

**UNIVERSITY STUDENT UNION
CALIFORNIA STATE UNIVERSITY, NORTHRIDGE
BOARD OF DIRECTORS
NOVEMBER 13, 2017
GRAND SALON**

MINUTES

I. Call to Order

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

II. Roll Call

| Present | Absent | Staff | Guests |
|---|-------------------------|------------------|------------------|
| Shannon Ashford (<i>left at 2:07 p.m.</i>) | Shelley Ruelas-Bischoff | Jimmy Francis | Danielle DeSawal |
| Frank Benkovic | | Jeremy Hamlett | Kim Harrington |
| Sharon Eichten | | Joe Illuminate | Stacey Leal |
| Maria Elizondo | | Sharon Kinard | Corbin Smyth |
| Stephanie Flores-Temix (<i>left at 2:00 p.m.</i>) | | Kingson Leung | Sandy Vasquez |
| Marquita Gammage | | Sarina Loeb | |
| Jonathan Goldenberg (<i>left at 1:45 p.m.</i>) | | Carol Nardini | |
| Debra Hammond | | Jonathan Navarro | |
| Jazmin Hernandez | | Kristen Pichler | |
| Habiba Naqvi | | Freddie Sanchez | |
| Michael Odinlo | | | |
| Amber Perkins | | | |
| Iris Ramirez | | | |
| Tonee Sherrill | | | |
| Avi Stewart | | | |
| Bhernard Tila | | | |

III. Approval of Agenda

M/S/P (S. Ashford/B. Tila) Motion to approve the agenda for November 13, 2017.

M/S/P (M. Odinlo/F. Benkovic) Amendment to motion to add Discussion Item D – Metrics that Matter, Data that Count. There was no discussion.

Amendment to motion passed 14-0-0.

Motion, as amended, passed 14-0-0.

IV. Approval of Minutes

M/S/P (S. Flores-Temix/M. Gammage) Motion to approve the minutes for the October 16, 2017 meeting.

Motion passed 14-0-0.

V. Open Forum

Stacey Leal, Student Events Assistant, USU Pride Center, invited the board to the programs offered by the Pride Center this week in support of the Trans* students. The week began Monday, November 13 with a Resource Fair, a documentary screening and a Trans 101 Awareness workshop. Tuesday, there was a *Transgender at War and in Love* documentary screening; Wednesday, a *TransVisible: Bamby Salcedo's Story*, documentary screening; Thursday, a *VarieT Show* with Ignacio Rivera. Every day during the week, Trans* 101 Awareness workshops took place from 2:00 to 3:30 p.m. Ms. Leal distributed to the board Trans* Awareness Week fliers.

VI. Chair Report

Chair Ramirez attended today's Meet & Greet with Associated Students (AS) and said that she looks forward to more collaborative opportunities in the coming months. On Monday, November 13, the Association of College Unions International (ACUI) Research Team visited the CSUN campus and the USU to observe, interview and meet with groups/members of the community to collect meaningful data for their research. Chair Ramirez, Vice Chair Odinlo and Director Hammond had dinner with the research team. The ACUI Region I conference took place at the University of Arizona, Tucson, November 17-20, and members of the board, including Director Naqvi, Vice Chair Odinlo and the Chair, were in attendance. The USU participated in the Mid-Valley Family YMCA Gala Fundraiser on November 15. Ramirez said she attended a USU branding meeting on September 27 with other students and staff to discuss new ideas. She reminded the board to check their email often so that they do not miss any deadlines. She asked the board to remain for a few minutes after today's meeting for a brief check-in.

VII. Vice Chair Report

Vice Chair Odinlo reported that he had the honor of representing the Board of Directors as a judge for student showcase alongside *India Love*. He attended the flag football intramurals hosted by NIRSA: Leaders in Collegiate Recreation. The event was held at UCLA and CSUN took third place.

VIII. Executive Director Report

Director Hammond introduced the ACUI Research Team: Danielle DeSawal, Indiana University at Bloomington; Corbin Smyth, University of Minnesota, Duluth; and Kim Harrington, Georgia Tech. Ms. DeSawal addressed the board and said that she is the Clinical Associate Professor and Master's Program Coordinator in the Educational Leadership and Policy Studies Department at Indiana University. She is the team leader of the ACUI Research Team comprised of 12 people who will visit six campuses: North Carolina State University, Oklahoma State University, University of Houston, University of Minnesota, Duluth, University of Wisconsin, and CSUN. The team is not here to be critical but to determine what makes the outcomes that the USU obtains so high. The information gathered will be shared with other student unions. Corbin Smyth said he is the Associate Vice Chancellor, Office of Student Life at the University of Minnesota, Duluth (UMD). He oversees Dining Services, Transportation & Parking Services, the Kirby Student Center, and the Office of Sustainability. Kim Harrington, Georgia Tech, said she was recently named Associate Vice President of Human Resources. She holds a master's degree in counseling and educational psychology from the State University of New York, Buffalo, and a doctorate in educational psychology from Georgia State University.

Director Hammond proceeded with her report and said that she and Samantha Liu, Manager, Administrative Operations, will co-chair the Associate Director, Operations & Services (ADOS) Search Committee. Hammond is also co-chairing the ACUI Awards and Honors Working Group. Kingson Leung, Coordinator, Assessment and Special Initiatives, was selected to develop an instructional assessment website for the Auxiliary Organization Association (AOA) to assist other professionals in developing assessments on their campuses. The project is to be completed by spring of 2018. Hammond said student Stacey Leal was recognized by Councilmember Mitchell Englander at the 4th Annual Latina Breakfast and Recognition: Paying Tribute to Latinas in Pride. It was held at the Los Angeles City Hall on October 17. Leal was honored for her advocacy of the LGBTQ community through her work at the USU Pride Center. Director Hammond again thanked the ACUI Research Team saying how thrilled she was that the USU was selected to be a part of this project.

IX. A.S. Report

Mr. Goldenberg said he missed the last couple of board meetings and apologized for his absence. He hopes to find a replacement to attend the board meetings on a regular basis. He was very impressed with the work and dedication that went into both the Pride Center's Trans*Awareness Week and Veterans Week. The CSUN Faculty Senate did not vote to implement Executive Order 1100. Students and faculty strongly opposed the executive order because it would eliminate "Section F" of CSUN's general education requirement. Section F is the portion of the GE that requires undergraduate students to take six units in comparative cultural studies. Prior to the faculty senate meeting, hundreds of students gathered outside University Hall to protest against Executive Order 1100 and to express their frustrations with campus officials for their lack of communication. It was the largest "on-campus" protest in CSUN history. The contract for the ride share bicycles should be finalized by the spring 2018 semester. More than 400 lime green bikes will be available to students to rent for \$.50 for 30 minutes. The bikes will have their own GPS units which will let the company know where they are and where they have been on campus. It will provide information about the needs of the students. Goldenberg was asked if there are enough bike racks on campus. There are currently 3,500 bike racks which can be moved around the campus as needed.

X. Committee Reports

Chair Ramirez asked the committee chairs to share their reports.

- Facilities & Commercial Services: Chair Bhernard Tila read from his report and said the committee appointed a new member, confirmed the meeting dates, and discussed goals for the semester. The next meeting is November 20 at 4:00 p.m. in the Executive Board Room.
- Finance Committee: Chair Jazmin Hernandez said that the committee will present a discussion item at the meeting today and will have action items in the months ahead.
- Personnel Committee: Chair Shannon Ashford said the committee completed its orientation and approved its goals. The last meeting of the semester is December 1 at 2:00 p.m. in the Moorpark conference room.
- Mentor Program Ad Hoc Committee: Chair Avi Stewart said that the committee would like to plan a luncheon before the end of the semester.
- Diversity & Inclusion Ad Hoc Committee: Chair Frank Benkovic said the committee held discussions on what it will do next semester. The last meeting of the semester is December 8 at 2:00 p.m. in the Tujung conference room. The committee plans to work on its goals.

XI. Discussion Items

A. Student Leadership Development Program

Chair Ramirez said that student board members receive monthly scholarship payments based on the position held. The board chair and vice chair receive a scholarship for in-state tuition fees. There are differences of opinion throughout the CSU if payments to student board members are compensatory or non-compensatory. In general, compensatory payments are subject to state and federal income taxes and non-compensatory payments are not. The USU takes the position that scholarship payments are non-compensatory. Accordingly, the USU does not transmit Form 1099-MISC to the student board representatives or government taxing authorities. Each year, the USU sends a letter to student board members advising them to consult with a tax expert to determine if there are any possible tax consequences of having received scholarship payments. All scholarship payments are required to be reported to the campus Financial Aid office.

The USU hired Robert Griffin, an Auxiliary Organizations Association (AOA) consultant, to provide a framework to establish the non-compensatory nature of scholarship payments. He submitted three recommendations for the board's consideration:

1. Formalize the Student Leadership Development Program ("Program")
2. Amend the USU Bylaws to include the Program.
3. Revise the Scholarship Policy for BOD Representatives.

The purpose of the USU Student Leadership Development Program is to foster effective leadership and governance skills. Students participating in the Program are elected or appointed to responsible offices, governing board, and committee positions. The USU has a long-established and highly regarded history of encouraging student participation in its business. The era now calls for exploring, engaging and elevating student leadership development as an integral feature of USU governance. The proposed amendment to the Bylaws is to establish the Student Leadership Development Program.

The Scholarship Policy & Procedures for BOD Representatives will be revised to reflect the ramifications of the Student Leadership Development Program. The current timing of monthly scholarships does not change. Student representatives who enter the Program on the date of the June annual meeting would receive their first scholarship payment for June service no later than the last Friday in June. Student representatives who leave the Program on the date of the Transition Ceremony would receive their last scholarship payment for May service no later than the last Friday in June. If student representatives join or resign from the board at any other time other than the annual June meeting, they would still receive a pro-rated monthly scholarship payment.

Joe Illuminate, Associate Director, Accounting & Finance, said that the USU's legal counsel will review the proposed changes to the Bylaws prior to being submitted as an agenda action item. Director Hammond emphasized that the Student Development Leadership Program has been in place for many years. The purpose of the Program Statement is to officially formalize the program by including it in the USU's Bylaws.

Director Eichten submitted edits which will be reviewed and incorporated into the documents by the December 4, 2017 meeting. Chair Ramirez said that board members will be able to review the documents again prior to considering them for approval at the next meeting. Director Hammond reminded the board that all Bylaw changes require a two-thirds affirmative vote.

B. Sandy Vasquez, Presentation (Former Board Chair, 2001-2003)

Director Hammond said that before she introduced Sandy Vasquez, the board would watch a 12-minute video clip from an episode of the Public Broadcasting Station (PBS) "Visionaries" program featuring the University Student Union (USU) at California State University, Northridge. In 2013, the USU was selected as one of four student unions nationwide to be featured in the "Visionaries" profile of the Association of College Unions International (ACUI). The other student unions included: Davidson College, University of Vermont and University of Wisconsin-Madison. The board then watched the clip.

Director Hammond said that Ms. Vasquez currently serves as the assistant vice president and dean of students at Pitzer College. She is the first Latina to serve in this role within the Claremont University Consortium. Within her role, she is responsible for the oversight of the departments of Residence Life and Summer Programs, the Center for Asian and Pacific American Students, and serves as the University's Compliance Officer, chair of the University's Threat Assessment Team, and provides oversight for the implementation of the strategic plan for the division of student affairs, as well as the student crisis management and disciplinary process. She works to build bridges and co-curricular partnerships with academic affairs and students through her work on the Sanctuary Working Group, Diversity Committee, Academic Standards Committee, and membership on the Facilities and Information Technology Committee for the Board of Trustees. She earned her bachelor of arts degree in liberal studies (K-12) from CSUN where she also served as Chair of the University Student Union Board of Directors (USU BOD) for two consecutive terms from 2001-2003. During her tenure on the board, Sandra was recognized with the Aida C. Salazar Memorial Award, Bob Alexander ACUI Memorial Scholarship Award, the Dick C. Scott ACUI Memorial Student Development Scholarship Award, and the USU Achievement Award. She earned her master's degree in higher education leadership from the University of Arkansas, a doctorate in educational leadership from USC, and is a graduate of the management development program from the Harvard Graduate School of Education.

Director Hammond then invited Ms. Vasquez to begin her presentation.

Ms. Vasquez encouraged the board's Student Representatives by sharing her story of achievement. She said that college was not easy for her. She took remedial classes to strengthen her academic foundation. She also became active on campus by joining USU Board of Directors committees and then joining the board itself. She talked about the skills that student board members can learn as directors. They include: leadership development, time management and a host of other skill sets that will support them in any profession. Finally, she encouraged students to take advantage of every opportunity offered by the USU, including attending conferences and workshops. A director asked Vasquez what advice would she give to a new student affairs professional. Ms. Vasquez said, anyone interested in the profession should spend time with an experienced professional that they admire. They should interview them to find out what path they took to get to where they are today, shadow them for a day, and ask for a professional resume sample to use as a resource tool. Most importantly, students should not be afraid to ask for help.

Chair Ramirez thanked Ms. Vasquez.

Mr. Goldberg left at 1:45 p.m.

C. USU Renovation & Expansion – Update and Discussion

Jeremy Hamlett, Commercial Services Manager, presented a PowerPoint update about the renovation and expansion project. Hamlett shared that architects LPA recently held focus groups with 15 groups of stakeholders from throughout campus. Using an example from the Pride Center's focus group, he showed how LPA used these brainstorming sessions to gather initial programming and space needs for each area. LPA also provided an estimated number of meeting rooms and capacities that will be needed in case the Northridge Center is demolished as a part of the project. Hamlett noted that department and meeting room space allocations and the square-foot allowance for each department will be discussed at future meetings of the USU Renovation Steering Committee. The Campus Community Engagement event will be scheduled and all members of the campus will be invited to meet with LPA and share their thoughts and ideas about the project. LPA and the USU Renovation Steering Committee then will use all of the information gathered to refine the project scope. The goal is to present the final design to the BOD at its May 2018 meeting.

Director Temix-Flores left at 2:00 p.m.

Director Hammond then reviewed slides 8 and 9 from the presentation and said that the CSU was considering a tuition increase. The possibility of a tuition fee increase was presented to the CSU board of trustees at its November meeting. This possibility will also be presented to the California State Student Association (CSSA). The board of trustees meets every two months and will discuss this topic in January and will probably make a decision in March. Whether the decision is for approval of a tuition increase or not, it will have a negative impact on our proposed student union referendum for April. Furthermore, only 49% of students were in favor of the referendum. Brailsford & Dunlavey recommended that at least 60% of the students be in favor of the referendum before moving forward with a student vote. Based on these factors, we are recommending that we not move forward with a vote in April. Appropriate consultation with and feedback from other CSU stakeholders on this possible tuition proposal also will occur. Hammond directed the board's attention to a 2017-2018 Student Center Fee Rates table where CSUN was listed eighth. All of the universities want to be as low on the table as possible. If a USU fee increase were to happen it would be listed third on the table. The tentative plan is to delay the USU referendum until the last week in October, or first week of November 2018. Comments from the board included that the plan sounds solid. Hammond said that the campus soon will see the

new USU branding campaign. There will be more site visits and engagement with faculty. Financial Aid also will be increased to cover the raise in tuition fees. The referendum fee would not begin until the first building was built in five or six years.

Director Ashford left at 2:07 p.m.

D. Data That Count, Metrics That Matter

Director Hammond reviewed the number of distinct users in fiscal year 2016-17 for the Oasis Wellness Center, the Student Recreation Center and the Computer Lab. The Oasis had 11,413 distinct users (29% of CSUN students), the Student Recreation Center had 25,258 distinct users (63% of CSUN students), and the Computer Lab had 28,380 distinct users (71% of CSUN students). Hammond said she was pleased with the higher percentages of CSUN students that were using the three facilities. She also reviewed measures of student success. During fiscal year 2016-17, the Pride Center, through its Outreach & Advocacy, Identity Development, Community Building, and Educational Programs, saw 5,147 people participate in 166 programs, which was a 9.7% increase in participation and an 11% increase in programs from 2015-16. The Veterans Resource Center, through its Personal, Professional & Academic Development, and Educational Awareness programs, educated 2,880 people through 150 programs, which was a 9.3% increase in participation and a 51% increase in programs from 2015-16. The results were encouraging with our students improving in all areas.

XII. Announcements

- Chair Ramirez said that both Directors Tila and Flores-Temix were celebrating birthdays this week and wished them a happy birthday.
- Director Stewart that that he was a finalist for a new business idea for CSUN's entrepreneurial program.
- Director Benkovic said that interviews will be held for Take XXX soon.

XIII. Adjournment

Chair Ramirez adjourned the meeting at 2:37 p.m.

Respectfully submitted by,

Debra L. Hammond,
Executive Director