

**CALIFORNIA STATE UNIVERSITY, NORTHRIDGE
UNIVERSITY STUDENT UNION
BOARD OF DIRECTIONS
VISIBILITY AD HOC COMMITTEE
MINUTES
JUNE 1, 2026**

I. CALL TO ORDER

The meeting was not called to order but began at approximately 9:07 a.m.

II. ROLL CALL

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

Member Kevin Conn resigned his committee position in May.

III. APPROVAL OF AGENDA – JUNE 1, 2026

M/S/P (S. Wein/A. Aparicio)
Motion passed 5-0-0.

IV. APPROVAL OF AGENDA – FEBRUARY 9, 2026

M/S/P (C. Rosales/A. Aparicio)
Motion Passed 4-0-0.

V. APPROVAL OF AGENDA – MARCH 23, 2026

M/S/P (A. Aparicio/S. Wein)
Motion passed 4-0-0.

VI. ACTION ITEMS – N/A

VII. DISCUSSION ITEMS

The highlighted discussion focused on student committee recruitment and student survey planning. For recruitment, members identified outreach opportunities through marketing, public

relations, communications departments, faculty, and department chairs. Steven will update the broader September 4 recruitment materials to include the ad hoc committee, while Sharon will compile the committee charge, bylaws, student requirements, and related recruitment materials for committee use.

For survey planning, Sharon explained that Institutional Research will pull a random student sample and that the committee is aiming for at least a 25% response rate. The group also discussed using Power BI, ChatGPT, and Qualtrics to analyze and visualize survey results. The committee agreed to continue meeting over the summer, with meetings scheduled for July 20 and August 17 at 11:00 a.m., to prepare for survey analysis and develop a one-year action plan for the 2026-2027 academic year.

Decisions made:

- The committee will continue meeting during the summer.
- Summer meetings were scheduled for July 20 and August 17 at 11:00 a.m.
- Student recruitment will be included in the broader September 4 recruitment effort.
- The committee will prepare to develop a one-year action plan based on survey results.

Next steps

Alejandra

- Prepare to use Power BI (and potentially other tools such as Qualtrics) to process and visualize survey data when results are received, and coordinate with the team on data analysis and dashboard creation.

Sharon

- Send the approved survey instrument to Institutional Research for review and obtain an IRB protocol number, then submit to the Division of Student Affairs for final approval before the planned September 21st launch.
- Resubmit the charge of the committee and relevant recruitment materials (including bylaws and student requirements) to the team for use in recruitment.
- Assemble all recruitment materials (charge, bylaws, student requirements, recruitment documents) into a packet for distribution to members for recruitment purposes.
- Schedule and send calendar invites for summer meetings on July 20th and August 17th at 11am, and prepare agendas in advance.
- Review previous applicant pool for potential returning student members and reach out as appropriate.

Steven

- Revise and update the committee recruitment materials to include the ad hoc committee in the September 4th broad recruitment, and share/post on Basecamp.

Collaboration

- All current student members (Alejandra, Karim, Cesar, Steven, Kevin): Reach out to relevant departments (e.g., Marketing, Public Relations, Communications) to invite qualified students and/or faculty to join the committee, including making cold calls and/or contacting department chairs, and do so within the next two weeks.
- All members: Consider reviewing engagement and marketing frameworks, and research what other universities or industry standards are doing, to inform the committee's report and recommendations.
- All members: Attend summer meetings to discuss recruitment progress, data analysis planning, and preparation for the fall semester.
- All members: Be prepared to discuss and decide on a one-year action plan based on survey results at future meetings.

VII. **ANNOUNCEMENTS - N/A**

VIII. **ADJOURNMENT** - Meeting adjourned at 10:05 a.m.

Respectfully submitted,

Sharon S. Kinard

Sharon S. Kinard
Executive Secretary