

**UNIVERSITY STUDENT UNION  
CALIFORNIA STATE UNIVERSITY, NORTHRIDGE  
BOARD OF DIRECTORS  
GRAND SALON  
OCTOBER 20, 2014  
MINUTES**

**I. Call to Order**

The regular meeting of the USU BOD was called to order at 12:30 p.m. by Chair Martinez-Ramirez.

**II. Roll Call**

<b>Present</b>	<b>Absent</b>	<b>Staff</b>	<b>Guests</b>
Amber Bynum	Sharon Eichten	Jimmy Francis	David Haygood
Barbara Gross	Jaelyn Kietzman	Jeremy Hamlett	Andrew Tupic
Jorge Guzman	Shelley Ruelas-Bischoff	Joe Illuminate	
Debra Hammond		Chris Jensen	
Shahtaj Khan		Shannon Krajewski	
Jesus Martinez-Ramirez		Kingson Leung	
Josue Najera		Carol Nardini	
David O'Neill		Jonathan Navarro	
Jorge Reyes ( <i>A.S. Designee</i> )		Kristen Pichler	
Tonee Sherrill ( <i>arrived at 12:36 p.m.</i> )		Jack Raab	
Demontae Thompson ( <i>arrived at 12:34 p.m.</i> )		Thomas Sekayan	
Perlita Varela		Ashley Simmons	
Asia Wheaton			
Karina Winkler			

Vice Chair Khan said that there will be a gathering tomorrow at 1:00 p.m. at the International and Exchange Student Center (IESC) for the student who passed, Abdullah Alkadi.

**III. Approval of Agenda**

M/S/P (A. Bynum/A. Wheaton) Motion to approve the agenda of October 20, 2014.

***Motion passed 10-0-0.***

*Director Thompson arrived at 12:34 p.m.*

**IV. Approval of Minutes**

M/S/P (S. Khan/K. Winkler) Motion to approve the minutes dated September 22, 2014.

***Motion passed 11-0-0.***

**V. Open Forum**

None.

*Director Sherrill arrived at 12:36 p.m.*

**VI. Chair and Vice Chair Reports**

Chair Martinez-Ramirez and Vice Chair Khan and said that the Retirement Committee met on October 15 to discuss potential changes to the USU's investment lineup, which Vice Chair Khan said she will discuss later in the meeting. On September 27, Chair Martinez-Ramirez attended the Annual Clubs and Organizations Recognition Conference, where he participated in a workshop *Equity vs. Equality* by Franklin Ellis, the Coordinator of Residential Student Success and Leadership. Based on board members' availability, a similar workshop has been scheduled for the board on November 3, from 12:30-2:30 p.m. Although the workshop is not mandatory, the Chair highly encouraged all board members to attend. On September 28, the board had a Veteran Awareness presentation by Patrina Croisdale, the VRC Coordinator. The Chair and Vice Chair would like to thank USU Events and CSUN's Acapella for bringing joy to students and staff

through Joybombs on September 29. Committee Training on October 2 was a great success. The Chair, Vice Chair and Sarina Loeb, the Pride Center Coordinator, attended a reception on October 2 for political blogger Andrew Sullivan. Mr. Sullivan discussed recent trends in the media, issues within the LGBTQ community, and current political issues. The Chair and Vice Chair would also like to thank all of the student board members for attending a performance by Angelique Kidjo with Red Baraat on October 3 at the Valley Performing Arts Center (VPAC). Some of the board members were also able to attend Matador Madness on October 3. The Chair and Vice Chair participated in the USU Internal Review Team meeting on October 13, where the findings of the self-assessments for each area were presented. The Chair and Vice Chair will be meeting with the committee chairs on October 22. Lastly, students can now access information about the USU and the SRC through the CSUN mobile application, so please help spread the word.

## **VII. Action Items**

### **A. 2013-14 Form 990 (Time Certain 12:45 p.m.)**

M/S/P (P. Varela/J. Guzman) Motion to accept the USU's 2013-2014 Return of Organization Exempt from Income Tax Information return.

Joe Illuminate, Associate Director, Finance and Business Services, stated that all nonprofit organizations with gross receipts of more than \$25,000 per fiscal year are required to file Form 990 Return of Organization Exempt.

It was noted that compensation-related information of USU Board members was removed from the report to protect the Board members' privacy in a public forum e.g. the Board meeting. However, the complete Form 990, including compensation-related information would be available on the USU website after the return is filed with the IRS.

David Haygood, Senior Manager, NSBN LLP, addressed the board and said he has served the USU for the last four years. Form 990 must be filed by November 15 of each calendar year. If more time is needed to prepare the Form 990, an extension would be filed extending the deadline to February 15, 2015. Once Form 990 is accepted by the board, it is electronically filed by NSBN.

Mr. Haygood said that the financial information contained in Form 990 was essentially the same information presented to the board in the 2013-14 audit report at the September Board meeting.

*Motion passed 12-0-0.*

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

Director Hammond said that Ashley Simmons accepted the USU's offer for the position of Marketing and Business Analyst. Ms. Simmons introduced herself to the board and said she had previously worked at USC where she was the Schedule and Events Coordinator. She oversaw the Program Board at Cal Poly, Pomona, where she received her degree in Business Administration, and Marketing and International Business. She is very excited to be working for the USU. Hammond said that many programs took place in the last month. Approximately 350 students participated in a USU event where they were given free lemonade and a label on which to write something inspirational for another student's lemonade cup. A couple of months ago, the USU received pieces of art from the family of Kimberley Kester. The family is donating an additional three pieces of art. Director Hammond said we must see how large the pieces of art are before we decide where to place them. A few of the pieces were placed in the new East Conference Center (ECC) including the sculpture. Chris Slark, a USU Facilities Maintenance carpenter, built a pedestal for the sculpture which has been placed in the ECC and it is absolutely beautiful. Dr. Susan Painter presented to the Wellness Center project team and other campus partners on Biophilic Design, which is an innovative building design that aims to reconnect humans to nature. Hammond commented that at the biophilic presentation, Dr. Painter said that no other university is doing what the USU is building in our Wellness Center. She also pointed out that we have incorporated eight of the nine biophilic factors into our design. The presentation really validated the direction of our design.

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

Jorge Reyes, Chief of Staff, Associated Students (A.S.), said that over 8,000 students attended Big Show on October 4. A.S. held a campaign entitled "Rock the Matador Vote" to encourage students to register to vote. Cupcakes and hamburgers were given away on the bookstore lawn as well as information regarding the issues. A.S. is involved with planting new trees on campus. In some areas, the trees are dying/not thriving and some have been replanted in an effort to save them.

## **X. Committee Reports**

- Facilities & Commercial Services: Chair Karina Winkler said the committee had its first meeting and worked on creating goals. The next meeting is November 3 at 7:00 p.m.
- Finance Committee: Chair Perlita Varela said the committee has written goals and will send to everyone soon. They will be working on a Hospitality Policy at their next meeting on November 7 at 2:15 p.m.
- Personnel Committee: Chair Amber Bynum said the committee had their first meeting and opened with an ice breaker and orientation. Next meeting is November 12 at 5:00 p.m.

- Retirement Committee: Chair Shahtaj Khan said the committee approved goals at the October 15 meeting and will continue to monitor the USU's retirement plan.

## **XI. Action Items (continued)**

### **B. Retirement Plan Investment Lineup Change**

Motion from the Retirement Plan Committee to replace the PIMCO Total Return Fund with the Metropolitan West total return bond fund.

Vice Chair Khan said that The Standard, along with financial advisor, Patrick Robison, placed the PIMCO Total Return fund on the Watchlist because it failed to meet the minimum FI360 fiduciary score criteria in seven out of eleven categories. After the Retirement Plan Committee met on September 23, 2014, it was announced that Bill Gross, Chief Investment Officer and co-founder of the PIMCO organization, was leaving the organization effective immediately. His departure resulted in a \$10 billion withdrawal from PIMCO the day of the departure announcement.

On September 30, 2014, The Standard announced that existing clients (e.g. the USU) can hold the fund with the full fiduciary support of The Standard. The significance of "full fiduciary support" is that the Retirement Plan Committee and the Board of Directors are not subject to any negative fiduciary repercussions in the short-run for maintaining PIMCO in the USU's retirement plan investment lineup.

Patrick Robison and Jason Richmond, Relationship Manager at The Standard, recommend the Metropolitan Total West Return ("Metropolitan") and the Prudential Total Return Bond ("Prudential") funds as acceptable alternatives to PIMCO.

Khan said that the committee recommended replacing PIMCO fund with the Metropolitan fund in the investment lineup for both the 403(b) and pension plans for the following reasons:

1. The average FI360 fiduciary score for Metropolitan either exceeds or is equivalent to the average Prudential score for the one, three, five, and ten year periods;
2. Metropolitan either exceeds or is equivalent to Prudential in eight out of the eleven FI360 Score Criteria;
3. The investment grade credit quality of the Metropolitan portfolio (89.3%) is superior to the credit quality of the Prudential portfolio (82.4%);
4. The Metropolitan net expense ratio is less than the Prudential net expense ratio by 0.18%; and
5. Metropolitan provides better investment returns while utilizing less risk than Prudential.

Director Hammond commended Khan and the Retirement Plan Committee members for the amount of work that was involved in the process. It took effort and the members were willing to come back for an additional meeting. The Standard has a form which they will send to USU staff to inform them of the change. The change will not go into effect until December 8.

*Motion passed 12-0-0.*

## **XIII. Discussion Items**

### **A. BOD Goals 2014-15**

Chair Martinez-Ramirez reviewed the goals and said he tried to incorporate the feedback received from board members. The board will continue to monitor its goals throughout the year. Directors said that the Chair and Vice Chair did an excellent job on creating and revising the goals.

### **B. Program Review**

Director Hammond explained that Program Review is the USU's opportunity to review and audit all of its programs, events and everything that we do for students according to our Mission Statement. The Program Review is based on the Council for the Advancement of Standards (CAS) in Higher Education. The consultation is not expected to cover the following USU areas: the Pride Center, the Veterans Resource Center, and the Student Recreation Center as those areas will be undergoing separate reviews in the future.

Hammond reviewed the 12 CAS categories:

- 1) Mission
- 2) Program
- 3) Organization and Leadership
- 4) Human Resources
- 5) Ethics

- 6) Law, Policy and Governance / the board plays a big role
- 7) Diversity, Equity and Access / regarding the people we serve, including ADA (Americans with Disabilities Act) and access
- 8) Institutional and External Relations
- 9) Financial Resources
- 10) Technology
- 11) Facilities and Equipment
- 12) Assessment and Evaluation

USU Staff has been gathering documents for all of the categories listed above. An outside panel of four will come to our campus to conduct the review. One of the panel members is from CSU Sacramento; the other three are from universities across the nation and all are experienced consultants. The team will be with us three days, November 18-20, and will meet with staff, students, faculty, the USU BOD, Associated Students, and Student Affairs. The board will have the opportunity to meet the panel at a lunch planned for Wednesday, November 19. Discussion ensued and Hammond said that after the panel conducts their review, they will send us a report which will let us know what we do well, and what needs improvement.

#### **XIV. Announcements**

- Chair Martinez-Ramirez said that he will meet with the committee chairs on October 22; the Franklin Ellis training is November 3; he will look into obtaining polo shirts so will need to get the director's shirt sizes.
- Shannon Krajewski, Associate Director, Marketing & Programs, said November 11 is Veterans Day, and the campus is closed. There will be many events to celebrate our veterans all week.
- Director Winkler said her mother is running for City Auditor in Alameda County. She invited everyone to look at her Facebook page for more information. She reminded everyone to vote on November 4.

#### **XIV. Adjournment**

The meeting was adjourned by Chair Martinez-Ramirez at 1:58 p.m.

Respectfully submitted by,

Debra L. Hammond,  
Executive Director