

**UNIVERSITY STUDENT UNION
CALIFORNIA STATE UNIVERSITY, NORTHRIDGE
BOARD OF DIRECTORS
JANUARY 28, 2019
GRAND SALON
MINUTES**

I. Call to Order

The regular meeting of the USU Board of Directors was called to order at 1:06 p.m. by Chair Bhernard Tila.

II. Roll Call

Present	Absent	Staff	Guests
Frank Benkovic	Raquel Cetz Tamayo	Tim Rasmussen	
Arrah Ebot Enaw	Sharon Eichten	Mayra Plascencia	
Maria Elizondo		Isabell Ayala	
Stephanie Flores Temix		Joanne Cowles	
Marquita Gammage (<i>left at 2:23 p.m.</i>)		Joe Illuminate	
Debra Hammond		Jeremy Hamlett	
Jazmin Hernandez		Jonathan Navarro	
Beverly Ntagu (<i>arrived at 1:10 p.m.; left at 2:40 p.m.</i>)		Augie Garibay	
Michael Odinlo (<i>left at 2:24 p.m.</i>)		Michael Niles	
Amber Perkins		Dawn Joves	
Shelley Ruelas-Bischoff		Freddie Sanchez	
Tonee Sherrill		Raymond Juarez	
Jesus Suarez (<i>arrived at 1:11 p.m.; left at 1:45 p.m.</i>)		Samantha Liu	
Bhernard Tila			

III. Approval of Agenda

M/S/P (A. Perkins/J. Hernandez) Motion to approve the agenda for January 28, 2019.

Chair Tila noted a time-certain item at 1:10 p.m. for an update on the USU renovation/construction project referendum by Dawn Joves, student engagement referendum coordinator. He announced another time-certain item at 1:30 p.m., regarding the AS strategic priorities discussion from AS President Beverly Ntagu.

Motion passed 11-0-0.

XI. Discussion Item

A. USU Renovation /Construction Project Referendum Update (Time Certain 1:10 p.m.)

Student Engagement Referendum Coordinator Dawn Joves said that the Renovation and Expansion Work Team had begun discussing the program concept which includes the cross cultural center (21,200 gross square feet (gsf), food/retail space (14,500 gsf), entertainment/games space (3,300 gsf), social space (14,400 gsf), and meeting rooms (26,400 gsf) which totals 79,800 gross square feet (gsf) of new construction. The spaces for renovation would include the administrative and support area (17,800 gsf), meeting rooms (13,200 gsf), International & Exchange Student Center (3,900gsf), AS Sports Clubs Athletic Training Center (3,400 gsf), the Pub, Subway and Wells Fargo (11,600 gsf) totaling 49,900 gsf of renovation. The work team held a meeting on January 22 to determine the stacking/blocking plan of the building (what major functions will be placed on which floors) and review the project timeline as suggested by consulting company, Brailsford & Dunlavey (B&D).

The new construction/renovation siting was designated based on the pros and cons of the project which included:

Pros –

- Anticipated cost-savings from efficient utilities and foundation layout
- Reduced site work
- Less work associated with remaining buildings (East Conference Center/maintenance yard)
- Ability to maintain food service during construction

- AS sports and pool facilities can remain functional
- Additional tenant improvement space for future USU expansion
- Potential cost savings for combined theater lobby and new USU building
- Allows for future development near the pool area for the Multipurpose Event Center (MEC) or additional USU expansion in the long term

Cons –

- No access to Northridge Center (NRC) conference rooms during construction
- Less new landscape/shaded seating areas
- Additional renovation and maintenance costs for existing food service/AS sports building and pool facilities
- Requires a campus-wide collaborative effort to address demand for conference rooms when the NRC is offline

Joves said that the campaign and outreach process would include committee recruitment from February 4-15, training of members from February 11-25, scheduling of meetings from February 18 to March 8, and activity scheduling and planning from February 25 to March 8 as suggested by B&D. Campaigning would begin on March 25 (30 days before the vote as outlined by Executive Order 1102 (EO 1102)). The campaign would include the use of strategically placed fliers, decals, presentations, social media posts, town halls, and other deliverables.

Joves continued the update with the referendum development work team’s campaign development plan, which includes a potential name for the new facility and the tagline, “The New Heart of Campus.” A recommendation was submitted to the board for approval. The team also is reviewing marketing campaign concepts and deliverables including pamphlets, an FAQ website, stickers, chalk art, coffee sleeves, pastry pouches, etc. and a plan to have deliverables ready for the inclusion of the building renderings from the architects LPA.

Joves stated that the Cross Cultural Center Exploration Committee (CCCEC) held its winter retreat on January 11 during which the committee discussed the student centric themes of a sense of belonging, representation of students and staff, openness and service focus, accountability and awareness. The committee expressed that the priorities for the space should include feelings of home, belonging and deserving to be in the space, and the accessibility of resources. The CCCEC had the opportunity to visualize the space using images and concepts provided by LPA and examined the themes of “nurturing one’s nature” through connection, art, and culture, centralizing and showcasing diversity and growth, and celebrating the diversity within individuals through food, wellness, and technology.

If approved, Joves said the campaign would begin 30 days before the voting dates of April 30 and May 1 to avoid confusion with other fees (totaling no more than \$25 for AS, Instructional Related Activities (IRA), and Student Health Center) on the ballot of the Associated Students (AS) and USU elections being held on April 3-4. She emphasized that the USU’s primary goal during the campaign is to educate and inform students about the project and engage them as broadly as possible.

Discussion ensued about the various groups represented in the CCCEC, including representatives from the Pride Center, Veterans Resource Center, Latinas Rising, Black House, MECHA, etc. Joves discussed the desire to expand the representation on the committee. Discussion continued about the role of the board during the campaign process. The board should continue to engage with students to assist in developing the narrative of the project. Others interested in getting involved with engagement and outreach would function as a work team and there would be multiple opportunities to serve.

IV. Approval of Regular Meeting Minutes

M/S/P (M. Odino/J. Hernandez) Motion to approve the minutes of the December 3, 2018 meeting.

AS President Ntagu arrived at 1:10 p.m.

Director Suarez arrived at 1:11 p.m.

Motion passed 12-0-0.

XI. Discussion Item

F. AS Strategic Priorities (Time Certain 1:30 p.m.)

AS President Beverly Ntagu discussed the goals of the Associated Students (AS) for 2018-2019 emphasizing the ways in which AS and the USU could collaborate. The goals and strategies were discussed as follows:

Goal 1.1 Increase amount of material reduced, reused, and recycled, and purchase more recycled content goods. AS and USU events department has discussed collaborating to host sustainable events/activities on campus.

Goal 2.1 Provide quality and affordable legal services to students.

AS has explored ways to align AS and the DREAM Center to provide resources and promote the Student Legal Support Center and reconfigure what programs and resources are being utilized. AS would like to collaborate with the USU to create long-term means for making sure that AS can connect students with the Student Legal Support Center.

Goal 2.9 Create a more inclusive AS

AS would like to collaborate with leaders of various clubs and organizations on campus at a student leadership summit. The student leaders would work together to recruit speakers and design workshops for a two-day retreat on campus. The summit would hope to find ways to integrate the objectives of the organizations to create a more inclusive AS.

Goal 2.12 AS will continue to support the CSUN Dream Center, undocumented students, DACA students, and AB540 students.

AS would like to continue to support the CSUN DREAM Center by connecting with various organizations on campus to determine ways that the available resources can be marketed to students on campus.

Goal 4.3 Include internships as part of the Student Leadership Program

AS has planned to establish an undergraduate paid internship for two political science majors to serve as aids to the AS President and Vice President.

AS President Ntagu said she would like to combine the values and missions of AS and the USU in order to bridge the gap between the administrations. Chair Tila added that collaborating with AS also is part of the 2018-19 goals of the USU and that the USU will continue to work together to establish better teamwork between the two organizations.

V. Open Forum

No report.

VI. Chair Report

Chair Tila thanked the board members for adjusting their schedules to attend the board meeting. He reported that the referendum was continuing to move forward and that he participated in meetings over the winter break regarding the CCCEC and preparations for the spring semester. He announced that Director Olmedo Torres has graduated and is no longer a matriculated student. He asked the board to congratulate her and thank her for her service on the board. Her board seat would need to be filled and applications for the position would be open until January 29.

VII. Vice Chair Report

Vice Chair Flores Temix thanked all who are involved with the USU renovation and expansion project. She said that there is a lot going on and that it is a fast-paced timeline of events for the project. She reminded the board to consistently check in about distributing materials and announcements regarding the project. She encouraged the graduating student directors of the board to recruit for potential board members who would continue their legacies. She also updated the board about the events she was able to attend over the winter break, which included the CCCEC Retreat, Student Summit, Graduation Preparation Seminar (GPS), and U-Day. She gained insight about what the students envisioned for the potential Cross Cultural Center, learned some tools to implement in her professional life after graduation, and appreciated that the USU celebrates and recognizes its student assistant employees. She thanked the USU for investing in student development. She thanked USU Human Resources for the production of Student Summit, GPS, and U-Day. Vice Chair Flores Temix announced that she would be sending out email reminders for the USU BOD training dates and that diversity and inclusion would be discussed at the next training on February 11.

VIII. Executive Director Report

Director Hammond said that Mayra Plascencia accepted the Veteran's Resource Center (VRC) manager position effective December 3, 2018. Mayra introduced herself as a CSUN alum who is happy to be back on campus. She was in the United States Marine Corps for six years. The majority of her career has been working with veterans and she is grateful to have the opportunity to serve the veteran community on campus. She invited the board to visit the VRC. Hammond reported that she went to the Auxiliary Organizations Association (AOA) annual conference. She commended Associate Director, Human Resources and Professional Development Kristen Pichler and Accounting Manager Jonathan Navarro for serving on the conference planning committee and doing a spectacular job with the session offerings. She said it was difficult to choose between competing sessions because all of the offerings were so rich. There was a lot of behind-the-scenes information about pending bills and future expectations for auxiliaries. The conference was a great opportunity to connect with colleagues and network. Hammond presented a session with Associate Director, Accounting and Finance Joe Illuminate and colleagues from San Diego State University and

Brailsford & Dunlavey (B&D) about long-term financial planning and concepts for a successful referendum at the conference. She also co-presented an educational session with National Association of College Auxiliary Services (NACAS) colleagues and the AOA President titled, “A Conversation about the Future of the Student Experience.” The session discussed the intentionality of organizations like the USU and the importance of taking on the role of education outside of the classroom. Hammond said that she was not able to attend GPS this year, but that it was reported to have been a great event. The USU started off the year with Spring Kick Off, which was a welcome back program for students, featuring food and entertainment. She said she is looking forward to more impactful events that contribute to student success. She also appreciated the opportunity to be part of the CCCEC winter retreat. The students who participated were engaged and excited about the opportunity to work on the project. They were able to discuss structural components of the project and delve deeper into the organizational plan for the facility. Hammond expressed her gratitude to Dawn Joves for taking on the responsibilities of the student engagement referendum coordinator. She also was grateful for the leadership that Chair Tila, Vice Chair Flores Temix, and AS President Ntagu have been demonstrating as they contribute to the work of the Renovation and Expansion Work Team and develop the synergies to keep the renovation project moving forward. Director Hammond said that she, Dawn Joves, Chair Tila, Vice Chair Flores Temix, and B&D Consultant Andrew Perez presented to the President’s cabinet this morning about the renovation project and would update the board with feedback from the cabinet once it is received. She concluded her report by congratulating the student board members for understanding the concept of being involved scholars. She was impressed with their grades for the fall semester and blown away by their student focus and commitment to serving their community.

IX. AS Report

President Ntagu said AS had its first meeting of the semester today. They reviewed the strategic priorities and discussed upcoming events, including the Cal State Student Association (CSSA) summit. They also discussed revising the elections calendar, which would be finalized next week. She would update the board as election deadlines are finalized.

X. Committee Mid-Year Report

- Diversity & Inclusion Committee: Chair Frank Benkovic said the committee would be finalizing its meeting dates for the spring semester by the end of the week. Last semester the committee focused on determining the committee’s goals for the year, which were decided as follows:
 - Research, evaluate and develop plans to remove possible USU barriers that hinder students who are undocumented or formerly incarcerated from obtaining transferable work and research related skills.
 - Develop and continue to review the University Student Union (USU) potential Cross Cultural Center Project (CCCP) with the USU Renovation & Expansion Team.
 - Research, evaluate and develop plans about how the USU can support students who are facing housing or food insecurities.

Chair Benkovic said this semester will be focused on accomplishing these goals and providing more inclusive programming and spaces for students.

- Facilities & Commercial Services Committee: Co-Chair Jazmin Hernandez said the committee would be setting meeting dates for the spring semester in the near future, but that it plans to meet on Mondays from 2:00 p.m. to 4:00 p.m. She reviewed the committee’s goals which are as follows:
 - Support the USU’s renovation and expansion research, and potential referendum development
 - Assess the needs of the Matador Food Bank and evaluate the USU’s ability to support the organization
 - Revise the USU Posting Policy
 - Evaluate University Student Union and the USU Student Recreational Center’s needed policy revisions

The committee’s accomplishments for the last semester were approving the goals for the academic year and connecting representatives from the Matador Foodbank with the CSUN Food Pantry to discuss a collaboration that would better serve students. The committee plans to continue to work to achieve this year’s goals. She said she has learned a lot about USU facilities and commercial services and is excited for the semester.
- Finance Committee: Chair Arrah Ebot Enaw said the committee has only four student members this semester, so recruitment is underway to fill more student spots. The committee was able to approve the 2018-19 finance committee goals and 3&9 Quarterly Budget Report last semester. The committee discussed revising the Risk Management Policy, Contract Policy, and Cash & Equipment Donations Policy and plans to approve these policies this semester. The committee also plans to approve the 2019-20 Operating, Capital Outlay, Major Purchase, Repair & Replacement, and Reserves Budgets, the 6&6 Quarterly Budget Report, and the USU Renovation Project Financial Plan.
- Personnel Committee: Chair Amber Perkins said the committee is on track with completing its 2018-19 goals. The committee reviewed updates to the salary schedule for regular employees and reviewed and considered

updates to the student assistant classification and wage schedule in anticipation of the July 1 minimum wage increase. The committee plans to work on the rest of its goals in the spring semester. She noted that the goal of reviewing and considering recommended changes to the classification and compensation administrative guide is a potential goal that may need to be postponed for future consideration. Co-Chair Odino stated that the committee would be meeting in the Executive Board Room from 2:30 p.m. to 3:30 p.m. on January 31, February 28, March 28, April 25, and May 9.

- Retirement Committee: Chair Stephanie Flores Temix said the committee met twice last semester and will be meeting for the first time this semester on February 25 from 3:00 p.m. to 4:30 p.m. in the USU Conference Room. She said the committee has two ongoing goals which are as follows:
 - Monitor the progress of the implementation of the amended and restated Retirement Health Benefits Plan and make any adjustments as necessary.
 - Provide employees with information and education on a bi-annual basis to assist them, as desired, in acquiring knowledge about personal finance, particularly as it relates to retirement planning.

She said the committee would continue to work on these ongoing goals. Last semester, the committee was able to amend and restate the USU Retirement Health Benefits Plan, approve the USU's participation in the Auxiliaries Multiple Employer Voluntary Employees Beneficiary Association (VEBA) and approve Associate Director, Accounting and Finance Joe Illuminate as a VEBA trustee.

XI. Discussion Item

B. USU Renovation/Construction Project Naming

Associate Director, Marketing and Programs Freddie Sanchez presented the issue of naming the new renovation/construction project facility to support referendum marketing tactics. In order to better engage the campus community regarding the project and referendum, the Referendum Development Work Team discussed the possibility of naming the new facility. The team met bi-weekly to discuss how best to capture the project and suggested the naming of the facility to promote the referendum campaign. The team consisted of 17 students and 8 staff members chaired by Marketing Manager Michael Niles and Student Engagement Referendum Coordinator Dawn Joves. The tagline, "The New Heart of Campus" was created to set the focus on the intention and concept of the project. The committee thought that providing a memorable, highly relatable name for the new building to students as part of the referendum process would emphasize the project concept and assist in the referendum campaign process. The team developed a three-option memo to assist the board in the decision-making process. The options were: 1) Matador Student Center 2) CSUN Student Center 3) Have no name and focus on the tagline of the project. The Referendum Development Work Team recommended that the board consider Matador Student Center (option 1) as the branded name to the new facility to be incorporated in all referendum marketing materials.

Discussion included the process in developing the name, Matador Student Center. In 2016, USU Marketing held focus groups with about 100 participants from both USU- and non-USU-affiliated individuals as part of the branding initiative for the USU. It resulted in more than 150 name suggestions, which were narrowed to five names. The Matador Student Center became the top choice. It was clarified that the recommendation was to name the new facility and not re-name the USU. The discussion in 2016 focused on renaming the USU since there are a number of USUs in the CSU. That discussion was put on hold pending the referendum and the project. Possible concerns of creating confusion between centers that already exist within the USU, especially the Matador Involvement Center, were discussed. Another concern was the confusion that the name might create between competing projects, like the Multipurpose Event Center (MEC). Discussion ensued about other possible name suggestions that were under consideration. AS President Ntagu suggested the name of Matador Cross Collaboration Center (The Cube) to represent the concept of the project and provide an appealing and engaging name for the space. She stated that the name would represent the collaboration of multiple centers in the union. The importance of the work of creating and suggesting the name as well as the benefit of naming the new facility for branding purposes was recognized. Michael Niles discussed the lengthy and elaborate process in which the new name of the Matador Student Center was formed. Several brainstorming sessions were conducted among a multi-faceted group of 100 people in which 150 names were suggested. After numerous votes, the Matador Student Center was the number one choice and the only common name between the various groups. He stated that the name provided clarity, relatability, inclusivity and the power to engage. It was noted that the focus groups were not naming the new facility at the time, but that the purpose of the name was to re-brand the union and have the name for possible future use. The suggestion to name the facility derived from the conceptualization of the USU renovation. That project was more than just a cross cultural center and the need to encompass the entire project of meeting spaces, retail spaces, and lounge spaces in addition to the cross cultural center with a name to help brand the project was presented.

It was clarified that the motion from the Referendum Development Work Team is that the board choose the Matador Student Center (Option 1) as the branded name to the new facility, which will be incorporated in all

referendum marketing materials. This would be an action item for the special board meeting on February 4 and a decision would be made after a vote.

Director Gammage left at 2:23 p.m.

Director Odinio left at 2:24 p.m.

AS President Ntagu left at 2:40 p.m.

Director Suarez left at 2:45 p.m.

C. Strategic Priorities Update

Director Hammond updated the board on the progress of the 2018-19 strategic priorities that needed more clarification. The external SRC program review was completed. The feedback report will be sent to the Vice President for Student Affairs when received and an action plan will be initiated as part of the 2019-20 strategic priorities. The USU renovation and expansion project referendum is projected to take place on April 30 and May 1, pending consultation from the Campus Fee Advisory Committee (CFAC) and the CSUN president. The update to the participation in the ACUI research project to examine the role of the college union in student engagement and student success included the shift in the focus of the project to include presenting educational sessions at the 2019 ACUI Annual Conference in Indianapolis and the NASPA Conference in Los Angeles this March in order to present the findings more broadly. Hammond said that the student employee assessment would be distributed to departing USU student employees during their exit survey process again this year. At mid-year as of January 22, 2019, 68 students completed the survey and strongly agreed/agreed that their USU work experience contributed to their success as a CSUN student (84%), contributed to their campus or community engagement as a Matador (93%), contributed to their professional preparation (93%), and deepened their learning opportunities through professional practice (90%). Only 59% said their USU work experience was a factor of their remaining at CSUN to the completion of their degrees, but that is still significant because the greatest factor would be academics. A diversity and inclusion survey was created and administered to the USU staff to gauge their need and level of support for understanding concepts about diversity, social justice advocacy, and inclusion. The results will be assessed and a plan to present the findings will be developed.

D. BOD Goals Update

Chair Tila updated the board on the progress of its goals as follows:

1. Develop and continue to review the University Student Union (USU) potential Cross Cultural Center Project (CCCP) with the USU Renovation & Expansion Work Team
IN PROGRESS
 - a. Conducted a campus-wide survey to evaluate the feasibility of the potential USU Renovation and Expansion Project. The survey indicated 52% Referendum passing rate.
 - b. Continually attended and engaged in the renovation and expansion work team meetings.
 - c. Collaborated with AS and USU Marketing Team in informing our student body about our potential USU referendum.
 - d. Initiated and attended a Marketing Referendum Development Team meeting.
 - e. Continually attended and participated in the renovation and expansion work team
 - f. Attended summer site visitations for the Cross Cultural Center.
 - g. Attended the winter Cross Cultural Center Retreat.
2. Continue to collaborate and enhance the USU and the Associated Students (AS) relationship to effectively address student needs
IN PROGRESS
 - a. Reviewed the current USU and AS bylaws for possible changes. Determined that the BOD will continually report and update AS with our progress as an organization.
 - b. The USU Board of Directors has perpetually supported and attended the AS meeting.
 - c. The USU BOD and AS has pursued joint activities such as a USU/AS Meet and Greet, BOD trainings, and meetings.
 - d. Presented to AS on USU potential referendum efforts.
 - e. The USU BOD and AS has worked together in supporting each organizational upcoming referendum.
3. Further enhance inclusivity and diversity within the USU by working with the USU Pride Center, Veterans Resource Center, Student Recreation Center, Oasis Wellness Center, USU tenants and student organizations
IN PROGRESS
 - a. Assisted and continued to support USU resources with the Cross Cultural Center Project efforts.
4. Evaluate and create a USU Annual Campus Gifting Policy

IN PROGRESS

- a. The Finance Committee has discussed the potential revisions to the Risk Management, Contracts, and Cash Equipment Donation Policy.
5. Research and evaluate culturally inclusive leadership opportunities for CSUN undocumented students who do not meet the traditional employment eligibility requirement

IN PROGRESS

- a. Continued to assess and evaluate possible opportunities for undocumented and formally incarcerated students.
- b. Reviewed USU Bylaws, Membership and Organization, Officers and Student Leadership Development.
- c. Currently in the process of determining the feasibility of increasing student Board of Directors members from 10 to 12 students.

He said the board plans to continue to make progress towards its goals. Some areas of concern were having enough capacity to address all 2018-19 goals while focusing on the referendum preparations, attending tabling events with AS and maintaining a strong relationship through the elections process, and working alongside USU students and staff to increase student organizational representation for the Cross Cultural Center Project.

E. Executive Director Administrative Work Plan Update

Director Hammond said the plan to make a recommendation to the university regarding the Multipurpose Event Center (MEC) and its possible impact on the USU renovation project was completed and that one of her goals is not expected to be completed due to a staff vacancy. She stated that all other goals are in progress toward completion. Emphasis has been placed on working with more students to continue the progress of keeping the cross cultural center committee engaged (goal 1) and that last semester's protests and executive order decisions did not leave a lot of time for discussion with the ethnic studies departments. Director Hammond said she plans to spend more time in this area during the spring semester.

XII. Announcements

- Director Ruelas-Bischoff acknowledged the hard work of Director Hammond, Chair Tila, and Vice Chair Flores Temix and commended them for the presentation they gave to the president's cabinet. She thanked the board and the student leadership for their thoughtful and thorough questioning and discussion in the decision-making process of the renovation and expansion project. She said she is confident in this leadership team and is anticipating hard work ahead.
- Vice Chair Flores Temix announced that she would be distributing event and resource fliers for the board to share. She stated the importance of giving students the opportunity to use all available campus resources.
- Chair Tila announced the board's special meeting to take place on February 4 at 1:00 p.m.

XIII. Adjournment

Chair Tila adjourned the meeting at 3:05 p.m.

Respectfully submitted by,

Debra L. Hammond,
Executive Director