Wednesday, January 27, 2016  
8:30 a.m.  
BMU 205

Members Present: Deanna Jarquin, Vu Nguyen, Matt Zaleski, Michael Pratt, Nick Howell, Andrew Roberts, Teddy Delorenzo, Drew Calandrella

Members Absent: Lori Hoffman

Others Present: David Buckley, Karen Bang (recording), Susan Jennings, Jamie Clyde, Shar Krater, Thang Ho, Curtis Sichenedr, Leah Railey, Jon Slaughter, Kristina Hamilton

I. CALL TO ORDER – The meeting was called to order at 8:30 a.m. by the Chair, Jarquin.

II. AGENDA – Added Information Item: Website Presentation as new Business Item A. Deleted GAC Action Item VII. A. 1. c. as it was pulled from the 1/26/16 GAC agenda. Motion to approve the 1/27/16 revised agenda (Nguyen/Pratt) 6/0/0 MSC.

III. MINUTES – Minutes of the 12/9/15 regular meeting and 12/16/15 Special meeting. Motion to approve the minutes of the 12/9/15 regular meeting and 12/16/15 Special meeting, as presented (Delorenzo/Roberts) 6/0/0 MSC.

IV. ANNOUNCEMENTS – Jarquin welcomed Roberts to the VP of Facilities and Services position.

V. PUBLIC OPINION – None

VI. OPINION – None

VII. STANDING COMMITTEE REPORTS – Action items forwarded to the Board of Directors from the standing committees stand approved unless overturned by a 2/3 + 1 Board action.

A. Government Affairs Committee - Nguyen reviewed the items discussed at the meeting, noting that Item c. was removed from the agenda (Zaleski joined the meeting at 8:35 a.m.).
   1. GAC Actions of 1/26/16
      a. Approved the 1/2616 meeting agenda.
      b. Approved the minutes of the 12/8/15 regular meeting.
      c. Approved moving forward with the Student Taxi Service Request for Proposal.

B. Bell Memorial Union Committee – No meetings held.

C. Associated Students Businesses Committee – Zaleski said the Wildcat Store has been painted and decals are up. He said the Catering team has been working on a new student groups menu and Clyde said the new menu will be presented at the end of February.
   1. ASBC Actions of 1/25/16
      a. Approved the minutes of the 12/7/15 regular meeting.

VIII. BUSINESS

A. Information Item: Website Presentation – Ho and Hamilton provided a presentation for the new website. Ho explained that in 2014 a budget for a new website was approved in the amount of $35,000. A committee was formed, RFPs were sent out and three vendors responded. Upon review, the committee agreed they could do this in house for cheaper. He said they created technology on back end to host website as well as have committee pick out a template, which needed to be dynamic, easily accessible, able to be easily edited and be mobile enabled. He said the site they've prepared has accomplished all of this. Hamilton presented the different features of the website (Calandrella joined the meeting at 8:46 a.m.). Jarquin questioned if they can turn off the automatic sound on videos and Hamilton said they’re working on this. She also questioned if there’s a way to track what sites people are visiting most often and Ho said they can do this. Ho said they'll next be presenting this website to Sandy Parsons at the Accessibility Resource Center for her input. Nguyen asked how items can be added to the website and Hamilton said staff from each area will be trained to update/change items. Ho said they'll be creating a policy to make sure everyone is trained properly to do so. Delorenzo said
the website is fabulous, very modern. Roberts said being able to access it via mobile devices is huge. Ho explained that the website address will change from aschico.com to as.csuchico.edu. A soft launch is scheduled for Monday.

B. Information Item: Proposal regarding Social Media – Buckley presented a proposal regarding what it would look like if a Marketing Department was created for the AS. He said last semester he and Jarquin started discussing the lack of social media marketing. He said that for 20 years AS student officers have wanted to tell the story of the AS and noted that most auxiliaries have marketing departments. Buckley said that in 2000 we had a corporate wide Marketing Department which consisted of one career person and student employees; however, it didn’t work out at that time. He said they went back to a decentralized model and currently don’t have a Marketing Department. Buckley said Kristina Hamilton is the full time Graphic Coordinator whose primary function is to provide graphic design support for the BMU’s programs. He said excluding the work done by BMU Graphics, marketing and graphic design is decentralized, which creates challenges. He reviewed current marketing practices. If a Marketing Department was set up, Buckley said it would provide a variety of marketing and communication services to all areas of the AS. He said the head of the Marketing Department would sit down with various programs and identify goals that support the Strategic Plan as well as departmental goals. From there, they would develop marketing strategies to support the goals, implement the strategies and measure the outcomes. Buckley reviewed the proposal to develop a centralized Marketing Department and noted that Union Graphics would merge with AS Marketing and a full-time Marketing Director with experience in digital/social media marketing would be hired. Buckley said other campuses all work with students because the students know the language of other students. Buckley explained that total cost would be approximately $263,000. He said that large campaigns would be paid for by individual areas. The proposal was next discussed in regards to how the cost would be split. Buckley said they could start off with 25% each being charged to Activity Fee, Student Union, WREC and Dining Services, track for a year and then allocate costs. He said they’d also look at whether AS Marketing should be a true Corporate Overhead department or be housed in the Union budget (with other areas reimbursing costs). He explained that from a business perspective, this is the area that gets cut first if money gets tight. Buckley said students would be the key to success. Jarquin said social media is everything and it doesn’t seem like that much money compared to what we would get out of it. Roberts said it would be a benefit to have all AS programs unified in marketing. Howell said it’s important that we move forward with marketing. Nguyen said it’s awesome that we’re going to start centralizing this, which makes it more consistent. He said over the years we can strengthen our content. Buckley said students from various areas can meet and assist with marketing efforts for everyone. Jarquin said it would be an opportunity for those students doing outreach to various areas, to have a mentor for marketing. Delorenzo questioned if we would have problems filling this position and Buckley said he doesn’t know at this point. Delorenzo said it would cost about $65,000 each for the four departments and she requested seeing from the staff directors how they’d make changes in their current budgets. She’d like to see if Marketing can be connected back to elected officers as part of their job duties to work with the Marketing Director. She said programs and what they do, as well as what the AS itself does needs to be marketed. Nguyen said at Midpoint they talked about legacy building and how they can be consistent throughout the years. He said they want to be able to rebrand every program. He noted that social media is cheaper because you’re not paying for flyers, as well as more sustainable. He did note that sometimes it’s a lot more impactful to get a physical paper document, too. Zaleski questioned how it would be handled if four areas contribute 25% of the cost, but some of the areas need a lot more marketing. Buckley said that’s why he’s suggesting tracking so those areas would be paying more. Delorenzo questioned if the AS has a Marketing Policy. Buckley said we have a branding guideline; however, we need a Social Marketing Policy. Buckley said he would come back with further information including splitting costs, and whether each area could handle the cost.

C. Information Item: Funding Executive Order 2015-06 – Jarquin explained that due to EFAC and DAC funding cycles at the end of the semester this Funding E.O. was done. She thanked Krater for keeping up on DAC and EFAC funding so that Funding EO’s don’t need to be done as often as in the past.

D. Information Item: Executive Orders 2015-07 and 2016-01 – Jarquin reviewed these two E.O.’s with the Board.

E. Information Item: 11/30/15 Activity Fee Fund Budget to Actual Experience – Nguyen said the benchmark is at 41.6% and noted total revenues were at 53.61% with total expenses at 40.55%. He said GAC is under budget.

F. Information Item: 11/30/15 Student Union and WREC Summary Income and Expense Statements – Buckley noted that SU income is at 48.51%. Total expenses are at 33.02%. He said the Union is doing quite well and should come in under budget. Regarding the WREC, Buckley said total revenue is at 49.74%, with total expenses at 34.70%. He said the WREC is also doing quite well.
G. Information Item: 11/30/15 Chico State Wildcat Store Financials – Zaleski said Operating Expenses were at $60,716 with Other Income at $52,834. He noted a Net Loss of $28,936 for the month of November; however, $148,896 net income year to date. Buckley said they would share Follett’s budget through December at the next meeting. Recent store renovations are being paid for by Follett.

H. Information Item: 11/30/15 Dining Services Financials – Zaleski said Cost of Sales were 16.92% lower than budget’ Operating Income was 6.39% lower than budget with Cost of Sales at 36.1%. Total operating expenses were 9.74% higher than budget with total net assets at 31.73% worse than budget but YTD is 181.07% better.

I. Director of University Affairs Report – Pratt said during yesterday’s State of the CSU the Chancellor announced that $350,000,000 in donations was received this year, one of the largest donation years the CSU has ever had. The graduation rate has increased 11%, to 57% overall and the four year graduation rate is up 9%. This amounts to 5,500 more students graduating than the previous year. Pratt said last year the CSU received its first full funding request in many years; however, it doesn’t bring us above the pre-recession levels. The CSU added 742 new tenured track faculty. He said the CSU is pledging to take action on Title IX. In addition, there is a new red folder program for faculty and staff to assist students with mental health issues. • Pratt said Student Academic Senate will meet every Monday from 9 to 10 a.m. and will continue working with the Provost on STEM initiatives, specifically focusing on undergraduate research.

J. Director of Legislative Affairs Report – Howell said CSSA was held this past weekend. Regarding SIRF, he said 81% of students paid in to the SIRF fee. • Last Tuesday Howell went with President Zingg to the State Capitol to talk with Legislature representatives. • Howell reviewed upcoming events this semester and noted they plan on bringing two Chico State students to CSSA next month. He said they are also looking for students interested in applying for the Student Trustee position. There is a special CSSA Board meeting this Friday regarding stances on legislation.

K. University Vice Presidents’ Reports – Calandrella welcomed everyone back. He said Chancellor Reed is trying to visit as many campuses as he can and he will be here on April 19. He’ll try to have him meet with the student leaders at the Wildcat Leadership Center here in the BMU. He said Chancellor Reed wants to meet just with students. • Calandrella said the presidential search is occurring and noted that our next president will be announced at the March meeting. Calandrella said if the weather holds, he and President Zingg will be touring the streets on Friday nights.

L. Executive Director’s Report – Buckley said the Chancellor’s Office auditors have left and we’re awaiting the final findings in draft form; results will be shared with the Board. • Buckley said the Strategic Plan is being worked on, and will be brought to the committees in February for approval so they can be provided to the Board in early March. • Buckley said they’re getting ready to implement the budget process and the Board will be provided with budget information. • Buckley said that a requirement from the Chancellor’s Office came out about six months ago that auxiliaries have to do background checks on all career employees and student employees that have access to sensitive data. The contract with Accurate Background Check is being finalized and the CSU also uses this company. He noted that we have been using the UPD Live Scan and the new system will be faster and less expensive. • Buckley said the Dining Services Director position is open and applications will be reviewed in two weeks. He noted they hope to fill the vacancies for the Wildcat Leadership Institute Director, Facility Manager and Sustainability Coordinator between now and May.

M. President’s Report – Jarquin said before the break she started sitting on the Campus Facility Use Committee which looks at how we charge fees on our campus. She said they are interested in working with the AS and our departments so we can work together regarding locations. • Jarquin said the Police Community Advisory Board will be held in the BMU in April. • Jarquin said interviews were held for the VP of Facilities and Services, a group toured the digester at Sierra Nevada and she watched the State of the CSU. • Jarquin said during the presidential transition it’s important they we communicate to this person what the AS does. She said GAC will be preparing a briefing book of what each posistion does. • Jarquin is going to the Alumni Board meeting on Saturday.

IX. ANNOUNCEMENTS – None

X. PUBLIC OPINION – None

XI. OPINION – None
XII. ADJOURNMENT – The meeting was adjourned at 9:41 a.m. by the Chair, Jarquin.