

**UNIVERSITY STUDENT UNION
CALIFORNIA STATE UNIVERSITY, NORTHRIDGE
BOARD OF DIRECTORS
GRAND SALON
FEBRUARY 22, 2016
MINUTES**

I. Call to Order

The regular meeting of the USU BOD was called to order at 12:33 p.m. by Chair Shahtaj Khan.

II. Roll Call

Present	Absent	Staff	Guests
Tirdad Bakhshandeh	Sharon Eichten	Nicholas Echeverri	Omar Aly
Natalie Esparza	Juaneeq Elliott	Jimmy Francis	Briel Garcia
Barbara Gross	Shelley Ruelas-Bischoff	Alexander Gonzales	Tamus Glunz
Debra Hammond		Joe Illuminate	Jimmy Guevara
Asia Johnson		Shannon Krajewski	Frances Ramsel
Shahtaj Khan		Samantha Liu	Leia Tabert
Usman Khan		Carol Nardini	
Kenia Lopez (<i>designee for Jorge Lopez</i>) (<i>left at 1:04 p.m.</i>)		Jonathan Navarro	
Thelmari Raubenheimer		Kristen Pichler	
Tonee Sherrill		Freddie Sanchez	
Samantha Simonds		Scott Schorn	
Donald Stewart			
Rowie Wolfe			
Sara Yousuf			

III. Approval of Agenda

M/S/P (U. Khan/D. Stewart) Motion to approve the agenda of February 22, 2016.

Motion passed 12-0-0.

IV. Approval of Minutes

M/S/P (D. Stewart/T. Bakhshandeh) Motion to approve the minutes dated January 25, 2016.

Motion passed 12-0-0.

V. Open Forum

- Jimmy Guevara introduced himself to the board and thanked them for the opportunity to attend the Student Veterans of America Conference in Florida recently. He attended a panel “Do Ask and Do Tell,” which addressed the issue of LGBTQ students in the military. It was interesting and informative. All of the workshops and speakers were good and it was an opportunity to exchange ideas with students from other campuses. Housing for veterans was discussed and also a workshop on how to become a professional person in the workplace after service in the military.
- Briel Garcia said that she also attended the Student Veterans of America Conference in Florida and thanked the board for the opportunity. In the next five years, more than 11% of the people in the military will be women and three-fourths of them will be multi-racial. Discussions regarding more affordable housing were held.
- Tamus Glunz addressed the board and said she is from the Matador Food Bank and is interested in forming a relationship with the USU. She would like to set up a food bank somewhere on campus. Ms. Glunz cited a statistic that out of 4,000 students, 62% dealt with food challenges during the month of January (A.S. elections poll). Students can reach Ms. Glunz at matadorfoodbank@my.csun.edu if they would like additional information.
- Frances Ramsel addressed the board and said the Vagina Monologues would return to the Plaza del Sol next Thursday and Friday, February 25 and 26. Both shows begin at 8:00 p.m. Ms. Ramsel is the President of the Vagina Monologues Team and she wanted to thank the board for their anticipated support. Tickets are \$10 for

students and \$15 for non-students and all proceeds would benefit the survivors of violence and sexual violence against women and children. Tickets can be purchased at the A.S. Ticket Office.

VI. Chair Report

Chair Khan said the board met on February 8 and held a brainstorming session regarding the goals. She thanked Directors Johnson and Yousuf for their help with the presentations during the session. February 15 officially began the filing period for applying for a seat on the board. Talking points were handed out and she reminded each student board member that they are required to recruit at least two candidates. Please keep it going! Director Elliott has resigned her position on the board. She is a senior and the classes needed to graduate are held on Mondays. Chair Khan said Director Elliott would be missed and wished her the best.

VII. Vice Chair Report

Vice Chair Simonds passed out multiple fliers about events taking place over the next few weeks and encouraged the board to support the USU. There are currently 30 open positions at the USU. Descriptions of job openings can be found on-line at the USU Web site at: <https://chj.tbe.taleo.net/chj05/ats/careers/jobSearch.jsp?org=UNISTUDENTUNION&cws=1&org=UNISTUDENTUNION>.

VIII. Executive Director's Report

Director Hammond said many programs took place at the resource centers this month. Prior to the open public forum with Chancellor White on January 29, Jessica Cardiel, a student with the Pride Center, met with the Chancellor and presented him with a packet of information regarding the concerns of LGBTQ students. Based on that meeting, a telephone call was arranged with a representative from the Chancellor's Office to address the concerns. They will continue to discuss the issues that affect the LGBTQ communities and how the CSU can best support them. Hammond said she is proud of the support that CSUN has for its LGBTQ community, and she thanked the following people for their hard work: Sarina Loeb, Coordinator, Pride Center & LGBTQ Initiatives, Freddie Sanchez, Assistant Director, Resource Centers, Shannon Krajewski, Associate Director, Marketing & Programs and Dr. William Watkins, Vice President, Student Affairs, Dean of Students.

IX. A.S. Report

Associated Students Senator Kenia Lopez, sat in for President Jorge Reyes. The senate will be participating in the *Relay for Life* event to be held on April 2. A transportation meeting will be held March 3. All commuters are asked to come out and support the meeting on Thursday, March 3, 6:00 – 8:00 p.m. in the Grand Salon. The filing period for applications for the A.S. Senate officially began February 15. A kickoff event will take place Wednesday from 10:00 a.m. to 2:00 p.m. in Matador Square.

X. Committee Reports – Mid-Year Reports

- Facilities & Commercial Services: Chair Raubenheimer read from her report and said the committee held three meetings during the fall 2015 semester. The committee approved the SRC policy revisions, the Computer Lab policy revisions and allocated a location within the USU for the Dream Center. The committee reviewed and monitored the initial progress of the Facilities Master Plan assessment and met quorum at each meeting. Future plans include supporting and providing input for the Facility Master Plan. The committee will review the site visitation information. The committee plans to meet six times during the spring semester.
- Finance Committee: Chair Yousuf read from her report and said the committee held five meetings during the fall 2015 semester. Accomplishments so far include the passing of the following policies: Conflict of Interest Policy, Petty Cash Policy, General Change Fund Policy, and the Signature Policy. The Hospitality Policy & Procedures will be voted on today along with the 6&6 Budget Report. The committee anticipates the updating of the Purchasing Policy, the Fixed Assets Policy, Gift Card Procedures, and will implement a P-Card (purchase card) program by May. Quorum was met at each meeting and the committee plans to hold five meetings during the spring semester.
- Personnel Committee: Chair Johnson read from her report and said the committee held three meetings during the fall semester. The committee approved the General Salary & Merit Increases for Regular Employees Policy. The committee will modify its original goals at its March 9 meeting to prepare for new legal requirements regarding minimum wage, other policy clarifications which have been identified, and recommendations for new regular positions for fiscal year 2016-17. The committee plans to hold four meetings during the spring semester.
- Retirement Committee: Chair Simonds said the committee has a meeting scheduled for February 29 and will report to the board at its next meeting.

Kenia Lopez left at 1:04 p.m.

XI.

Action Items

A. Computer Lab Use Policy

Motion from the Facilities and Commercial Services Committee to approve the revised Computer Lab Use Policy.

Director Raubenheimer said the current version of the Computer Lab Use Policy was approved in 2007. Much of the terminology is now outdated, such as references to the Satellite Student Union (SSU). The revised version uses updated terminology and includes changes to language regarding printing kiosks and time limits for workstations.

Raubenheimer noted a typographical error in the policy in the fifth paragraph of the Procedures portion of the policy, second sentence, "Locks may be rented by computer lab patrons who have need of temporarily storing their skateboards or kick scooters at **designed** racks outside of the lab." The bolded word, designed, should be "designated."

Motion passed 12-0-0.

B. Second Quarter (6&6) Budget Report

Motion from the Finance Committee to approve the 2015-16 Second Quarter Budget Report.

Director Yousuf addressed the board and said that the USU does a thorough budget review every quarter. The Second Quarter budget report is for the Second Quarter ended December 31, 2015. The term "6 & 6" signifies that there are six months of actual data and six months of projected data. She then reviewed the following with the board:

Summary

The USU's financial performance for the first quarter is positive! Both revenue and expenditures are solidly within the operating range (50.0% and 48.3% respectively). A surplus of \$239,927 was generated; there is a cash balance of approximately \$3.3 million; and there is \$208,580 remaining in unallocated reserves.

Reasons will be provided for the revenue and expense categories outside the operating range and/or those that have positive or negative budget adjustments greater than \$10,000 when compared to the first quarter revised budget. Please reference the Statement of Activities included as part of this report.

Revenue

Total revenue is operating 50.0% to budget. The revenue budget decreased by \$14,757 when compared to the first quarter budget as of September 30, 2015.

Rental Income: Subleases, Room & Equipment – The budget for this category increased by \$12,392. An increase of \$10,000 was due to a rise in the number of reservations for meeting rooms. The additional \$2,392 is a result of the recent signing of the sublease with CSUN EOP's Dream Center.

Rental Income: SRC Lockers & Towels – Income is 43.1% to budget because daily locker sales are below expectations. An analysis will be done to determine if the budget for daily locker sales should be reduced.

Summer Camp – Revenue is 44.5% to budget because payments for the 2016 summer season will not be received until the third and fourth quarters. Also, the revenue budget was adjusted downward by \$9,000 due to the LAUSD ending their school year one week later than anticipated.

SRC-Related Income – The revenue budget decreased by \$16,918.

The Fitness & Wellness department decreased the personal training income budget by \$13,000 because sales have been lower than anticipated due to the highly unpredictable nature of this revenue stream.

The Fitness Programs department decreased the fitness program income budget by \$3,918 because the number of revenue-based fitness classes offered during the summer and fall was lower than expected.

The budget for the personal training and fitness program income will be assessed during the third quarter budget review to determine if adjustments are needed to bring the account within range by fiscal year end.

Interest Income – Income is 68.5% due to interest that has been earned in the System Wide Investment Fund Trust (SWIFT). This budget will be increased to reflect the higher level of interest income.

Miscellaneous Income - this category is 65.0% to budget because the annual AORMA workers compensation and general liability dividends were received during the first quarter.

Expenditures

Total expenditures are 48.3% to budget and total operating expenditures are 46.5% to budget. Salaries & Benefits are 49.4% to budget. The total operating expenditures budget decreased by \$14,758 when compared to the first quarter budget as of September 30, 2015.

Hourly Wages – The budget was increased by \$10,000 due to the hiring of the temporary Boxing Supervisor in the Fitness Programs department.

Student Wages – The budget for this category was decreased by a net amount of \$52,000. The Maintenance department decreased wages by \$27,430 in order to fund the temporary hire of a contracted landscape worker and staff overtime required for special projects.

Additional reductions in student wages were made from the following departments due to vacancies:

- Fitness & Wellness
- Computer Labs
- USU Reservations & Events

General Operating Expenses – Expense is 42.7% to budget due to the delay in The University Corporation's (TUC) invoicing of \$39,000 for summer 2015 Sunny Days camp meals. TUC has indicated it will invoice the USU in the third quarter.

Supplies & Services – Expense is 42.3% to budget and the budget was increased by \$108,983. The increase is due to a transfer of unallocated reserves to fund the Brailsford & Dunlavey consulting services contract in order to create a facilities master plan for the USU.

Repairs and Maintenance – the expense budget for this category increased by \$78,804. There was an increase of approximately \$45,700 in the custodial services account to cover the cost of a temporary landscape worker, landscaping projects, and pool pressure washings.

In addition, the equipment and facility repair account increased by approximately \$33,000 to cover the following projects:

- Student Recreation Center (SRC) Uninterrupted Power System (UPS) inspection
- Northridge Center storage area water leak repair
- Northridge Center water pipe camera survey
- Inspection of the Plaza del Sol Performance Hall (PDSPH) fire door
- Excavation of the PDSPH water service pipe
- East Conference Center first floor door closure upgrades
- F plant building roof repairs

Reserves – Please reference the Reserves Summary table included as part of this package for further details.

Grants and Scholarships – Expense is 69.2% to budget because the graduate assistant and the BOD Chair and Vice-Chair tuition reimbursement for the spring semester were paid in December 2015.

Expendable Equipment – Expense is 63.9% to budget. The primary reason is that the expendable equipment and expendable computer & peripheral accounts are at 81.4% and 71.9% to budget. The budget for these two accounts will be assessed during the third quarter budget review to determine if adjustments are needed to bring the accounts within the operating range by fiscal year end.

In addition, the budget for this category increased by \$18,732 of which approximately \$12,000 was attributable to a variety of computer & peripheral technology purchases by the Technology Support Services department. Also, there was an increase of \$6,000 for the purchase of video and photo equipment by the Marketing department.

Amortization & Depreciation – Expense is 68.7% to budget and is above the operating range for two reasons:

- An \$114,773 loss on the disposal of fixed assets as a result of the recent fixed asset inventory.
- There is more depreciation expense than budgeted for the furniture and fixtures and computer and peripherals expense accounts. The budget for these two accounts will be assessed during the third quarter budget review to determine if adjustments are needed to bring the account within the operating range by fiscal year end.

Statement of Changes in Financial Position

Please reference the Statement of Changes in Financial Position included as part of this packet.

Total assets are \$4,102,955 of which \$3,288,861 is liquid cash. Total liabilities are \$2,762,951 of which \$1,605,116 is the amount set aside to fund retiree medical benefits for employees in the Retirement Health Benefits Plan (RHBP). Total net assets are \$1,340,003.

Investment Summary

The USU continues to yield positive investment returns in SWIFT. The USU has earned \$5,136 year-to-date in interest income when compared to \$440 earned year-to-date in the prior fiscal year.

Reserves

The unallocated reserves budget was reduced by \$254,163 during the quarter due to the following:

1. A reduction of \$109,500 for the consulting services of Brailsford & Dunlavey to create a facilities master plan for the USU.
2. A reduction of \$114,773 to account for the loss of the disposal of fixed assets as a result of the recent fixed asset inventory.
3. A reduction of \$38,335 for a decrease in the projected fitness wellness income and summer camp income.

A total of \$47,181 of designated reserves was transferred to the operating budget during the quarter for the reclassification of staff positions and vacation advances.

Capital Outlay

There was no activity or change to the capital outlay budget during the quarter. The following is a summary of the status of the remaining projects:

1. Budget Preparation Software – this expenditure will not occur because the purchase is not cost effective. This capital outlay item may be removed from the budget.
2. NRC Event Lighting Equipment – estimates were obtained in January with the purchase scheduled for late February.
3. PDSPH Fire Curtain Upgrade – three quotations have been submitted by the Valley Performing Arts Center with the purchase scheduled for February.
4. Executive Board Room Furniture – a meeting with the vendor furniture representative is scheduled for February with the purchase to take place in March.

Work-Study

The USU received \$40,146 and expended \$15,073 leaving a balance of \$25,072. The work-study balance will be fully expended by the end of the fiscal year.

Motion passed 12-0-0.

C. Hospitality Policy

Motion from the Finance Committee to approve the Hospitality Policy as presented.

Director Yousuf said that the Finance Committee was assigned the task of creating a hospitality policy during the 2014-15 fiscal year. During this time, the campus hospitality policy was in the process of revision. As a result, the decision was made to delay creation of the USU's policy until the revisions to the campus policy were completed (so that revisions to the campus policy could be included in the USU's newly created policy).

In June 2015, the USU was cited in the latest internal compliance audit for not having a hospitality policy. Therefore, the committee restarted the process to create the policy in fall 2015 in order to comply with the finding. The USU moved forward with the approval of a hospitality policy in order to rectify the citing indicated in the internal compliance audit.

The committee recommended the Hospitality Policy to the Board of Directors for approval at its January 15, 2016 meeting. However, the Board returned the policy to the committee for further review. The issue was that meals and light refreshments provided at meetings (e.g. Student Summit) that involve training and development, should be a non-hospitality expense even though the campus policy allows hospitality to be provided for meetings involving training and development.

Board members pointed out that even though auxiliaries' policies should be consistent with campus policies, they are not required to be in complete conformity. Autonomy is needed to tailor policies to each auxiliary's specific needs.

The revisions made to the hospitality policy formalize what has long been the USU's hospitality practice. The only difference is that a Hospitality Approval Form is now required to document hospitality expenses greater than \$250.

The following key revisions were made to the policy in the "Definitions" section:

1. The definition of "Award" was deleted since the definition of "Awards" is included in the definition of "Awards and Service Recognition."

2. The sentence, “Recognition events also include employee morale functions,” was deleted from the definition of “Employee Recognition Events.”
3. The title of the definition for “Employee Meetings” has been changed to “Meetings & Trainings”.
 - a. The definition of “Meetings & Trainings” was revised to clarify that meetings and trainings may include Board members and volunteers in addition to employees.
4. The definition of “Hospitality” has been revised to add illustrations of what are considered to be non-hospitality expenses.

Director Sherrill thanked Director Yousuf for her presentation of the policy and congratulated the Finance Committee for making the revisions requested by the Board.

Motion passed 12-0-0.

D. Reallocation of Reserves

Motion from the Finance Committee to approve the reallocation of reserves as follows: \$85,813 from reserves designated for the organizational compensation analysis to reserves designated for bonuses; and \$15,000 from reserves designated for the student assistant sick leave to reserves designated for general salary increases.

The total amount of recommended bonuses plus required employer-paid payroll taxes is \$95,813. An additional \$15,000 is requested to replenish the designated reserve for general salary increases. No additional funds from the budget are needed to fund these requests because there are sufficient funds remaining in designated reserves.

The amount of designated reserves for bonuses approved by the Board in the 2015-16 budget is \$10,000. This reserve of \$10,000 designated for bonuses was an estimate, but this amount is not sufficient based on the number of significant major initiatives engaged in during the 2014-15 year:

1. Wellness Center
2. AB1522 implementation of sick time accrual for all hourly and student assistant employees
3. Program Review
4. Relocation of the Pride and Veterans Resource Centers
5. Inclusive Language Campaign
6. Internal compliance and operational review
7. Implementation of the student assistant minimum wage increase

It should be noted that all of these initiatives (with the exception of the Wellness Center, Program Review and the student assistant minimum wage increase) were in addition to our planned strategic priorities.

Additionally, bonuses have been used to reward employees who are doing good work, but have not been compensated appropriately because of the overall low general salary increases in the CSU and at CSUN.

In 2013-14, the general salary increase was only 1.34% while the 2014-15 general salary increase was only 2.0%. Most of our eligible employees would receive a 2.0% bonus. Other employees who were working on major initiatives (previously listed) and special projects or have special skills would receive an additional bonus ranging from 0.05% to 3.0%.

It is important to note that no additional designated reserves are being requested. There are sufficient funds in the reserves designated for the organizational compensation analysis and the funds designated for the student assistant sick leave to fund the bonuses and replenish the reserve designated for general salary increases. The funds designated for the student assistant sick leave are no longer needed. The \$120,000 designated for the organizational compensation analysis will not be expended this fiscal year because the compensation survey will not be completed until 2016-17.

Director Hammond passed out a sheet of paper that listed the USU staff names and the bonus percentage that each staff person would receive, along with another document that justified why that employee was receiving a bonus. She said that once the review was over, she would be collecting both of those documents. She said that bonuses are given when employees go above and beyond the scope of their jobs, i.e., the work that was needed to move the Pride/Veterans Resource Centers and open the Wellness Center. The work involved with those two projects was immense. No one is receiving more than a 5% bonus, most will receive between a 2.5% and 4%.

Motion passed 12-0-0.

XII. Discussion Items

A. Facilities Master Plan - Update

Director Bakhshandeh proceeded with his PowerPoint presentation regarding the Facilities Master Plan update. 10,000 students were surveyed to develop and identify solutions for the USU to enhance its current services and facilities. B&D will implement a three-phased approach and the first step is market analysis and needs assessment. Some students noted that CSUN was not their first choice, but most took pride in their decision to stay after seeing the value. Students said the USU was peaceful and inclusive. They liked the games room, free printing and the lounges. They felt the buildings in the USU were disjointed with outdated technology. The tables and chairs outside do not provide enough shade and the infrastructure is outdated. Students liked having the Farmer's Market and would like a spirit store. They socialized at the USU, the Oviatt Library, and the Student Recreation Center. As of the date of the preparation of this report, 521 (5%) had responded to the survey.

Director Hammond said that out of the 10,000 students surveyed, 2,700 live on campus. She hoped that more would respond before the deadline, February 26. Another survey will be sent in the fall and it is hoped that we get a better response. Campus Labs distributes the surveys from Dr. William Watkins, Vice President for Student Affairs and Dean of Students.

B. USU BOD Goals- Update

Chair Khan said she and Vice Chair Simonds took all of the board's feedback from the brainstorming session and updated the goals as follows:

1. The USU BOD will assist in increasing awareness and support for AB540 students on campus. [In Progress]
 - Support the opening of a new Dream Center housed in the USU to strengthen the connection between students and the campus community.
 - Responsible USU BOD Members: Thelmari Raubenheimer, Shahtaj Khan, Samantha Simonds
 - Responsible USU Staff: Associate Director, Operations & Services
 - Responsible USU Board Committee: Facilities & Commercial Services Committee

[Board members have supported AB540 students by passing the Dream Center proposal during the November 16 board meeting.

Board members will continue to support AB540 students once the center opens in spring 2016 by attending the walk thru on February 22 at 2:00 p.m.

Board members will be provided a one-page informational facts sheet about the AB540 resource center during a walk through to better understand and support the CSUN community.]

2. The USU BOD will assist in increasing awareness of the resources and services available to students across campus through outreach programs and opportunities. [In Progress]
 - Host a Service Sampler Cart that would feature the multitude of services the USU has to offer in various locations on campus, to attract students who do not normally come to the Union.
Service Samples Include:
 - Five-Minute Massages (Highlight: The Oasis)
 - Printing (Highlight: The Computer Lab/ Daily Free Prints)
 - Small Shakes giveaways (Highlight: Shake-Smart)
 - Sports Water Bottles giveaways (Highlight: SRC)
 - Set Up Gaming Station (Highlight: Games Room)
 - Responsible BOD Members: All
 - Responsible USU Staff: Associate Director, Marketing & Programs, USU Marketing Manager
 - Responsible Board Committee: N/A
 - Possible Collaboration with Associated Students

[Board members will use a script provided by the Marketing Department to make presentations in classrooms, clubs/organizations, and to freshman students in housing during a park-wide event Monday February 15th at 7:30pm. and will inform them of USU services/programs and spring 2016 elections.

Board members will be accountable for two social media posts a month with a #csunusu

Board members will table with marketing every Tuesday 2/16-3/15 between 11:00 am-1:00 pm.]

3. The USU BOD will assist in providing and creating engaging and energetic inclusive programs that support the mission of the USU and bring opportunities to students. [In Progress]
 - Host a Meet and Greet for the USU Board of Directors in the spring for students to get to know and understand the function of the Board of Directors (prior to elections, possible collaboration with Associated Students.)
 - Have the USU participate in a diversity training to understand the need for oppression reduction and how student leaders can properly represent the various populations on this campus.
 - Work with marketing to submit and highlight Mata-facts about the USU, using various marketing strategies.

- Responsible BOD Members: All
- Responsible USU Staff: Associate Director, Marketing & Programs, USU Marketing Manager
- Responsible Board Committee: N/A

[Board members will host a USU Board of Directors Meet and Greet March 7 at 12:30 p.m. for prospective students to come and mingle with current Board members either to gain insight about the USU or elections. Board members have participated or recruited students to run in elections as well as make informational presentations to their classes and other student groups on campus about the USU.

The Board will also help promote the Inclusive Language Campaign through the use of these classroom presentations and various tabling opportunities.

The Board will also participate in a Diversity Training Session lead by Resource Center Assistant Director Freddie Sanchez.]

4. The USU BOD will continue to assist in the organization and assessment of the USU's Program Review to outline the future of the organization through the use of the Facilities Master Plan Committee and Internal Review Team. [In Progress]
 - Research and assess the results of the Program Review to identify what the Union can accomplish in the upcoming year.
 - Develop a long-term plan of objectives to outline future plans of how the USU can meet the things highlighted in Program Review for years to follow.
 - Responsible BOD Members: Shahtaj Khan, Samantha Simonds, Student Representatives to sit on Committee
 - Responsible USU Staff: Executive Director, Manager, Administration & Communications (MAC), Management Team
 - Responsible Board Committee: Ad-Hoc Master Plan Committee, Internal Program Review Team

[Board members have assisted this goal by participating in a Student Union site visit trip by bringing back feedback to improve our Union spaces. Board members have served on the Facilities Master Plan and Program Review Internal Team committees.

Board members have also met with staff/ Brailsford & Dunlavy to begin brainstorming the future facilities plan for the USU and how a plan may be set in place to begin the remodeling of Union spaces.

Board members continue to support this goal by meeting with Program Review Internal Team in February, and beginning to outline the next steps for the Facilities Master Plan.

Board members will assist Administration and Communications Manager Sharon Kinard with presenting Program Review Updates during the March Board meeting.]

5. The USU BOD will continue to participate at more USU and CSUN events and programs by creating an Ad-Hoc Spirit Committee. [In Progress]
 - Coordinate non-board related get-togethers for student board members at the VPAC or other CSUN related events.
 - Plan and oversee potential Starmate mixers to better engage with staff and Board members.
 - Spread awareness about USU events and programs to keep all Board members informed and to promote more student Board participation and involvement.
 - Bring energy and spirit to the Board by making magic happen!
 - Promote all USU student Board members to attend USU events and have an understanding of the programs they are voting on.
 - Responsible BOD Members: Shahtaj Khan, Samantha Simonds, Juaneeq Elliott
 - Responsible USU Staff: Associate Director, Marketing & Programs, Special Services Assignment, BOD
 - Responsible Board Committee: Ad-Hoc Spirit Committee

[The Board has created an Ad-Hoc spirit committee and appointed a committee chair.

The Board has also conducted a star mixer and given several opportunities for engagement over the course of the past semester.

Board members will continue this goal by planning to attend the Soledad O'Brien lecture at the VPAC.

Board members will schedule campus tours to conduct research for the CSUN students of color coalition and Center on Centers discussion.]

After her review, Chair Khan added that in Goal #2, some of the board members have already signed up. Regarding Goal #5, Khan suggested that the board schedule campus tours soon as it was added to the goal. She thanked the Marketing Department for meeting with her. Director Esparza participated during a tabling session and she said it was productive. Director Hammond commented that tabling sessions are a great place to talk to students about the surveys. Regarding Goal #4, Vice Chair Simonds said we should have more focus groups.

Chair Khan asked the board to let her know if they have additional suggestions regarding the goals.

C. Elections - Update

Shannon Krajewski, Associate Director, Marketing and Programs, passed out a document titled, "Recruitment Talking Points." She read through all of the talking points and suggested that the board become familiar with all of the strategies for recruitment and the talking points. She emphasized that becoming a member of the board is a two-year commitment and that students must have a 2.0 or above grade point average. The filing period for applications closes March 15. Krajewski also passed out fliers to the board for distribution.

XIII. Announcements

- Shannon Krajewski said that Soledad O'Brien will be on campus Tuesday, March 8, 5:00 – 6:30 p.m. in the Great Hall, at the Valley Performing Arts Center (VPAC). Everyone can get two tickets to this event and she asked the board to spread the word through social media.
- Director Sherrill said that one of the duties of the board members is to read all the documents sent out prior to the meeting so that if the information provided is not clear, they have an opportunity to contact the author of each agenda item if they have questions.
- Director Hammond said that Director Eichten apologizes for missing the last two meetings. She had a medical procedure and plans on attending the March meeting.

XIV. Adjournment

The meeting was adjourned by Chair Khan at 2:21 p.m.

Respectfully submitted by,

Debra L. Hammond,
Executive Director