative and (2) the use of Unallocated Reserves in the amount of \$50,000 to pay for the distribution of care packages for randomly selected CSUN students.

Director Karina Perez explained that the total allocation of surplus student fees the BOD approved in fiscal year 2020-21 was of \$1,335,812. The proposed care packages that students will receive include a \$35 CSUN hooded sweatshirt and a \$50 Visa gift card. The \$89,053 total funding amount will provide care packages for 1,000 students including the cost of mailing. The \$39,053 from USU surplus fees reallocation initiatives has no additional fiscal impact and the \$50,000 would come from the unallocated reserves account.

Motion passed 14-0-0.

C. BOD 2021-22 Goals

M/S/P (C. Lipton / G. Olmedo Torres) Motion to approve the USU BOD Goals for the 2021-2022 academic year.

Chair Martinez explained that the BOD participated in a review of the organization's strategic priorities as well as a brainstorming session regarding potential goals at the July BOD meeting. Executive Director Hammond, Vice Chair Akopnik and Chair Martinez compiled the ideas and finalized the goals. Director Hammond informed the board of the final strategies:

Strategy 1.1.1: To develop and approve sufficient funding/approvals and participate in the schematic development/design development phase of moving forward with the USU New Heart of Campus renovation and construction project and the Basic Needs Suite.

Strategy 2.1.1: Continually analyze the USU's operating budget and Foundation accounts to determine if funds/programs/services can be allocated and/or developed to enhance University/USU initiatives that support basic needs, scholarships, grants, emergency funding, and engagement opportunities.

- Provide gift packages to selected First Time Freshmen (FTF) and First Time Transfers (FTT)
- Implement book scholarship program for spring semester
- Finalize Justice Scholarship and Emergency Funding Programs for selected communities
- Provide or suggest inclusive, supportive programs and services in virtual and in-person environments
- Review and analyze various survey/other data related to students' needs and encourage or provide appropriate and responsive programs and services

Strategy 2.2.1: To develop a marketing campaign that promotes and educates the campus around the USU's new mission statement, use of student fees, and USU programs, services and facilities.

- Initiate a USU use-of-fees education campaign, using website, social media, etc.
- Develop and implement a "Did You Know" promotional campaign to educate students about the USU Board of Directors, the benefits to the student body, mission, fees, etc.
- Outreach to students to participate in BOD meetings
- Consider sponsoring a venting/solution program

The board will add a strategy to explore / propose a structure for a BOD Instagram page.

Director Jacome left at 1:52 p.m.

Motion passed 13-0-0.

XII. Discussion Items

A. Explanation of USU Student Fees

Director Karina Perez and Director Charlie Rodriguez Salazar informed the board that one of the Board's objectives is to educate students about how their USU student fees are used. The USU has prepared an Infographic which will educate students about how their student fees are utilized.

The infographic was presented to the board.

XIII. Announcements

- Vice Chair Akopnik said the Camp Matador applications will open tomorrow and encouraged everyone to spread the word.
- Director Rodriguez Salazar said he loved the transparency of the USU fees infographic and has submitted a legislative referral for AS to do the same.
- Director Lipton said that in November, he and Vice Chair Akopnik will fundraise for Feeding America. He invited those who would like to help raise funds to join the effort.
- Director Ruelas-Bischoff informed everyone that as of last month, Maria Elizondo is the Assistant Director of Basic Needs who will be joining her in the Central Student Affairs office. A remaining priority is to hire two Care Coordinators for the program.
- Chair Martinez thanked the directors for their participation with the student fees Instagram videos and thanked Director Olmedo Torres and Director Fredy Perez for tabling during the Matador Experience Fair.

XIV. Adjournment

Chair Martinez adjourned the meeting at 2:28 p.m.

Respectfully submitted by,

Debra L. Hammond,
Executive Director