



STUDENT UNION, INC. BOARD OF DIRECTORS
Meeting Minutes
March 24, 2023
11:00 AM - 12:30 PM

This is a hybrid meeting.
In-person: Student Union Inc. Building, Conference Room 6
Telecommute meeting by Zoom Video Conference.
This meeting is being facilitated in-person and through an online Zoom format.

Voting Members Present: Andrea Cabrera-Sanchez, Dr. Sonja G.Daniels, Logan Meline, Rishabh Pandey, Jeet Parekh,, Krishna Sai Mangalarapu, Aarushi Sharma
Voting Members Absent: Kathryn Blackmer Reyes, Sara Bonakdar (BOD Designee), Nina Chuang, James Figueroa, Peter Lee
Updated Attendance: Nina Chuang updated to present at 11:34 AM
James Figueroa updated to present at 11:10 AM
Peter Lee updated to present at 11:22 AM
Peter Lee updated to absent at 12:00 PM
Jeet Parekh updated to absent at 11:59 AM

Non-Voting Member Present: Tamsen Burke

DocuSigned by:
Tamsen Burke
61FFC907735748F...

I. CALL TO ORDER

Director Meline called the meeting to order at 11:04 a.m.

II. ROLL CALL

Director Meline asked Kelly Goldsmith to take roll. Kelly Goldsmith completed a verbal roll call.

III. APPROVAL OF MARCH 24, 2023 AGENDA

Director Meline asked for any changes to the agenda.

Director Meline asked for a motion to approve the agenda as presented.

Director Daniels motioned to approve the agenda; Director Parekh seconded the motion.

Vote on the Motion: 7-0-0 Motion Passed

IV. APPROVAL OF FEBRUARY 24, 2023 MEETING MINUTES

Director Meline asked for any changes to the minutes.

Director Meline asked for a motion to approve the minutes as presented.

Director Pandey motioned to approve the meeting minutes as presented; Director Daniels seconded the motion.

Vote on the Motion: 7-0-0 Motion Passed

V. PUBLIC FORUM

Renzo Vasquez and Rocio Ponce, students in the Gary J Sbona Honors program, discussed the project they are working on with Academic Coffee and would like to open a coffee and juice cart in SRAC.

Director Daniels thanked the students for their presentation. She explained that the University has a food license contractor, Spartan Eats/Chartwells, and that the students would need to contact Spartan Eats/Chartwells about their proposal.

VI. EXECUTIVE DIRECTOR REPORT

Ms. Burke explained that the SpartanFest artists have been secured. The official announcement of the artists will be done through a video with the board announcing the artists. Staff are working on scheduling space at SRAC for those clubs that will be displaced out of the Event Center due to large events that have been scheduled in that facility. Ms. Burke and Mr. Banks will be meeting with UPD monthly about safety and security in the Student Union building and SRAC. They are continuing to address concerns about issues happening at the recreation field. UPD is working on an operational plan as to how they will support SpartanFest from a safety and security perspective.

VII. BOARD OF DIRECTOR CHAIR REPORT

Director Meline did not have a report.

VIII. COMMITTEE REPORTS

A. Audit Committee

Director Sharma reported that the committee will be meeting in April.

B. Facilities & Programs Committee

Director Parekh reported that SpartanFest is scheduled for April 28. SSETF funds were awarded for the development of an Esports program. The original Esports proposal was funded with the expectation of starting in August 2022 but the program was delayed. With the delay and also the departure of the Club Sports Supervisor in December, Vice President Day asked Ms. Burke to re-envision the Esports proposal. A consultant will be brought in to help with the vision of the program and to also figure out the best location. Staff are continuing to work on the service agreements with FD&O. Ms. Burke attended meetings around concerns about increased safety and security in the Student Union building. Staff are considering card access in the evenings and weekends to help solve some of the issues moving forward. Work is continuing on the recreation field MOU. The Event Center scheduling guidelines were presented to the University for feedback. Anticipating the guidelines to fully publish in the next couple of weeks.

C. Finance Committee

Director Cabrera-Sanchez reported that no action was taken during the last meeting. Staff presented a proposal to change the SRAC membership costs. The committee reviewed the first read of the FY 2023-24 Operating budget request.

D. Personnel Committee

Director Meline reported that the committee discussed possible compensation for the student

board of directors. The personnel subcommittee has reviewed the student board of directors applications and interviews are currently being scheduled for April. Emails have been sent to stakeholders who will be participating in the Executive Director's evaluation process.

IX. DISCUSSION

A. Event Center - SU Revenue and Student Programs

Ms. Burke reviewed how we operate our business and where there might be gaps in our operational perspective, and how it aligns with our mission. Historically the Student Union has generated revenue but over the past several years that revenue stream has decreased significantly. Opportunities to generate revenue are program(s), SRAC membership, and facility rental for SRAC and the Event Center. The SU generates about \$160 thousand dollars in revenue from outside groups utilizing the Event Center during the academic year. This revenue goal also prevents student organizations and clubs from utilizing the facility. Ms. Burke asked the board, 'Should the SU continue to generate revenue from outside groups utilizing Event Center during the academic year or should the space be dedicated to programs for students during the academic year?'

The committee would like to forgo some of the revenue and see the priority, particularly during the academic semester, go back to student clubs and organizations. Sara Bonakdar (BOD Designee), reminded the board, the University has said that the SU has the ability to request funds that are needed, it just needs to be part of the budget. There are specific times of the year that the SU can continue to look for outside revenue, particularly during spring break and summer break.

Ms. Burke answered questions from the committee including where Esports will be located. A survey will be sent to students in April about what students want around Esports. The report will be sent to the Vice President of Student Affairs to help with a broader perspective of implementation of the program on campus. A consultant will also be brought in to help with the vision and location of the program.

B. 2023-24 Campus Mandatory Fees (Increase 5.2%) - Student Union Fee

Mandatory fees will be increased and students will start to see the increase this summer. Campus mandatory fees are adjusted annually to address inflationary costs increases. The Commonfund Higher Education Price Index (HEPI), an inflation index which tracks the main cost drivers in higher education, is applied to all of the campus mandatory fees except for the Student Health Fee. The Student Union mandatory fee increase provides an opportunity for the Student Union to request more money instead of having a revenue source to offset the operating expenses.

The committee discussed the importance of students really understanding the influences on tuition and other rate increases around campus. It is important that students educate themselves about why rate increases happen.

C. CSU Enrollment Target and Budget Reallocation Plan

The Student Union receives mandatory fees as part of our operational request fund and the state receives their money from the CSU. There is a model in place over the next 4 years to address revenue loss across the CSU. The model will be based on enrollment and as enrollment either increases or decreases, budget allocations will be allocated based on that. SJSU is currently staying above the target enrollment number. There is a commitment by all members of Student Affairs to meet the yield requirements. For example during new student transfer events, how do we get those students to enroll at SJSU? Through the summer there will be other yield opportunities as part of our role in bringing students to the campus. Any of the 23 CSUs that fall below their target enrollment, the money they received this year will be reallocated to those CSUs that meet or exceed their target enrollment. It's important that the board understands where the University receives their funding from and how enrollment plays into it.

The committee discussed the importance of staying above our enrollment target and continuing to work together. Enrollment has a direct relation to how much state funding the University receives which supports classes, faculty, staff, and administrators. The student board members were encouraged to have a presence during the resource fairs and other recruitment activities to have an opportunity to engage with potential students to create a sense of want and belonging here on campus.

D. SU Shared Service Transition Update (FD&O, IT, Recreation Field)

Still waiting on the service agreements from the University. Once the service agreements have been received, Ms. Burke will meet with the leaders in the areas that will be impacted. Based on the timing and pace the agreements are being worked on, Ms. Burke is estimating the agreements will be executed closer to July. She will keep the committee updated.

X. BOARD OF DIRECTOR ANNOUNCEMENTS

Director Chuang has been working on a resolution to institutionalize the Day of Remembrance which will be presented to the Academic Senate. This resolution will be calling the University to acknowledge its history involvement in Executive Order 9066, with the incarceration of Japanese Americans. The final read of the resolution will be April 17th at 2 PM in the Engineering Building.

Director Meline recessed to Closed Session.

XI. CLOSED SESSION

A. Personnel Matters

XII. REPORTING OUT OF CLOSED SESSION

Director Meline reported that no action was taken in Closed Session.

XIII. MEETING ADJOURNMENT

Director Meline asked if there were any objections to adjourning the meeting. Hearing no objections, the meeting was adjourned at 12:09 p.m.