

CALIFORNIA STATE UNIVERSITY, NORTHRIDGE
UNIVERSITY STUDENT UNION
BOARD OF DIRECTORS
VISIBILITY AD HOC COMMITTEE
MINUTES
02-09-26

I. CALL TO ORDER

The meeting was called to order at 9:01 a.m.

II. ROLL CALL

PRESENT	ABSENT
Audrey Martinez (Back-Up Secretary)	Kevin Conn
Cameron Gonzalez	
Cesar Rosales	
Karim Kouatly	
Kevin Lizarraga	
Nawshin Sabah (Chair)	
Sharon Kinard (Executive Secretary)	
Steven Wein	

Executive Secretary Kinard apologized to the committee for being unable to convene the January meeting due to personal circumstances.

III. APPROVAL OF AGENDA - RETROACTIVELY APPROVED ON JUNE 1, 2026

M/S/P (C. Rosales/A. Aparicio)

Motion passed 4-0-0.

IV. APPROVAL OF MINUTES

M/S/P (K. Kouatly/S. Wein)

Motion passed 5-0-0.

V. ACTION ITEM

A. Student Awareness Survey Instrument

The committee decided to revise the **student awareness survey** extensively before approval to ensure clarity and actionable insights on student engagement and recognition of USU services were made. Updates included:

- Begin the survey with an open-ended question about what services are offered at the USU
- Next, include a list of campus services and ask respondents which are USU services
- Add an "other" category and text box where appropriate to capture unlisted methods
- Change the term "A-Frame" to "Sidewalk Signs" as clearer terminology
- Consider differentiating students' recognition of facilities, services, and visitation

- Remove the SRC from the "resource centers" group
- Add document printing as a service
- Q12 on event participation requires a clearer focus on signature USU programs to avoid confusion with similar campus events like finals week activities. Include an open-ended option for other programs students attend without realizing they are USU-affiliated. The committee agreed to compile a list of signature programs from programming calendars for precise naming.
- Include TikTok and the Daily Sundial as options for how students receive USU information

Member Wein emphasized the survey's goal to establish a baseline for student awareness and visibility of USU services, which will inform future marketing.

M/S/F (Kouatly/Wein)

No vote taken. The item was returned to the executive secretary for revision.

VI. DISCUSSION ITEMS

A. STUDENT AFFAIRS AND INSTITUTIONAL RESEARCH APPROVAL PROCESSES

This item was tabled for the March meeting.

B. RESEARCHING BEST PRACTICES FROM HIGHER EDUCATION AND OTHER INDUSTRIES

This item was tabled for the March meeting.

VII. ANNOUNCEMENTS

None

VIII. ADJOURNMENT

Chair Sabah adjourned the meeting at 9:58 a.m.

Respectfully submitted,

Sharon S. Kinard

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Executive Secretary