



California State University, Stanislaus
UNIVERSITY STUDENT CENTER
BOARD OF DIRECTORS

Minutes

Board Members

Melannie Castellanos
Chair

Mariah Burciaga
Vice Chair

Teresa Serna
Vice Chair of Finance

Joenna Llavore
Student Director

Cassandra Beckman
Student Director

Adela Gonzalez
Student Director

Gianna Nunes
Student Director

Elizabeth Soriano
Student Director

Cesar Gonzalez
Student Director

Cynella Aghasi
ASI Representative

Dr. Edward Erickson
Faculty Representative

Andy Klingelhofer
President's Designee

Christene James
Business and Finance
Representative

Alice Pollard
Alumni Representative

Gary Potter
Community Representative

Advisors / Staff

Cesar Rumayor
Executive Director

Katie Rotan
ASI Leadership Manager

Serena Ramirez
Executive Assistant

Thursday, March 11th, 2021

3:30 Zoom Meeting

This meeting is being facilitated through an online zoom format, consistent with the Governor's Executive Order N25-20, suspending certain open meeting law restrictions.

- I. **Call to Order Meeting called to order at 3:31PM**
 - a. **Roll Call** – *Melannie Castellanos, Mariah Burciaga, Teresa Serna, Joenna Llavore, Cassandra Beckman, Adela Gonzalez, Gianna Nunes, Elizabeth Soriano, Cesar Gonzalez, Cynella Aghasi, Edward Erickson, Andy Klingelhofer, Alice Pollard, Gary Potter, Cesar Rumayor, Katie Rotan*
 - b. **Guest-** *Marvin Hooker*
 - c. **Points report**
Cassandra has one permanent point
- II. **Approval of Agenda for March 11th, 2021**
 - Motion to approve by Cassandra, second by Elizabeth*
 - Motion carries 13-0-0*
- III. **Approval of Minutes for February 25th, 2021**
 - Motion to approve by Alice, second by Gianna*
 - Motion carries 13-0-0*
- IV. **Open Forum**
- V. **Presentation**
 - **SC 5-Year Strategic Plan (Draft) – Marvin Hooker, Marvin Hooker Consulting Services**
 - Marvin states in the Strategic Plan there are 10 main points*
 - He states priority 1 is the streamline internal administrative processes and procedures to increase efficiency*
 - He states priority 2 is improving organization-wide marketing efforts and keep up with everchanging marketing industry trends*
 - He states priority 3 is focus on Code Red Entertainment as the primary programming unit for ASI and SC*
 - He states priority 4 is develop and promote inclusive, equitable, and diverse initiatives and programs to create a sense of belonging and success among the campus community and in the organization*

-Marvin states priority 5 is equip SC Directors with the knowledge and confidence to articulate their value on the BOD and increase the education of the campus community about the role of the SC Board of Directors

-He states priority 6 is create opportunities to promote student success through assessment of the employment experience, services, programs, and SC facilities

-He states priority 7 is further develop and expand student facilities and services offered at the Stockton Campus by focusing on the Stockton student audience

-He states priority 8 is increase collaboration between key campus departments to improve the student experience

-He states priority 9 is develop preventative maintenance plan for existing facilities and a Student Center facilities Master Plan detailing future projects and expansion

-He states priority 10 is become a leading presence in sustainability on campus and within the California State University System

-Gianna states she feels that Marvin did a good job in adjusting from feedback

-She asked if the Green Fund is going to be determined by the board to determine the amount, or if someone else is

-Marvin states yes, it is determined by the board

- ACUI National Conference – Melannie Castellanos- SC Chair, Mariah Burciaga- SC Vice Chair, & Teresa Serna – SC Vice Chair of Finance

- Melannie states the first presentation she attended was called the power of branding and graphics on the user experience

- She states the main purpose was to find ways to engage students in all ways that we can they went over three different types of communications, so it was branding not only for the Union itself, but incorporating in aspects of university branding

- Teresa states herself and Melanie both attended the supporting the importance of place in a virtual world presentation

-She states they talked about was, using nostalgia on social media

- She states intimate photos of spaces on campus can give you that connection to campus

- Melannie states she also attended a presentation about innovation during changing and challenging times

- She states they gave some examples some really useful examples on virtual engagement and then things you could apply to in person settings as well

- She states she also attended a presentation toward a more socially just student Union

- She states they focused on creating and enhancing spaces for students from diverse backgrounds so keeping that at the forefront of our minds constantly

- She states building diversity equity and inclusion into workflow so like hiring practices, for example, and then using power analyses, so how power is distributed in organizations and how that affects the people who work in the organization and students potentially

- She states another one she attended was the student org advising and its impact

-She states this one primarily focused on a study done on two different student organizations. It discussed the role of the advisor versus the roles of students and student leaders and organizations

- Teresa states herself and Melannie attended the best practices for keeping student leaders engaged virtually presentation

-She states some of the practices that they discussed and presented were marketing strategies for student organizations

-She states they talked about potentially implementing tutorials on how to use platforms so that students or departments aren't drawn away from using it, because it's complicated or they can't figure it out

-Mariah states a session she attended was influencing the influenced and building community with strategies from social media

- She states they talked about how social media will affect people, and it can affect people by the connection, so you can take the Community and the forming bonds that the social media

-She states they also talked about the cons of social media, the tipping point for people why they might not be on social media, why they might take a break from social media

-Melannie states she also attended this presentation and somethings she took away was social media is our best friend, right now, or it could be just social anxiety and students often don't know how to form Community again, so they turn to social media and they primarily talked about using tactics that are used on platforms like Instagram, Facebook groups, Twitter, Cameo and Tik Tok

-She states a lot of people can engage with others, so with us internally we do focus a lot on putting our students on social media, but we could feature other students on our campus as well and can bring attention to those posts

- Mariah states she also attended the creating an in-person connection six feet apart presentation, so this session was what does student life look like when we go back

- She states they asked the three questions, what is typical what's something that we always do, what's something that's inappropriate, they would never allow us to do, what's outlandish and then what's the coolest thing that we could do

- Teresa states herself and Mariah attended a presentation called finding your new normal stress management

- She states stress management is a spectrum of techniques aimed at controlling a person's level of stress is usually for the purpose of and for the motive of improving everyday functioning, so making your life easier

- Mariah states there are ways to help that stress, you could first do self-care and emotional regulation so checking in on yourself and making sure that you're being honest with yourself and really taking care of your emotional and physical well being

- Teresa states some ways to build personal resilience would be moving towards your goals, so using goal setting tools and techniques that can be vision boards, or checklist

- She states another presentation she attended was supporting students with invisible disabilities

- She states these are disabilities, that are not immediately apparent they're typically chronic illnesses and conditions that significantly

-She states for example you would say person with a disability, rather than a disabled person, because it went with the idea of that's not what makes them who they are they're not just a disabled person they're a person who happens to have a disability

- She states some of these examples are Anxiety, Dyslexia, ADHD, Autism, Bipolar disorder, PTSD, and depression

VI. Action Items

- Approval of \$2,000 SC BOD Initiative Funds for 2021 Seniors Event

-Adela states a senior's event they thought of is the spring 2021 graduates will enter for a chance to win photography sessions, with the local photographer that we choose, and in order to be entered students will submit a "Dear Stan State" Letter.

-She states there will be 40 Turlock Student Sessions and 10 Stockton Campus Sessions

- She states their letters will be reviewed by a committee
- She states they want to celebrate the students, because of course they're graduating and they're graduating during a global pandemic it's been rough for them, as well as all their big accomplishments
- She states they will also remove a small financially burden of senior photography sessions since photography sessions could be expensive
- She states it also contributes to the overall campus pride, and we want to do this for the students and have something memorable for them
- She states she is requesting \$2,000 which is all the Student Director incentive money
- Mariah asked how many pictures the student will get
- Adela states they are not sure yet, they are still working with the photographer
- Motion to approve by Mariah, second by Joenna
- Motion carries 14-0-0

VII. Discussion Items

VIII. Reports

a. SC Board of Directors

- Cassandra states the University Budgetary Advisory Committee, which is where VP James tells us about anything new to budgets happening
- She states that \$1 million has been set aside for the Stockton campus renovation in the hopes of building a classroom building
- She states they also talked about the new relief funding that came out last week over 70% of students really received relief of some sort or going to direct deposits already done, but checks have been mailed out

b. ASI Representative- Cynella Aghasi

- Cynella states she has been working with the University in a repopulating plan
- She states a survey has been sent out to students in regard to fall 2021, and she encourages everyone to fill it out

c. ASI Leadership Manager- Katie Rotan

- Katie states next week are Mental Health awareness week, so keep an eye out for those activates
- She states ASI elections are going on as well, and if you are interested to please apply
- She states she is working on Student Center Board recruitment as well

d. SC Vice Chair of Finance- Teresa Serna

- Teresa states she met with professional staff and presented to VP James
- She states she will be changing some things around in the budget after meeting with Cesar
- She states she is meeting with the decal committee
- She states she is also working the food pantry pop up in Stockton

e. SC Vice Chair- Mariah Burciaga

- Mariah states the Student Organization committee they met to discuss budget for next year
- She states she also met with the Alumni Advisory Council, and discussed some groundwork and action items for the 2020-21 Council activities
- She states she will be meeting with Jocelyn to discuss Titus Talks

f. SC Chair- Melannie Castellanos

- Melannie states she has been working on renderings for the bronze statue, and Stan State letters

-She states she presented the Grad Students Resolution, and most departments were able to extend the office hours, so those students can't make it during normal business hours, still have an opportunity for those benefits

-She states she also met with VP James to talk about instructional spaces

-She states the mural artist will now be working in the building over spring break from the fifth through the ninth to complete the murals

-She states she met with the commencement committee and they are looking at a virtual commencement

g. SC Executive Director- Cesar Rumayor

-Cesar states he had conversations regarding food service we have conversations about the instructional space, what can and cannot be considered study space and then how the county's defining lounge spaces

-He states come this late spring or fall semester we'll definitely do a walk through with risk management, define that spaces and then at the end of the day, will need board approval

-He states he is expecting some designs from an outside contractor on what the alumni Plaza will look like

-He states the service desk is averaging 200 calls a week

IX. Announcements

X. Adjournment

-Motion to adjourn by Adela, second by Elizabeth

-Motion carries 14-0-0

-Meeting adjourned at 4:55PM