

**UNIVERSITY STUDENT UNION  
CALIFORNIA STATE UNIVERSITY, NORTHRIDGE  
BOARD OF DIRECTORS  
DECEMBER 4, 2017  
GRAND SALON**

**MINUTES**

**I. Call to Order**

The regular meeting of the USU Board of Directors was called to order at 12:32 p.m. by Chair Iris Ramirez.

**II. Roll Call**

<b>Present</b>	<b>Absent</b>	<b>Staff</b>	<b>Guests</b>
Shannon Ashford	Shelley Ruelas-Bischoff	Jeremy Hamlett	
Frank Benkovic		Joe Illuminate	
Sharon Eichten ( <i>left at 2:13 p.m.</i> )		Samantha Liu	
Maria Elizondo		Carol Nardini	
Stephanie Flores-Temix		Kristen Pichler	
Marquita Gammage		Tim Rasmussen	
Jonathan Goldenberg		Dave Ross	
Debra Hammond		Freddie Sanchez	
Jazmin Hernandez			
Habiba Naqvi			
Michael Odinlo			
Amber Perkins			
Iris Ramirez			
Tonee Sherrill			
Avi Stewart			
Bhernard Tila			

**III. Approval of Agenda**

M/S/P (M. Odinlo/J. Hernandez) Motion to approve the agenda for December 4, 2017.

Director Eichten pointed out a typographical error on the cover sheet for Action Item A, page 14, to remove the first letter “a” from the sentence. The sentence will now read: “*This item was not considered by a USU committee.*”

***Motion passed 14-0-0.***

**IV. Approval of Minutes**

M/S/P (S. Flores-Temix/M. Odinlo) Motion to approve the minutes for the November 13, 2017 meeting.

***Motion passed 14-0-0.***

**V. Open Forum**

None.

**VI. Chair Report**

Chair Ramirez attended the ACUI regional conference which was held in Tucson, Arizona. Directors Stuart, Naqvi and Vice Chair Odinlo also attended. Ramirez said she enjoyed the experience and learned about the culture and functioning of other student unions from across California and other states. She attended Director Stewart’s presentation on creativity within higher education and the importance of leading with empathy. Director Stewart received positive feedback with inquiries of the USU’s programming efforts here at CSUN. Mid-year committee reports will be due at the January 22, 2018 meeting. Carol Nardini, Staff Assistant, will send the committee chairs a template of the report after the meeting.

## **VII. Vice Chair Report**

Vice Chair Odinlo reported that the Retirement Plan Committee will meet soon to discuss the quarterly report, review plan expenses, review different cost scenarios and to amend the pension plan so it can accept roll-overs from other plans. Odinlo said he enjoyed his first ACUI regional conference. The workshops had a balance of union procedures, improving professionalism, mindfulness, networking and entertainment. He attended U-Day for a short time and noted that the students were enjoying the food and the fun events. He urged the board to make an effort to attend the USU spring events and thanked the Events Team for all of its hard work.

## **VIII. Executive Director Report**

Director Hammond noted that Kristen Pichler, Associate Director, Human Resources & Professional Development, started a year-long program with the group, Courage to Lead, which is a program designed to support non-profit leaders. USU staff member, James Matzen, Marketing Graphic Designer, won several awards at the ACUI regional conference, including first place for the USU's 2015-16 Annual Report website, first place for the Student Summit logo, first place for the VRC Window Display large scale media, and second place for the WISDOM poster. Hammond said that Director Ruelas-Bischoff apologized for her absence from the meeting today and last month's meeting. She and her husband are thrilled to be fostering a child so her work schedule will be limited for the time being.

## **IX. A.S. Report**

A.S. President Goldenberg said that the contract for the lime green bicycle project will be signed soon and the bikes will arrive on campus January 16, 2018. The bikes will be distributed as follows: housing is slated to receive 194; TUC areas will receive 182; and the USU area will receive 24. The company will come out to rebalance the bikes once a day. With 400 additional bikes on campus, the Department of Police Services (DPS) is concerned about the safety of its pedestrians and will be offering safety classes. Goldenberg was asked if the bike company would have an office on campus. He replied that the company is based in Los Angeles and there is no plan for them to be located on campus. If there are problems or questions regarding the bikes, people should contact the Sustainability Center or Outdoor Adventures. The A.S. annual budget closed with more than 200 clubs applying which is more than last year when 112 applied and 140 the year before. He wished everyone happy holidays.

## **X. Committee Reports**

Chair Ramirez asked the committee chairs to share their reports.

- Facilities & Commercial Services: Chair Bhernd Tila said that the committee scheduled six meetings during the spring 2018 semester. The last meeting of the semester is December 11 in the Executive Board Room at 4:00 p.m.
- Finance Committee: Chair Jazmin Hernandez said that the committee completed its goals at its last meeting. The Finance Committee will present two policies and the budget report at today's meeting.
- Personnel Committee: Chair Shannon Ashford said the committee scheduled one more meeting so that it would stay on track with its goals. The meeting is December 8 at 2:00 p.m. in the Calabasas conference room.
- Mentor Program Ad Hoc Committee: Chair Avi Stewart said a committee luncheon was scheduled for Wednesday, December 6, at 12:00 p.m. in the Flintridge conference room.
- Diversity & Inclusion Ad Hoc Committee: Chair Frank Benkovic said the committee will present its goals at the December 8 meeting, to begin at 2:00 p.m. in the Tujunga conference room.

## **XI. Action Items**

### **A. Student Leadership Development Program**

M/S/P (S. Ashford/M. Odinlo) Motion to approve the revisions to the University Student Union of California State University, Northridge Bylaws as presented.

Chair Ramirez began the review with the board.

M/S/P (T. Sherrill/B. Tila) Amendment to the motion to strike "his or her" or "he or she" and replace it with "they, their or them," whichever is grammatically correct. The changes can be found on page 4, Paragraph 5.a of the Bylaws.

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

*Main motion, as amended, passed 14-0-0.*

M/S/P (M. Odinlo/F. Benkovic) Motion to approve the Restatement of the University Student Union of California State University, Northridge Student Leadership Development Program as presented.

Director Benkovic said that the students participating in the Program will have made a commitment beyond traditional academic rigor. They are elected or appointed by their student-peers to hold responsible offices, the

governing board, and committee positions of the USU BOD. They will provide leadership, direction, oversight, and policy-making decisions for all USU programs, services and facilities.

***Motion passed 14-0-0.***

M/S/P (J. Hernandez/S. Ashford) Motion to approve the revisions to the Student Representative Scholarship Policy as presented.

It was necessary to revise the Scholarship Policy for BOD Representatives that included the Program.

M/S/P (S. Flores-Temix/F. Benkovic) Amendment to the motion to strike “his or her” or “he or she” and replace it with “they, their or them,” whichever is grammatically correct. The changes are throughout the Scholarship Policy.

***Amendment passed 14-0-0.***

***Main motion, as amended, passed 14-0-0.***

Director Hammond noted that there should be a one-line statement of inclusive language at the end of the document. She would ask Sharon Kinard, Manager, Administration & Assessment, to write it.

**B. Cash & Equipment Donation Policy**

Motion from the Finance Committee to approve the Cash & Equipment Donation Policy as presented.

Director Hernandez said that the Cash & Equipment Donation Policy was discussed at the October 25, 2017, November 08, 2017 and the November 29, 2017 Finance Committee meetings.

There was no discussion.

***Main motion passed 14-0-0.***

**C. Credit Card Policy**

Motion from the Finance Committee to approve the Corporate Credit Card Policy as presented. The revisions to the Corporate Credit Card Policy were discussed at the October 25, 2017, November 08, 2017 and November 29, 2017 Finance Committee meetings.

There was no discussion.

***Main motion passed 14-0-0.***

**D. 3 & 9 Quarterly Budget Report**

Motion from the Finance Committee to accept the 2017-18 First Quarter Budget Report as presented.

Joe Illuminate, Associate Director, Accounting & Finance, began his report and stated that the purpose of the report is to summarize the financial results of the University Student Union (USU) as of September 30, 2017. The optimal operating range is 25% of the yearly budget, although limits from 20% to 30% are acceptable. The percentage indicates the total amount of revenue received or the total amount of expenditures incurred for the quarter.

**Summary**

The USU’s financial performance for the first quarter is very positive. Both revenue and expenditures are within the operating range (26.2% and 22.4%). There is a \$646,371 surplus and approximately \$4.7 million in cash on hand. In addition, surplus funds totaling \$103,716 was transferred from the operating budget to unallocated reserves, providing the organization flexibility to repurpose these funds throughout the year to other priorities.

**Year-to- Date Revenues**

Total revenue is \$4,369,297, which represents 26.2% of the revised budget of \$16,659,713.

**Year-to-Date Expenditures**

The total expenses for this period were \$3,722,926, which represents 22.4% of the revised budget of \$16,638,469.

**Statement of Changes in Financial Position**

Total assets are \$5,613,609 of which \$4,656,052 is liquid cash. Total liabilities are \$3,074,581 of which \$2,375,374 is the estimate to pay for the projected medical expenses of current and future USU retirees eligible to participate in the Retirement Health Benefits Plan (RHBP).

**Investment Summary**

The USU continues to yield positive returns with money invested in the CSU Systemwide Investment Fund Trust (SWIFT). The USU has earned \$14,703 in the first quarter.

#### **Unallocated Reserves**

The unallocated reserves balance increased by \$103,716. The board-approved unallocated budget was \$201,000. The balance is now \$304,716 which indicates that department managers identified funds approved in the budget that no longer will be utilized.

#### **Designated Reserves**

A total of \$106,104 of designated reserves was transferred to the operating budget during the first quarter for salary adjustments, general salary increases, employer-paid taxes, and vacation advances.

#### **Capital Outlay**

The capital outlay budget is \$218,548. The following capital outlay (fixed asset) purchases were completed during the first quarter: Replacement Roll Down Fire Doors - Plaza Del Sol Performance Hall; Pool Vacuums – Student Recreation and Plaza swimming pools; and Mindful Garden Awning Structure – Oasis Wellness Center.

#### **USU/CSUN Foundation**

The total cash balance on deposit at the CSUN Foundation is \$305,996 of which \$240,962 is unrestricted and \$65,034 is restricted.

#### **Work Study**

The USU has expended \$5,249 as of September 30. The first Work-Study payment will be received in November.

Vice Chair Odinlo complimented Mr. Illuminate on a great report.

*Motion passed 14-0-0.*

## **XII. Discussion Item**

### **A. USU Branding Campaign-Facilities Presentation**

Michael Niles, Marketing Manager, introduced himself to the board and also introduced James Matzen, Graphic Designer, and both began the presentation.

Late last spring, the USU began a Branding Initiative specifically to determine potential ways to increase CSUN student awareness of the USU brand. The USU offers an extraordinary range of events, facilities, programs and services. In the last six years, the USU has successfully launched the Student Recreation Center, Veterans Resource Center, Pride Center and Oasis Wellness Center. All of these new services for CSUN students have become well-known brands on campus. It is critical to increase awareness of the USU name by clearly communicating its brand. The Facilities Branding Campaign will feature a series of 10 large-format wall banners and decals with high impact visuals displayed in high traffic areas throughout the USU. At the start of the spring semester, on January 20, when students walk through the USU they will know they are in the USU. Students also will understand that its popular centers, services and facilities are all a part of the USU. Every banner design will feature a powerful personal message to CSUN students with a combination of dominant visual images. The campaign will feature light pole banners along Lindley Avenue, along the walkway in front of the SRC and along Matador Walkway. Branding campaign graphics will be placed on ground level elevator doors throughout the USU. The campaign will continue to be on display during 2018 with potential updates later in the year. Mr. Niles thanked the board for its support and participation and welcomed their partnership throughout the campaign.

Director Hammond thanked the Marketing Department for all its hard work on this campaign and said that it is critically important that we all support it especially if we move forward with the referendum. The students must identify the USU with all of the services, programs and facilities it offers.

Mr. Niles added that 22 students designed the campaign. He estimated the cost to be \$33,000 which included the artwork, banners, installation, etc.

*Director Eichten left at 2:13 p.m.*

## **XIII. Announcements**

- Director Elizondo said that the Newman Civic Fellowship applications are now being accepted. The fellowship honors the late Frank Newman, one of Campus Compact's founders and a tireless advocate for the civic engagement of higher education. In the spirit of Dr. Newman's leadership. Nominations are being sought from undergraduate or graduate students who engage in collaborative action with others in order to create long-term social change, take action in addressing issues of inequality and political polarization, and demonstrate the motivation and potential for effective long-term civic engagement. One student will be selected to represent

CSUN for the academic year 2018-2019. The criteria and process can be found on the link below, please upload your nominations directly using this link. <https://www.csun.edu/mic/newman-civic-fellows-award-nominations>. The deadline for submission of nominations is Friday, January 5, 2018, at 5:00 p.m. Elizondo said that she would send the link to the board after the meeting.

- Director Elizondo said that the CSUN Pantry has moved to Laurel Hall. For the latest information on The Pantry, please check the website at: <https://www.csun.edu/mic/csun-food-pantry>
- Director Elizondo said that the campus bookstore held a special from December 11–21. Those who bring in two pieces of non-perishable food items will receive 20% off of one CSUN gift or apparel item.

#### **XIV. Adjournment**

Chair Ramirez adjourned the meeting at 2:19 p.m.

Respectfully submitted by,

Debra L. Hammond,  
Executive Director