

**UNIVERSITY STUDENT UNION  
CALIFORNIA STATE UNIVERSITY, NORTHRIDGE  
BOARD OF DIRECTORS  
JULY 16, 2018  
GRAND SALON  
MINUTES**

**I. Call to Order**

The regular meeting of the USU Board of Directors was called to order at 12:31 p.m. by Chair Bhernard Tila.

**II. Roll Call**

<b>Present</b>	<b>Absent</b>	<b>Staff</b>	<b>Guests</b>
Frank Benkovic		Agustin Garibay	Omar Khalil
Raquel Cetz Tamayo		Joe Illuminate	Jasmine Medina
Arrah Ebot Enaw		Raymond Juarez	
Sharon Eichten ( <i>arrived at 12:39 p.m.</i> )		Carol Nardini	
Maria Elizondo		Kristen Pichler	
Stephanie Flores Temix		David Ross	
Marquita Gammage		Freddie Sanchez	
Debra Hammond		Steven Wein	
Jazmin Hernandez			
Rose Merida			
Michael Odinlo			
Michelle Olmedo-Torres			
Amber Perkins			
Shelley Ruelas-Bischoff			
Tonee Sherrill			
Jesus Suarez			
Bhernard Tila			

**III. Approval of Agenda**

M/S/P (A. Perkins/J. Hernandez) Motion to approve the agenda for July 16, 2018.

*Motion passed 14-0-0.*

*Director Eichten arrived at 12:39 p.m.*

**IV. Approval of Regular Meeting Minutes**

M/S/P (M. Odinlo/M. Gammage) Motion to approve the minutes for the June 11, 2018 meeting.

Vice Chair Flores Temix said that changes need to be made to the minutes.

M/S/P (S. Flores Temix/F. Benkovic) Motion to amend the minutes from the June 11, 2018 meeting as follows:

**Revision 1: Page 1, Section II, “Present” Roll Call**

Remove the name of Director Avi Stewart from the “Present” Roll Call. Add the names of Director Stephanie Flores Temix and Rose Merida to the “Present” Roll Call.

**Revision 2: Page 4, Section X, Committee Chair Year-End Reports**

Remove the name of Director Amber Perkins as the Chair of the Finance Committee and replace it with Director Jazmin Hernandez.

**Revision 3: Page 11, Section XVI, “Present” Roll Call**

Remove the name of Iris Ramirez from the “Present” Roll Call and add the name of Rose Merida to the “Present” Roll Call.

**Revision 4: Page 11, Section XVI, “Absent” Roll Call**

Remove the name of Beverly Ntagu from the “Absent” Roll Call.

**Revision 5: Page 12, Section XVII, Action Items, A. Election of Chair**

Add a sentence to the end of Action Item A: *Director Sherrill left at 4:00 p.m.*

**Revision 6: Page 12, Section XVII, Action Items, B. Election of Vice Chair**

Add a sentence after the first sentence under Action Item B: *Director Flores Temix nominated Director Odinlo. Director Odinlo declined the nomination.*

**Revision 7: Page 12, Section XVII, Action Items, B. Election of Vice Chair**

Remove the name of S. Ruelas-Bischoff in the motion to nominate a board member as vice chair, and replace it with M. Elizondo.

*Amendment to the motion passed 14-1-0.*

*Motion, as amended, passed 14-1-0.*

**V. Open Forum**

No report.

**VI. Chair Report**

Chair Tila said that Steven Wein, Multimedia Coordinator from USU Marketing, will take photos during and after the meeting. The photos will be utilized as a tool to spread awareness and visibility of the USU and inform the campus community about the members of the board. The board's website will be updated to include the photos and a short biography for each board member so that students will know their representatives and what the goals are for this academic year. The interview selection team held interviews in July. The team was impressed with how many students were interested in leadership positions. Tila thanked everyone for being punctual and engaged. The Chair and the Vice Chair attended the Cross-Cultural Center site visit on June 19 and the Signage and Wayfinding site visit on July 10. The Chair also attended an Associated Students (AS) Senate meeting and introduced the function of the USU, the board and its goals to the Senate. The board attended the annual summer Board of Directors Retreat June 27-28. Tila would like to thank all who attended and made the retreat a fun and engaging experience.

**VII. Vice Chair Report**

Vice Chair Flores Temix said she attended the USU Management Team Retreat with staff from the Marketing and Programs, Administration, Facilities, Operations and Services, and Student Recreation Center areas. The purpose was to review the options related to the Multipurpose Event Center (MEC), and also the status of the USU renovation project and referendum. More research is needed to move forward. She attended the USU Signage and Wayfinding trip with Chair Tila and the Marketing Team to see the branding and marketing efforts of different sites. The USU is interested in upgrading the USU to make it more welcoming to students. Chair Tila, BOD Project Assistant Jasmine Medina, and Vice Chair Flores Temix conducted committee chair and co-chair interviews. A meeting for the Retirement Plan Committee has been scheduled for August 17, at 2:30 p.m. in the Internal Conference Room. Flores Temix said that questions or support requests may be directed to her.

**VIII. Executive Director Report**

Director Hammond said that Sherry Butler accepted the USU's offer of regular employment as a Human Resources Assistant. Jenn Orellana accepted the USU's offer of regular employment as the Accounts Payable Technician. Recruitment opened for the regular position of Manager, Wellness. Angela Faissal is leaving the USU to attend chiropractic school. Patrina Croisdale, Coordinator, Veterans Resource Center, has accepted a position with The Soldier's Project as the National Program Manager. She will supervise Chapter Directors and establish additional chapters across the nation. Ms. Croisdale's CSUN achievements and new position will be celebrated on Thursday, July 20, from 3:00–5:00 p.m. in the Thousand Oaks Conference Room. Bryan Green, a CSUN alumnus, pledged an endowment of \$100,000 to support USU programs. The cardio area in the SRC was named for Bryan Green in recognition of his previous contribution of \$400,000. The USU will receive \$20,000 a year over a five-year period.

**IX. A.S. Report**

Rose Merida, Associated Students (AS) Vice President, said that from July 20–22 the California State Student Association (CSSA) will hold its meeting in Long Beach. Ms. Merida invited the board to send suggestions for topics to her or to Beverly Ntagu, AS President, to bring to the meeting. Ms. Merida said that Ms. Ntagu is interning this summer and working 40 hours a week. As such, she asked Ms. Merida to advise the board that Ntagu will be able to attend board meetings this fall. Merida said Ntagu expressed gratitude for having had the opportunity to work for the USU. Vice President Merida invited board members to attend the next AS senate meeting, scheduled for 9:00 a.m., Monday, August 6. It will be an opportunity to receive insight on how senate meetings are run and on Associated Students Leadership.

Chair Tila said he attended the July 9 AS Senate meeting and suggested that board members attend an AS Senate meeting.

**X. Action Items**

**A. Audit Committee Member Approval**

M/S/P (M. Odinlo/M. Olmedo-Torres) motion to approve Omar Khalil as a student member of the Audit Committee.

Chair Tila said that he and Vice Chair Flores Temix interviewed Mr. Khalil who was excited about the opportunity to serve on the committee. Mr. Khalil introduced himself to the board and said he is majoring in accounting and is a first-generation American and college student. He currently is a director at a summer camp and works closely with youth groups.

*Motion passed 15-0-0.*

**B. Committee Chair and Co-Chair Appointments**

M/S/P (A. Perkins/A. Ebot Enaw) motion to approve the appointment of committee chairs and co-chairs. The terms are effective immediately and will end in June 2019.

Chair Tila said the board has four standing committees as listed below. After holding the interviews for the chair and co-chair positions, the following appointments were made:

Diversity & Inclusion Committee: Chair: Director Benkovic; Co-Chair: Director Cetz Tamayo;

Facilities and Commercial Services: Chair: Director Olmedo-Torres; Co-Chair: Jazmin Hernandez;

Finance Committee: Chair: Director Ebot Enaw; Co-Chair: Director Suarez;

Personnel Committee: Chair: Director Perkins; Co-Chair: Director Odinlo.

*Motion passed 15-0-0.*

**C. Board Annual Meeting Schedule Revision**

M/S/P (F. Benkovic/M. Olmedo-Torres) motion to approve the revised USU BOD Meeting and Training Schedule, 2018-2019, with the new date of March 11, 2019.

There was no discussion.

*Motion passed 15-0-0.*

**XI. Discussion Items**

**A. USU Strategic Priorities Update – 2017-2018 and 2018-2019**

Director Hammond began the presentation and said that the Strategic Priorities provide a sense of direction, guides day-to-day decisions, evaluates progress and will enable the USU to modify its approach based on current circumstances. As an organization, the USU needs direction and a plan in order to be efficient, effective and accountable to the students about how their fees are utilized.

Hammond reviewed outcomes for the 2017-18 Strategic Priorities including, that the SRC CAS (Council for the Advancement of Standards) program review has been postponed until fiscal year 2018-19. A revised timeline has been created which has the project being completed by June 30, 2019.

A potential referendum to fund a renovation/construction project was postponed. The USU moved forward with a branding campaign to increase the visibility and awareness of the USU. USU branded banners were placed on USU buildings and flag poles.

The USU has collaborated with the University to explore the feasibility of combining the USU renovation and expansion plans with the development of a Multipurpose Event Center (MEC) on campus. Staff and consultants will be revising square footage requirements and a financial plan.

An additional campus-wide student survey will be initiated in the fall to further assess student interests and fee tolerance. Research teams completed site visits to six universities as part of the ACUI research project. The work of developing an initial framework of how college unions contribute to student learning and success will continue in 2018-2019.

Examining findings from the USU's new pre- and post-employment comparisons yielded little useful information.

USU Student Assistant Employees took the National Association of Student Personnel Administrators (NASPA) survey to learn about student perceptions on the impact of the USU work experience. Thirty percent of student assistant employees completed the assessment and positive impacts were recognized.

The Concur software was rolled out in December, 2017 and resulted in a noticeable decrease in the number of purchase orders, vendor invoices, and vendor payments.

Due to the workflow limitations of the USU intranet software, it was determined that converting online forms to work flow forms was not feasible and the project was canceled.

Hammond then reviewed the 2018-19 Strategic Priorities' new initiatives, including the completion of the CAS program review process; review the programming plan, define the scope, schedule and budget for a potential renovation/construction project and the feasibility of holding a referendum in 2018-19; develop and execute a marketing plan to fund a renovation/construction project pending a decision about the referendum; develop a simplified framework about how the college union contributes to student learning and success and to use the qualitative method modeled from the Documenting Effective Educational Practice (DEEP); create, implement and assess an intersectional and culturally inclusive training program for USU staff and student assistant employees; create a three-year plan for the implementation and assessment of a comprehensive training plan for supervisors; provide learning-based student work experiences that support student readiness for post-college employment.

Vice Chair Flores Temix commented that, wherever possible, the board's goals should align with the USU's Strategic Priorities. Congruence is important; consistency is critical.

## **B. Committee Chair/Co-Chair/Executive Secretary Training**

Chair Tila said that the board training date was scheduled for August 13. A date for the committee chair/co-chair training is needed and it was suggested that a survey be sent to the board to determine a date.

*After the meeting, the dates were set as follows:*

1. *Training with Joe Illuminate (Associate Director, Accounting & Finance) has been scheduled for Monday, August 6, 12:30 p.m. Altadena Room (East Conference Center); and*
2. *Committee Chair/Co-Chair & Executive Secretary Training has been scheduled for Monday, August 13, 12:00 p.m. Thousand Oaks Room.*

## **C. BOD Goals Discussion**

Chair Tila stated that an activity would be conducted to discuss the 2018-2019 board goals. He explained that the board members will move from station-to-station to discuss the "proposed" or "potential" goals that are on-going priorities from the previous year, and current organizational priorities and/or potential priorities that board leadership has identified. After this segment is completed there will be an opportunity for the board to provide suggestions for other goals that may be important.

Each goal was written on a piece of self-stick flip chart paper which were mounted on walls in the room. Board members were given seven dots to place on their preferred goal, but no more than three dots on any one goal. This would determine the priority of the goals. The goals were identified as follows:

1. USU Cross Cultural Center Renovation & Expansion – Raymond Juarez, Associate Director, Operations & Services (discussion facilitator)
2. USU/AS Relationship – Freddie Sanchez, Associate Director, Marketing & Programs (discussion facilitator)
3. Diversity & Inclusion – Chair Tila (discussion facilitator)
4. Annual Gifting Policy – Vice Chair Flores Temix (discussion facilitator)
5. Student Leadership Program, "Employment" for Ineligible Students – Director Hammond (discussion facilitator)

Each facilitator explained the rationale for their goal and then began the brainstorming process, saying there were no "wrong" ideas and no judgment about the ideas expressed. Each goal should be identified as a responsibility for all board members, or for a specific committee(s) or a shared responsibility for board members and committee(s). At the end of the process, goals will have been identified which have the support of the board members as well as ideas that may be helpful to those who are responsible for overseeing the goals.

Agustin Garibay, Assistant Director, Diversity Initiatives, served as the timekeeper and gave each goal five minutes. Board members moved clockwise to each station until all five stations were completed.

Director Hammond said the flip-chart notes would be typed up. Board leadership would then prepare the proposed goals in "smart" goal format. Smart Goals will be reviewed at the August meeting so the board is aware of what they are. It is important for the board to approve its goals at the August meeting in order to have adequate time to work on them.

Chair Tila thanked everyone for participating in the activity and providing valuable feedback. A general consensus regarding the goals would be formed and presented to the board at the next meeting.

## **XII. Announcements**

- Director Sherrill said that the ACUI Region 1 Conference will be held at San Diego State University this November. The deadline to submit educational sessions is August 30. He asked the board to consider assisting a USU staff member with a presentation. Additional information can be found at: <https://www.acui.org/regions/i/region-i-conference>.
- Director Elizondo said that the 4th Annual Matadors Day of Service Project will take place on the Bayramian Lawn, Saturday, September 8, from 8:00 a.m. to 12:00 p.m. Students are needed to serve as Team Leaders and are essential for the success of the event. She will send out more information after the meeting.
- Director Ruelas-Bischoff said that the HACU (Hispanic Association of Colleges and Universities) Conference will occur in October and CSUN will be organizing a group of students to attend. Additional details will follow as they become available for those students who wish to attend the conference.
- Director Merida said that an AS senate meeting will be held on August 6 from 10:00 a.m. to 12:00 p.m. and invited the board to attend. She reminded the board that during the summer, movies are shown on the Oviatt Lawn every Thursday night at 8:00 p.m.
- Director Tila passed out an Events Calendar and said that there will be a board training on August 13 with Joe Illuminate, Associate Director, Accounting & Finance. Tila then asked the board to prepare for the group photo.

## **XIII. Adjournment**

Chair Tila adjourned the meeting at 2:38 p.m.

Respectfully submitted by,

Debra L. Hammond,  
Executive Director