

UNIVERSITY STUDENT UNION
 CALIFORNIA STATE UNIVERSITY, NORTHRIDGE
 FINANCE COMMITTEE MEETING
 FRIDAY, OCTOBER 23, 2020
 MINUTES

I. Call to Order

The meeting was called to order by Committee Chair, Jacob Akopnik at 3:03 p.m.

II. Roll Call

Present	Absent	Staff/Guests
Jacob Akopnik, Committee Chair (voting)	Debra Hammond Executive Director (non-voting)	Jasmine Medina, Accounting & Finance Administrative Support Assistant II
Bryan Gonzalez Student Committee Member (voting)	Dr. Shelley Ruelas-Bischoff Student Affairs Representative (voting)	
Jasmine Guerrero, Committee Co-Chair (voting)	Dr. Edith Winterhalter, Associate VP for Budget & Strategic Business Operations, Administration and Finance (voting)	
Joe Illuminate Executive Secretary (non-voting)		
Juan Martinez, Student Committee Member (voting)		
Fernando Ortiz, Student Committee Member (voting)		
Sara Pelayo, Student Committee Member (voting)		

III. Approval of Agenda

M/S/P (S. Pelayo/J. Guerrero) Motion to approve the agenda for October 23, 2020.

Main Motion passes by general consensus

IV. Approval of Minutes

M/S/P (B. Gonzalez/F. Ortiz) Motion to approve the minutes for October 02, 2020.

Main Motion passes by general consensus

V. Icebreaker

Committee Co-Chair, J. Guerrero, asked each committee member to explain how their semester was progressing.

VI. Chair's Report

J. Akopnik thanked everyone for being present and attentive at this meeting.

VII. Action Items

A. None

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VIII. Discussion Items

A. Accounts Receivable Management Policy

Committee Co-Chair, J. Guerrero presented the Accounts Receivable Policy. She went over the following information:

1. Policy Objective
2. Centralized Functions
3. Collections
4. Write-off & Uncollectible Accounts Receivable
5. Aging Reports
6. Past Due Accounts for USU Reservations & SRC Membership Customers
7. Internal Controls & Segregation of Duties

Committee Chair, J. Akopnik explained that this will be an Action Item at the next Finance Committee Meeting on November 6, 2020. The Accounts Receivable Management Policy is an update to the current Collections & Bad Debt Policy.

B. Cost Adjusting Strategies

Committee Chair, J. Akopnik introduced the discussion on recommendations, cost adjustment strategies, and business efficiencies to mitigate financial challenges associated with the pandemic.

Executive Secretary, J. Illuminate presented the following questions to provide context for the discussion:

<p><i>1. Are we serving all the various components/populations of our campus? Who are we serving well? Where are we falling short?</i></p>	<ul style="list-style-type: none"> • The USU should allocate more money into Marketing to increase student engagement on their social media accounts. They need a strong presence on social media to get their events/services out to more students. • The USU could send weekly or monthly newsletters via text so students can utilize their services.
<p><i>2. Which of our programs are exciting, engaging, dynamic, memorable or impactful?</i></p>	<ul style="list-style-type: none"> • I'm a very big fan of Matador Nights, It's a very fun event with live music, games, food vendors, etc. I also spend a lot of time at the Computer Lab and I wish I could've taken some of their Computer Literacy courses, they seemed very helpful to students. • The Computer Lab and meeting rooms were a very big part for me and that's missing right now that everything has gone virtual.

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<p>3. <i>Which CSUN and USU services are truly improving the quality of life for our students on campus?</i></p>	<ul style="list-style-type: none"> • I don't think the USU has asked students what they want now that everything has gone virtual. • Has the USU asked students what they want now that everything is virtual? I think we should ask everyone for their input especially during a virtual environment since everything is so different now. • I remember receiving a survey asking me how virtual learning has affected me but I felt discouraged to fill it out since it was so long. The USU should create a survey that's more straight to the point. • We can do a survey on social media.
<p>4. <i>What can we do differently to meet the basic needs of our students? (Food/housing insecurity, etc.)</i></p>	<ul style="list-style-type: none"> • The biggest thing that I've seen that students need is a good internet connection and a quiet place to study or be in a Zoom class. • Zoom makes my computer overheat, maybe we can rent out computer/laptop fans to students. • We can also help students with Hot Spots.
<p>5. <i>Are our programs and services meeting the diverse needs of our students? Is diversity and inclusion woven into our operations?</i></p>	<ul style="list-style-type: none"> • The USU could reach out to clubs & organizations for events. I'm more likely to join an event that I hear from a friend, rather than a social media post. Maybe they can reach out to the MIC. • I think the USU does a great job of having inclusive resources, the hard part is getting the information out to students. • We have the DREAM Center and the Pride Center, but I'm not sure what they're doing now that everything is virtual. I haven't really seen any updates from them.

J. Akopnik mentioned that the topic of cost adjustment strategies could be a discussion item at a future Board meeting. Student Board members should be aware of what students are saying in regard to which CSUN and USU services are truly improving the quality of life for our students on campus, and what can the USU do differently to meet the basic needs of our students in a virtual environment.

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J. Illuminate mentioned we can ask Sharon Kinard, Associate Director, Administration and Communications, what surveys have been sent out to students to see what has been done and then continue to refine this.

IX. Announcements

Committee Co-Chair, J. Guerrero mentioned that study rooms are available in the Northridge Center and the USU Computer Lab is open. The USU is trying their best to help students during this time. The CSUN Food Pantry is also providing assistance to students who may be experiencing food insecurity.

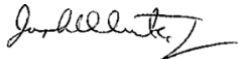
S. Pelayo is the Philanthropy Chair for Phi Mu. Phi Mu will be having their philanthropy event for which they will be raising funds for the Children's Hospital of LA.

J. Akopnik mentioned that the next Finance Committee Meeting will be on Friday, November 06, 2020 at 3:00 p.m. He might miss the first 30 minutes of the meeting due to another program he will be attending. Committee Co-Chair, J. Guerrero will run the meeting if J. Akopnik is not available

X. Adjournment

Committee Chair, Jacob Akopnik adjourned the meeting at 4:14 p.m.

Respectfully Submitted By,



Joseph Illuminate
Associate Director, USU Accounting & Finance