

**UNIVERSITY STUDENT UNION  
CALIFORNIA STATE UNIVERSITY, NORTHRIDGE  
BOARD OF DIRECTORS  
OCTOBER 21, 2019  
GRAND SALON ROOM  
MINUTES**

**I. Call to Order**

The regular meeting of the USU Board of Directors was called to order at 12:31 p.m. by Chair Tyrone Carter.

**II. Roll Call**

<b>Present</b>	<b>Absent</b>	<b>Staff</b>	<b>Guests</b>
Melanie Alvarez	Gabriella Nguyen	Jimmy Francis	Elizabeth Gutierrez
Stephanie Barboza	Diana Vicente	Kristen Pichler	William Watkins
Tyrone Carter		Joe Illuminate	
Matthew Contreras		Freddie Sanchez	
Arrah Ebot Enaw		Kaila Lavin	
Sharon Eichten		Sharon Kinard	
Marquita Gammage		Samantha Liu	
Debra Hammond		Tim Rasmussen	
Catleya Maralit		Jonathan Navarro	
Christopher Ordonez		Jeremy Hamlett	
Tammy Rassamekiarttisak			
Giselle Reyes			
Timmothy Roberts			
Shelley Ruelas-Bischoff			
Tonee Sherrill			

**III. Approval of Agenda**

M/S/P (M. Contreras/M. Alvarez) Motion to approve the agenda for October 21, 2019.

Director Sherrill said the A.S. Report needed to be removed from the agenda due to the A.S. President's absence.

M/S/P (T. Sherrill/S. Barboza) Motion to amend the agenda for October 21, 2019.

*Amendment to the motion passed 14-0-0.*

*Amended motion passed 14-0-0.*

**IV. Approval of Regular Meeting Minutes**

M/S/P (M. Contreras/ T. Rassamekiarttisak) Motion to approve the minutes of the September 16, 2019 meeting.

*Motion passed 12-0-2.*

**V. Chair Report**

Chair Carter thanked the entire Board for a job well done this month. He said a large amount of Board committee members came to the committee member trainings (September 17 & 18) facilitated by Associate Director, Marketing & Programs Freddie Sanchez. He said the Board training on September 23 was on the topic of time management with Acting Assistant Director, Administration and Technology Sharon Kinard facilitating. He thanked Sharon for her instruction in helping students learn how to apply time management skills to their own schedules. He said Educational Opportunity Programs (EOP) held a 50<sup>th</sup> Anniversary celebration event at the Soraya on September 27 where he had

the pleasure of introducing CSUN President Dr. Dianne F. Harrison. There was a great attendance at the event where they granted four scholarships and past EOP students shared personal stories. Carter said the Provost's Success Series, "A Campus Conversation on Student Success: Matadors Rising – We Can Do This!" kicked off with an event on October 2 at the Grand Salon. Carter participated on a panel, along with Director Hammond and AS President Diana Vicente, where they discussed academic success, challenges, and looking toward the future. He closed with reminders about upcoming Board trainings taking place on November 4 (StrengthsQuest), January 27 (Pride Center), and February 10 (Veterans Resource Center and Dream Center).

## **VI. Vice Chair Report**

In honor of the recent Indigenous Peoples' Day, Vice Chair Barboza acknowledged that CSUN sits on land that was originally called Achoicominga and home to the Feranandeño Tatabiam, the original stewards of the territory. She is committed to uplifting the name of these lands and members from these Nations who reside among us. She went on to mention a few events that took place in the past month. She attended the Board committee member make-up training session on September 30 where she met very committed and engaged committee members. That same day, she and Chair Carter met with Directors Contreras, Hammond, Reyes, and Associate Director, Marketing & Programs Freddie Sanchez to discuss their roles in the USU Expansion Project. On October 14, she attended an energetic and interactive Board training on the topic of Robert's Rules of Order facilitated by Susan Leahy. She and other attendees she spoke to after the training found it to be very helpful in understanding Robert's Rules of Order. She had three main takeaways, including:

1. Great teams run great meetings. Robert's Rules of Order is a team building tool.
2. A motion is merely a business question answered by a vote.
3. Use meetings as a learning tool and operate with your heart, not your ego.

On October 18, Barboza and Chair Carter met with the USU marketing team to discuss the Board's goal of increasing visibility and campus community understanding about the Board's mission as well as to evaluate and promote the services, programs, and facilities of the USU. She said they will continue to meet with the marketing team and develop an action plan that highlights the Board as a student leadership and professional development opportunity to all CSUN students.

## **VIII. Executive Director Report**

Director Hammond mentioned a few highlights from the past month. She pointed to the multiple pages of USU Programs in the report, highlighting how many programs the USU hosted in the past month alone and its correlation to enhancing student engagement and student success. She asked the Board to make an effort to attend some of these events. She said Acting Assistant Director, Administration and Technology Sharon Kinard would be presenting a discussion item about the USU student employment program's contributions towards student success later on in this meeting. Hammond said what is important to take away is that these efforts are about the Board and the USU's student employees. "Keep telling your story to other people." Hammond also mentioned the Provost's upcoming event to support student success. Associate Director, Marketing and Programs Freddie Sanchez will be presenting a session on inclusive language at the event which will take place October 31 from 2:00 p.m. – 4:30 p.m. It's open to everyone, and a great opportunity to be involved in this conversation. Chair Carter added that a different event with the Provost titled "Pizza with the Provost" would be held on October 30. Hammond said this event is a separate event and an opportunity to ask the Provost questions in an informal setting.

## **VII. Committee Chair Reports**

- Diversity & Inclusion Committee: Chair Contreras said all eight committee members completed the September 24 committee member training. Two members were not able to move forward with the position due to scheduling conflicts, leaving the committee with six members. Contreras attended his first The University Corporation (TUC) Board meeting on September 27 as a student representative. TUC approved the CSUN Restaurant and Conference Center as well as the Hilton Hotel project. The Diversity & Inclusion Committee held its first meeting on October 7 where they discussed the importance of the USU structure and its place within CSUN as an auxiliary corporation, as well as developed S.M.A.R.T. goals to engage in meaningful work throughout the semester. The goals will

be voted on during the November 4 meeting. He and Director Alvarez assigned research to committee members to better understand resources on and off campus that provide aide to housing and food insecure individuals in the campus community. The CSUN Commission on Diversity & Inclusion (CDI) met on October 8 for its second meeting where they split up into work groups, Contreras being placed in the Diversity Strategic Plan group. The USU Diversity & Inclusion committee met with the Asian American Studies Pathways Project (AASPP) to better understand its needs, services and what its members envision a space in the new building to look like. It will have similar meetings with other groups. Contreras, Director Alvarez and Associate Director, Marketing & Programs Freddie Sanchez will be presenting at the ACUI Regions I and IV Joint Conference in Reno, Nevada this November 14-16.

- Facilities & Commercial Services Committee: Director Reyes said the committee had its first meeting on October 7. During the meeting, AS presented the topic of a free feminine hygiene product program, which the committee will be looking into. The committee also discussed goals. Directors Reyes and Ordonez will start to work on a list of space requirements for the renovation.

## **VIII. Open Forum**

### **A. Dr. Watkins Greeting (Time Certain 1:00 p.m.)**

Vice President for Student Affairs and Dean of Students Dr. William Watkins greeted the Board. He said he is grateful for the work the Board is engaged in and excited about the renovation project. This is a unique opportunity to provide service, programs and opportunities for current students as well as those to come. There is no question that the USU is a major part of CSUN; the Board is an example of that every day. He encouraged the Board to remember that in addition to being colleagues on campus to also remember to achieve the academic goals that brought them to CSUN. Watkins gave a shout out of thanks to Chair Carter's presence across campus. Watkins said Chair Carter and the rest of the Board are all making an impact in their efforts and encouraged them to continue on. Chair Carter thanked Watkins for attending the Chill Spot event this past Thursday. The event is primarily for minority males but is open to everyone. Watkins encouraged the Board to invite him to events like the Chill Spot or other events the Board thinks he should come to. He and other leaders are enriched by the chance to listen. Director Reyes asked Watkins if he received any feedback on the 2019 Annual Notice of Disclosures. Watkins said the only feedback he usually receives is the request to shorten the length. As time goes on, unfortunately, the content will get longer as the university continues to strive for transparency. Director Contreras asked Watkins how Student Affairs is collaborating with the Conference Center and Hilton Hotel projects. Watkins said Student Affairs partakes, whether they are at the table or not, as the advocate for students. Tough questions are being raised and this will bring benefit to students. He and Student Affairs will not let the students down. Director Gammage asked about the current conversation surrounding housing insecurities for CSUN students in these projects. Watkins said Director Ruelas-Bischoff is leading the conversation on this and he will keep an eye on it to make sure it is included in the projects' processes. Director Contreras said at the recent TUC meeting they seemed reluctant to addressing the housing insecurities topic. Watkins said there are different perspectives and there is still an opportunity to address the rising emergency. Vice Chair Barboza said if there were rapid housing funds to secure vouchers it would provide some relief. Watkins said Director Ruelas-Bischoff is very engaged in ideas to support student housing through a broad range of strategies. Watkins thanked everybody for the opportunity to engage.

## **IX. Committee Chair Reports (continued)**

- Finance Committee: Director Roberts said the committee has its first meeting on October 2 and went over its goals which Director Rassamekiartisak overviewed. The next meeting will take place October 23.
- Personnel Committee: Director Maralit said the committee had its first meeting to review expectations, roles and goals. The next meeting will take place October 31 where they will tour the USU to better understand how they can benefit the different departments. Director Reyes asked if the tour would be open to other committees. Maralit said yes, if anyone else is interested in joining them to please do so.

- Retirement Committee: Director Barboza said the committee's next meeting will take place December 4 where they will continue working on goals for the year to provide the best plans possible for employees. She will have more information to share after the December meeting.
- Chair Carter thanked committee Chairs and Co-Chairs for their committee preparation. He asked that committees please finalize their goals now for this year to be productive.

## **IX. Discussion Items**

### **A. USU Renovation/Construction Update**

Associate Executive Director, Operations and Services Jimmy Francis said that in the 25 working days since the last Board meeting, he has participated in 23 meetings related to the renovation project. While he does not have visual updates to share, a lot of progress has been made. With the architect selected, CannonDesign, they are conducting program validation where they met with 11 groups of people – the Board being one of those groups – to engage with tenants and stakeholders about their needs and wishes in the project. In the past week, four highly qualified construction firms were interviewed and a decision will be made in the next week. With the construction firm on board, they will all work together to stay on schedule and on budget. In the future, he will have exciting updates for the Board to view. He asked Chair Carter and Director Hammond if they had anything to add to this update. Chair Carter said the construction firm selection process has been narrowed down from eight to four firms. Some of his concerns he has kept in mind during the interviewing process is about how each construction firm plans to handle parking, what area each firm plans to do first and last, how long have the teams been working together, what their communication style is, and finally, what the education strategy is in terms of communication with students. Director Hammond said they always remember that this is a student project and that it is a very good thing that the narrowing down of the contractors has been a hard process. She said the parking will not be an issue that impacts students. One thing Hammond said that she appreciates with each of the firms is their investment in working with various academic departments on campus. The decision is tough to make and they want to ensure the right team is in place to deliver the project within budget and on time. There will be more information to share soon. Director Gammage asked about security measures with the increase individuals on campus and what the firms' employee screening processes are like. Francis said the selected firm will see themselves as part of the campus and their employees will complete training before they ever set foot on campus. There will be zero tolerance for unprofessionalism. Director Ebot Enaw asked how the selected construction firm will connect with the construction management department on campus. Director Hammond said some firms take on interns and some have even gone on to hire past students. She said there are lots of opportunities to connect and once the construction firm is selected, they will share communication on this topic.

### **B. 2018-2019 Exit Survey Results/Student Success**

Acting Assistant Director, Administration and Technology Sharon Kinard asked how many student Board members worked on or off campus and for examples of these experiences. Director Maralit shared and said her first job was void of guidance and mentorship. Director Alvarez shared and said usually there is no skills training. Kinard asked two questions. What does a successful student employment program in higher education entail? How are students rating their experience? She directed the Board's attention to the screen to view what the USU employment program does to gather feedback from its student employees. Two times a year USU student employees are surveyed. The first survey is the National Association of Student Personnel Administrators (NASPA) survey that takes place in the Spring. The USU tailored this survey to deliver it specifically to USU student employees in various categories such as customer service and time management. The second survey is given to students when they leave employment with the USU. This survey asks students to reflect on how USU employment has impacted their paths to graduation. The results show that the USU employment program has been very successful. Research is saying that if we articulate to students the connection between their USU employment and the direct impact it has on academics, results increase especially in areas such as leadership, ability to work as a team, etc. Director Alvarez asked if there is research that says what majors do not make that connection. Kinard said we do not have that data, but her role is to alert students to organizational skillsets that transcend major-related fields. We will continue to data mine and tell if

there is a connection between majors and people who do not find that connection. Chair Carter said that when marketing committees to students, students asked what committees were most connected to their majors and that one of the roles of the Board is to help students see how they can connect the two. Kinard said that the USU Exit Survey asks students questions regarding the impact USU employment has on their CSUN experience. She displayed results from 2017-18 and 2018-19 through bar graph visuals to demonstrate the key finding that show USU employment as a key driver towards graduation.

*Director Alvarez left at 1:52 p.m.*

Vice Chair Barboza asked for clarification about response levels from surveyed students. Kinard said that the voluntary Exit Survey survey was completed by 107 respondents in the 2018-19 version. Director Gammage asked what percentage of respondents crossed over with those students who went on site visits in the 2018-19 school year. Kinard said that data was not collected but that it was a good note to make. She shared more findings to demonstrate students' reported engagement through these indirect surveys, stating direct measures are being slowly rolled out utilizing Adam Peck's Employability Skills Rubrics. The USU is asking its supervisors to choose one to two of Peck's rubrics to utilize with their employees. There will be results to come. Kinard then presented an animated clip, created by Administrative Support Supervisor Shelley Sakoda, that highlighted some of the key results from the 2018-19 Exit Survey. She said the last question in the clip that asked students how they would articulate in a job interview their USU work, training and development experiences in terms of professional preparation demonstrates the goal behind the USU student employment efforts. Anything the USU can do to help students identify the connection between what they are learning the classroom with what they are learning in their USU employment and how that will benefit them in future job opportunities is a win. Vice Chair Barboza asked if the video clip can be shared with student employees to encourage them to participate in the survey to increase the number of respondents. Kinard said the video clip was distributed to all student employees. Director Sherrill said these results are exciting and acknowledged the great work professional USU staff are doing to help students grow. He asked if the length of employment is a factor in the results. Kinard said that many of the results are from students with under one year of USU employment and that the plan is to complete additional data analysis to look at the reasoning behind and impact of this factor. Director Hammond asked Associate Director, Human Resources and Professional Development Kristen Pichler to comment from her perspective. Pichler said exit interviews must be voluntary and yes, videos like this can inspire students to respond. She said the results that show many respondents with under one year of employment is pretty typical. Director Eichten asked if the Exit Survey is given to graduating employees only or all employees departing the USU no matter the reason for their departure. Pichler said it is offered to all departing employees and emphasized discussing this with students. She stated the phrase "When the student is ready the teacher will appear." Kinard said the USU's supervisors are engaged in helping students. Director Gammage asked if there is a survey that follows student employees in their employment path after departing the USU. Kinard said that following the employment trail is the next goal and she will follow-up with the Board when there is more to share.

## **X. Announcements**

- Vice Chair Barboza said she and Chair Carter hope to plan a Board of Directors social rock climbing event at the Student Recreation Center (SRC). It will be a good time to de-stress after midterms before Thanksgiving happens. She will send a Doodle to schedule the event. All are welcome (CSUN faculty, USU Board and staff). Chair Carter said those who can attend can either participate in the rock climbing or encourage others who choose to climb. Director Contreras encouraged USU staff to attend and participate.
- Vice Chair Barboza shared information on four events:
  - Yesika Salgado poetry event in the Northridge Center, October 30 from 4:00 – 6:00 p.m.

- “Whose Land Are You On?” with the American Indian Association in the Ferman Presentation Room in the Oviatt Library, October 30 from 11:00 a.m. – 12:15 p.m. and 12:30 p.m. – 1:45 p.m.
- Day of the Dead events with Chicano Studies at the Chicano X House, October 31 from 6:00 p.m. – 10:00 p.m. and November 1 from 6:00 p.m. – 12:00 a.m.
- Director Rassamekiarttisak shared information on three events:
  - Paminaw event at the Ferman Presentation Room in the Oviatt Library, today (October 21) from 6:00 p.m. – 8:00 p.m.
  - Querencia Effect with Asian American Studies at the Omatsu House, October 24 at 6:00 p.m.
  - “Go with the Flow” Menstrual Care Conversation in the Grand Salon, November 5 from 4:00 p.m. – 6:00 p.m.
- Director Sherrill noticed in the written A.S. report that Anita Hill is coming to lecture at CSUN on November 7. He recalled when Maya Angelo came to speak in the past and what an amazing experience it was to attend. He encourages the Board to attend this event. Director Reyes said that she is coordinating a group to attend so if anyone is interested to please speak with her. Vice Chair Barboza said to make sure to pick up tickets at the Northridge Center.
- Director Ruelas-Bischoff provided follow-up on two items:
  - GI2025 Symposium: There is a lot of data and best practices to digest. Six-year graduation statistics went from 57% to 62% so the needle is moving in the right direction. With regard to equity (performance) gaps, however, there is a continued issue with students “under” versus “better” served. The gap is not yet shrinking. CSUN is hiring an Associate Vice President of Student Success to help address this. Candidates will be interviewed on campus the first week of November. She will communicate more as the process goes forward.
  - Dr. Watkins alluded to the topic of housing and food insecurity funds to expand resources to help students. Director Ruelas-Bischoff is confident CSUN will receive awards to provide these services and will share more on that when available.

## **XI. Adjournment**

Chair Carter adjourned the meeting at 2:23 p.m.

Respectfully submitted by,

Debra L. Hammond,  
Executive Director