

**UNIVERSITY STUDENT UNION, INC.  
CALIFORNIA STATE UNIVERSITY, NORTHRIDGE  
BOARD OF DIRECTORS  
AUGUST 27, 2012  
MINUTES**

**I. Call to Order**

The regular meeting of the USU BOD was called to order at 12:38 p.m. by Chair Sabrina Lockey.

**II. Roll Call**

<u>Present</u>	<u>Absent</u>	<u>Staff</u>	<u>Guests</u>
Myles Adkins	Adan Garay	Robert Bice	Shoorideh Asgari
Tiffany Castellanos		Jimmy Francis	Nicole Riley
Sharon Eichten		Jeremy Hamlett	
Debra Hammond		Joe Illuminate	
Collin Johnson		Shannon Krajewski	
Shahtaj Khan		Kingson Leung	
Marianne Link		Kevin Lizarraga	
Sabrina Lockey		Carol Nardini	
Chenice Rand		Kristen Pichler	
Shelley Ruelas			
Tonee Sherrill			
Demontae Thompson			
Perlita Varela			
Ivor Weiner			

**III. Approval of Agenda**

M/S/P (T. Castellanos/ S. Eichten) Motion to approve the agenda of August 27, 2012.

*Motion passed 13-0-0.*

**IV. Approval of Minutes**

M/S/P (S. Khan/M. Adkins) Motion to approve the minutes dated July 23, 2012.

*Motion passed 13-0-0.*

**V. Open Forum**

- Director Ruelas thanked the board for all their well wishes and the gift for her wedding.

**VI. Chair's Report**

Chair Lockey read from her report and wished everyone good luck for the semester. She congratulated Jason Wang, former Associate Executive Director of the USU. Jason is now the Senior Director of Physical Plant Management for the University. The Chair, Vice Chair Thompson, Director Perlita and Tanesha Young, the board's Graduate Assistant, all attended the CSU Long Beach Leadership Conference. Lockey said she benefited from the workshops and lectures and especially enjoyed Charlene Minnick's lecture. Ms. Minnick is the head of the System-Wide Risk Management Office for the CSU. The Committee Chair/Executive Secretary Training went well and Lockey thanked all who participated in the training. Lockey enjoyed conducting interviews for the two student board member vacancies on the board. The team chose two exceptional women who will bring great diversity to the board.

**VII. Vice Chair's Report**

Vice Chair Thompson read from his report and said he had an amazing experience at the CSU Long Beach Leadership Conference, and felt privileged to have had the opportunity to speak to CSU Chancellor Reed. He took part in break-out sessions with board members from other CSUs' and learned an array of skills and tactics that will assist him in becoming a better leader.

## VIII. **Executive Director's Report**

Director Hammond read from her report and said that the Sunny Days Camp program ended August 17 and more than 300 campers participated. This year there were more full-day campers than half-day campers. The internal compliance exit conference took place August 9. The USU did very well. We had only three findings and at the last audit, in 2009, we had five. The auditors looked at the USU's policies and procedures and Hammond thanked the following people for their hard work and assistance: Joe Illuminate, Associate Director, Business and Finance, Kristen Pichler, Human Resources Officer, Sharon Kinard, Manager, Administration and Communication, and Alexander Gonzales, Technology Support Services. The USU donated 26 Dell computers to the Special Education Department at Verdugo Hills High School. The request was brought to the board by Sally Spencer, the former faculty representative to the board. The University Corporation (TUC) in collaboration with the USU, unveiled the new Matador Burger at Matafest held on August 29. The Veterans Resource Center Grand Opening will be held September 12 and the Pride Center will hold its Grand Opening on September 27. The USU held its first Student Summit on August 22. The professional conference-styled event replaced the longstanding Student Retreat as a conference for the USU's 275 student assistant employees. The theme, "Mission Accomplished" referred to the USU's new mission statement. USU alumni (from 1994 – 2003) attended and shared their experience. For the first time, Director Hammond gave a State of the Union speech, and Tamara Jarrett from WTS Corporation, gave the keynote address. She thanked Matthew Eickhoff, Program Coordinator, Training and Development, and Chelsea Herman, student employee assistant, for their coordination of the Summit.

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

None.

## X. **Action Items**

### A. **Appointment of Board Members**

M/S/P (D. Thompson/P. Varela) Motion to approve the appointment of Shoorideh Asgari, as a student representative to the board for a one-year term ending June 10, 2013, and Nicole Riley, as a student representative to the board for a two-year term ending June 10, 2014.

Vice Chair Thompson said that both candidates were bright, passionate and had strong qualities.

Ms. Riley introduced herself to the board and said she is in her third year and majoring in biology. She hopes to be a pediatrician. She is looking forward to sitting on the board because she wants to get involved on campus.

Ms. Asgari introduced herself and said she is interning in engineering management and is eager to join the board. She is a graduate student and is in her second semester.

#### ***Motion passed 13-0-0.***

*Directors Asgari and Riley joined the board at the table.*

Chair Lockey thanked everyone for their participation in the interview committee.

**NOTE:** *After the board meeting it was determined that the term for Nicole Riley will end in 2013, not in 2014 as stated in the original cover sheet.*

### B. **Program Co-Sponsorship Policy**

M/S/P (M. Adkins/D. Thompson) Motion to approve the recommended changes to the Program Sponsorship Policy.

Shannon Krajewski, Associate Director of Marketing and Programs, addressed the board and said that in 2009 the Union Program Council approved Co-Sponsorships. However, with the approval of their new structure in June 2009 and new focus on ensuring the success of their own programs, the responsibility and corresponding budget was moved to a new committee and became the Co-Sponsorship Committee in November 2009. Since then, the Co-Sponsorship Committee has been approving the Co-Sponsorships. Krajewski has been approving the Collaborations and Performance Hall sponsorships, in accordance with the Program Sponsorship Policy approved by the BOD. It is recommended that the Co-Sponsorship Committee be disbanded and the Co-Sponsorships be approved by the Associate Director of Marketing and Programs in the same manner as the Collaborations and Performance Hall sponsorships.

Discussion ensued and it was said that the amount of funding available (\$10,000 per year) is a relatively insignificant amount relative to the overall USU programs budget or the amount of funding available to student groups through Associated Students. It will make the process of applying for these sponsorships much more efficient for student clubs and organizations. It was also noted that there was difficulty in achieving quorum of the committee resulting in delays for those seeking funding. Additionally, the experience of the students was not as significant or engaging as most of the other USU student involvements.

*Motion passed 15-0-0.*

**XI. Discussion Items**

**A. Goals Discussion**

Director Hammond posted all the potential goals on the wall. She then asked the board members to place green dots on their top five favorite goals.

As the board proceeded to pick their goals, there was discussion about whether it would be feasible to make an annual gift to the University. There was some concern expressed regarding the “giving of gifts” during these times of fiscal constraints. Board members expressed support for exploring the feasibility of an annual gift to the University. Financial support for a gift would come from the USU Reserves.

Concern was expressed regarding the organic rooftop garden goal. The feasibility of such an undertaking would need to be fully explored with the Sustainability Institute and others on campus.

Recommendations for the goals will be heard at the September meeting after compilation of the results and a review by the Chair, Vice Chair and Executive Director.

**B. Responding to the Media**

Kevin Lizarraga, Marketing Manager, proceeded with a PowerPoint presentation regarding the board’s responses to the media. The board should refer calls from the Sundial to Kevin or Director Hammond. Everything is on the record and will be printed. All responses should be in the best interests of the USU and the board. It is ok to say nothing. Keep answers short, stick to the facts, and try not to get emotional. Lizarraga said that the grand opening of both the Pride Center and the Veterans Resource Center are coming up and there may be press from the outside.

**XII. Announcements**

- Chair Lockey said that Matafest t-shirts are available from the Marketing Department. Matador Nights is September 7 and volunteers are needed.
- Director Eichten reminded the board that the President’s Picnic is Thursday August 30. Freshman Convocation is September 6.
- Director Ruelas welcomed everyone back from summer break. The President’s Convocation was held in the VPAC (Valley Performing Arts Center) on August 23. The President focused on CSUN’s highlights and what will be happening on campus in the upcoming year. The President also mentioned the SRC, the Pride Center and Veterans Resource Center during her presentation.
- Kevin Lizarraga passed out flyers for Monday Night Football in the Pub, Matafest, and the Grand Opening Celebrations for the Pride Center and Veterans Resource Center. He asked the board to pass them out and more flyers were available if needed. He also participated in the Mataburger taste testing.
- Shannon Krajewski asked the board to spread the word about all the upcoming events, and if they like the new Mataburger, they should let Kevin Lizarraga know.

**XIII. Adjournment**

The meeting was adjourned by Chair Lockey at 1:56 p.m.

Respectfully submitted by,

Debra L. Hammond,  
Executive Director