
CALL TO ORDER: Nick Jakel, ASI Board Chair, called the meeting to order at 1:15 p.m.

ROLL CALL

Members Present: Borjas, Chicas, Gelrud, Hidalgo, Hunt, Jakel, Jimenez Perez, Julian, Nguyen, O’Toole, Rodriguez, Sheppard, Sheriff, Sherman, Snyder, Stambough, Torres, Vasquez

Members Absent:

Officers Present: Ansari, Collins, Edwards, Gwaltney, La

Officers Absent: Dadabhoy, Moubayed

*Indicates that the member was in attendance prior to the start of Unfinished Business, but left before the scheduled ending of the meeting. [According to the by-laws, a member of the board who does not remain until the scheduled ending for the meeting (3:45 p.m.) is considered not to be in attendance.]

**Indicates that the member was in attendance for a portion of the meeting, but not in attendance prior to the announcement of Unfinished Business. [According to the by-laws, a member of the board who is not in attendance prior to the announcement of Unfinished Business is considered not to be in attendance.]

Jakel made a motion to excuse the following members who are running late for the meeting, Edwards, Gwaltney, Gelrud, Edwards and La. Seconded by Hunt. There were no objections.

APPROVAL OF AGENDA (Vasquez-m/Julian-s) The agenda was approved as presented. There were no objections.

Jakel indicated that all Executive Senate reports were sent by email. Any members wanting to report at today’s meeting may do so.

APPROVAL OF MINUTES The minutes from the 4/24/2018 meeting of the ASI Board of Directors were approved as presented. (Julian-m/Torres-s) There were no objections.

PUBLIC SPEAKERS

Maria Linares shared information in support of the Civil Disobedience and Social Action Resolution. Urged students to pass the resolution as is. Asked the board to support and leave a wonderful legacy for current students and future students.

Nicole Chavez spoke in support of the Civil Disobedience and Social Action Resolution. She also authored a flyer which was distributed to students and is attached to the minutes. Chaves shared ASI is not inclusive and does not provide a platform for students to be heard.

Kait Alcantara shared concerns regarding ASI/CSUF being credited with the success of the Milo event. Shared school was not responsible and ASI was not responsible. If want to take credit, need to do the work to provide proper training.

Faith Lozano, first year student spoke in support of the Civil Disobedience and Social Action Resolution. SAL came together to. Supporting the resolution provides a platform for students with diverse ethnic backgrounds and gender identities and helps maintain the philosophies upon which ASI was founded. In addition it will help to create a more inclusive campus at CSUF. Social injustice issues impact students. Urged the Board to support the Resolution and in doing so they will support students served.

Andrew Flores, on behalf of recently elected student leader, John Good, read support statement for the Civil Disobedience and Social Action Resolution.

Dania Salgado, urged the Board to review the resolution, to ask questions and to ensure they understand the impact of the resolution before voting. She shared that the Board should think about the opportunities missed, such as the Milo resolution which was watered down. Now is the time to do something for students at large.

Courtney Calderon shared that she was standing for over 50 students in support of the Civil Disobedience and Social Action Resolution. Students demand social justice and inclusivity. Campus should stand for these tenants. She urged the Board to consider their legacy.

Oscar Hernandez indicated that he shared the resolution document with other students on campus. He shared that there were good responses. Urged the Board to vote in favor and that it will benefit students on campus. Hope the Board will do what is right.

EXEC SENATE REPORT

Executive Senate Reports were submitted in writing. A copy of the reports for the following organizations are an attachment to the minutes:

CSICC
EICC
COMM TEAM
PAC

TIME CERTAIN

Dr. Clint-Michael Reneau, Assistant Vice President, Student Affairs/Student Retention, addressed the Board and shared information addressing the ED Trust Report, its findings and potential re-engineering plans. The materials are attached to the minutes. Dr. Reneau invited Dr. Elizabeth Zavala-Acevez, Director of the Career Center to join him in the discussion.

Dr. Reneau asked the Board to share feedback on the materials relating to the recommendations found in the CSU Fullerton Career Services report and to consider what would work for the campus.

Vasquez shared comments regarding uploading resumes and getting instantaneous feedback would be a great support. Dr. Reneau and Dr. Zavala-Acevez shared information on the VMock technology tool that is available for resume evaluation.

Sheppard shared the Arts ICC benefitted from the Arts Career Specialist meeting with students. She shared that taking initiative to bring greater awareness to the councils that there are career resources available for each college would be beneficial.

Ansari echoed Sheppard's comments and reiterated that student input is critical. In the report it referenced only one specific area where student input was gathered. Need to get more student input. The report mentions creating an alumni mentorship program. She shared that there is a really cool program at University of Texas and also the CSUF Government Relations division held a summer event that highlighted other programs and could be a good resource.

Sherman shared information from the College of NSM stating they had a program on Tuesdays with the former career specialist, provided great resources. She suggested talking to specialists for each college and find out what they are doing for outreach and work toward improving from there.

Dr. Reneau asked if there was anything missing in the outreach process and/or that would assist those graduating.

Sheppard shared that she loves the idea of an alumni mentorship program. Could bring to Juniors and Seniors specifically.

Ansari shared that Humanities reaches out to seniors, however there she has only received one email. Should be more intentional about how resources are marketed to graduates.

Sherman shared that it would be a good idea to implement more marketing during orientation. Get in touch with freshmen early. Include career specialists during orientation.

Gwaltney, follow up with students who have received a peer to peer experience. Being more intentional with orientation, first year experience, housing, etc. Communicate all resources available.

Borjas entered at 1:40pm

Chicas shared in the Human Services department, required to prepare resume and complete internships. Good idea to participate in the process.

Gelrud commented that intentionality is key and it is difficult to say when you should start outreach. Mentioning career at the onset of college life could be startling to some students.

Ansari as a commuter campus it can be difficult to participate. Maybe providing more materials online could be helpful.

Dr. Reneau asked if providing quick reference videos online would be a positive alternative/option to scheduling in person meetings.

Sheppard suggested considering an option to Skype with a career specialist.

Gelrud agreed with Sheppard's idea and shared that it could take away the long wait for appointments. Students needing more hands on, can reach out to meet with a career specialist in person.

Sheppard, commented that rebranding the concept of preparing for a job versus a career specialist might be helpful for some.

Hunt referenced the discussion about what to wear to an interview and shared that there is support through Tuffy's Closet and it might be beneficial to collaborate.

Dr. Reneau thanked the Board and shared that it is rewarding to see leaders who show up and provide support for students. He also thanked Jakel for his support.

UNFINISHED BUSINESS

None

NEW BUSINESS

Action: Appointment of ASI Elections Director

BOD 068 17/18 (Julian-m/Vasquez-s) A motion was made and seconded to appoint the recommended applicant as the 2018-2019 ASI Elections Director, effective June 1, 2018 through May 31, 2019.

Jakel yielded to Drew Wiley, Director L&PD to review the candidate selection process and to share an overview of MacKenzie Sheppard's qualifications. Wiley shared there were two candidates and Sheppard's experience on the Board and her knowledge of ASI stood out. Sheppard shared her excitement to transition into the position.

Jakel opened the floor to questions from the Board. Sheppard answered questions from the Board.

La entered at 1:50pm

Jakel invited Sheppard the opportunity to exit the room or to remain during board discussion. Jakel opened the floor to discussion. The Board discussed the candidate.

Jakel asked if there were any objections to moving to a roll call vote. There were no objections. **MacKenzie Sheppard was appointed as the 2018-2019 ASI Elections Director with a 17-0-1 roll call vote. Motion BOD 068 17/18, effective June 1, 2018 through May 31, 2019.**

Action: ASI Resolution Recognizing CSUF Student and Team Athletic and Philanthropic Accomplishments in 2017-2018

BOD 069 17/18 (Governance) A motion was brought to the Board from the Governance Committee to approve ASI Resolution Recognizing CSUF Student and Team Athletic and Philanthropic Accomplishments in 2017-2018.

Jakel shared that he drafted the resolution to ensure student athletes at all levels were recognized for their accomplishments and for the philanthropic work being done through the various programs. Jakel yielded to Rodriguez to share information from the Governance Committee discussion. Rodriguez reviewed the Resolution.

Jakel opened the floor to questions from the Board. There were no questions.

Jakel opened the floor to discussion.

Rodriguez recommended supporting the resolution to specifically show support to student athletes, and in particular SCICC. Gelrud shared many times students think athletes get a lot of attention, this resolution highlights students/groups who aren't necessarily recognized.

Jakel asked if there were any objections to moving into a roll call vote. There were no objections.

Motion BOD 069 17/18 MSC: 17-0-1 The motion passed.

Action: ASI Resolution In Support of Civil Disobedience and Social Action at CSUF

BOD 070 17/18 (Governance) A motion was brought to the Board from the Governance Committee to approve ASI Resolution In Support of Civil Disobedience and Social Action at CSUF.

Jakel yielded to Rodriguez to review the resolution and to share information from the Governance Committee discussion. Rodriguez shared that the resolution was drafted by Sanchez and he asked them to come to committee to introduce the resolution. The committee had a discussion about the provisions. Rodriguez reviewed the resolve statements, including encouraging the development of a social justice commission on campus and urging the Chancellor to promote and fund training. Rodriguez shared that the resolution passed unanimously at committee. He shared that he added the definition of Civil Disobedience to the fifth Whereas statement and that this would need to be corrected in the final document. This resolution will help to address concerns from students who feel they are not being heard.

Rodriguez yielded to Sanchez to share information regarding the drafting of the resolution and the proposed intent. Sanchez thanked the BOD and Jakel for efforts and support in allowing her to bring resolution to board. They shared that the resolution is a result of student activist activities over the years. Highlighted actions listed in Whereas statements. Shared, students are crying for help. Hoping this resolution will be the opening for action to go throughout the CSU system. They shared that a Social Justice Commission is needed. Shared that the Whereas statement promoting social justice partisan is not about a party, it is about endorsing causes. Need social media presence supported by ASI. Give Social Justice Commission a powerful platform through ASI. Asked the Board to pass without regulation and/or restriction.

Jakel opened the floor to questions from the Board.

Borjas asked if the discussion was based on whether or not the resolution should be passed, or how it will be implemented. Jakel shared the discussion and vote is based on the content of the resolution.

Sheppard shared during Governance they intentionally left the document broad, with the expectation that details will be addressed when ready to form the committee.

Jakel opened the floor to discussion.

Ansari thanked Students at Large who worked on this process. Shared information about timing for posting of information on ASI social media. Talked about ASI Bylaws, does not include precedence about students being required to be involved in Social Justice efforts. **Ansari made a friendly amendment to change curriculum to curricula in Revolved #6.**

Rodriguez made a friendly amendment to include the words "Civil Disobedience would be defined as" to the fifth Whereas statement on page 2 and it would read,

“Whereas, Civil Disobedience would be defined as, the refusal to comply with certain laws considered unjust, as a peaceful form of political protest; and”

Sheppard, on website says, BOD duties, advocating on students... This commission would give students who consider this as their focus, to bring to ASI.

Jimenez Perez need to shift how issues are addressed. This is a great opportunity to address those concerns.

Ansari suggested looking at Resolved #5 to address the word used “Partisan” and to find a word that would better represent the purpose of the Resolve. Rodriguez shared wanted to delve more into the details, but kept the document generalized.

Stambough, asked if policy or political would work instead of partisan. The Resolved could read “Resolved, that ASI shall encourage each CSU student government to create a social justice commission within their structure that promotes policy views or political views...” or socio-political views. Rodriguez indicated either would work and he yielded to Sanchez. **Rodriguez made amendment #18 to Motion BOD 070 to change Resolve #5 to replace the word “partisan” with “socio-political”. Rodriguez read the amendment. Sherman seconded the amendment. Amendment #18 passed with an 18-0-0 roll call vote.**

Discussion ensued.

Ansari made a friendly amendment to the last Resolved to include distributing the resolution to the Daily Titan. There were no objections.

Hunt asked for clarification on the Resolved where ASI encourages each CSU student government to create a social justice commission. She asked for clarification on what ASI was expected to do.

Ansari shared concerns regarding the implementation of the resolution.

La shared that there needs to be some plan of action to move forward.

Sherman asked where the commission would be placed. Rodriguez shared that one consideration would be under the CGO. Sherman asked if a resolve should be added to report on and follow-up to see how things are going. Rodriguez agreed, should be some element to measure success.

Gwaltney shared that consideration should be given to placing under the CCRO position. Recommend, considering under CCRO many processes that align with the CGO like UA/PAC and there are procedures in place for reporting to the BOD.

Torres shared to possibly reach out to incoming leaders see what their thoughts are in regards to how this can be implemented.

Jimenez Perez urged to implement as soon as possible. Agreed that placing under the CCRO for reporting process is a good idea.

Borjas shared something to consider, the Board has passed great resolutions, but there are concerns with follow-up. Looking at what is passed and how will be

address going forward. Agree, should be under CCRO. Doesn't matter what commission it is under, should all be collaborative. There should be a resolved for follow-up. La agreed, CCRO deals with internal affairs and there should be a system for follow-up. Ansari, agree with Borjas and La. Sheppard, sounds like all on same page.

Gwaltney suggested adding a resolved statement regarding an Executive Officer overseeing the commission, and let the incoming leadership determine the implementation details. Rodriguez agreed.

Ansari asked Sanchez to provide clarification in regards to the reporting structure of the commission. Sanchez shared their goals was to create a safe space for marginalized students, open to any Executive Officer. They shared that the CGO seemed it would be closer to what the goal is for the commission.

Sheppard, made amendment #19 to motion BOD 070 17/18 to add "Resolved that one person from the ASI Executive Team will report on the progress of this resolution in the fall semester, 2018." Edwards added an alternative to the wording to read "ASI President or designee shall report on..." Sheppard agreed and changed her amendment to the resolution to so read. Sherman seconded the amendment. Neither spoke to first or second. Torres asked if it is required in ASI Bylaws that the president is required to give an update. Jakel clarified that there is no provision in the Bylaws and unless specifically defined in the resolution, it is not required.

Jakel opened the floor to discussion on the amendment. The location of the new resolution was discussed and clarified that it would be place before the final resolved for distribution. Jakel asked if there were any objections to moving into a roll call vote. There were no objections. **Amendment #19 to Motion BOD 070 17/18 passed with an 18-0-0 roll call vote.**

There was no further discussion on the resolution. Jakel asked if there were any objections to moving into a roll call vote. There were no objections.

Motion BOD 070 17/18 MSC: 18-0-0 The motion passed.

**Action: Closed Session –
Executive Director
Evaluation**

Jakel stated that Action Item 8.d is a closed session of the Board in which the Board will evaluate the ASI Executive Director. Jakel asked if there were any objections to moving into closed session. There were no objections. The Board moved into a closed session at 2:40pm and members of the public were asked to leave the room.

After the evaluation was conducted, the Board moved into an open session to formally consider approving the evaluation. Jakel asked if there were any objections to ending closed session. There were no objections. The meeting resumed in open session at 3:31pm.

BOD 071 17/18 A motion was made and seconded to approve the evaluation of the ASI Executive Director and the goals for the 2018-2019 year. (Jakel-m/Sheppard-s) Jakel asked if there were any objections to moving into a roll call vote. There were no objections.

BOD 071 17/18 MSC: 18-0-0 The motion passed.

Roll Call Votes	Start 068	068	069	Amend #18	Amend #19	070	071
				070	070		
Arts	O'Toole	Y	Y	Y	Y	Y	Y
	Sheppard	AB	Y	Y	Y	Y	Y
Communications	Borjas	Y	Y	Y	Y	Y	Y
	Gelrud	Y	Y	Y	Y	Y	Y
Education	Hidalgo	Y	Y	Y	Y	Y	Y
	Vasquez	Y	Y	Y	Y	Y	Y
ECS	Sheriff	Y	Y	Y	Y	Y	Y
	Snyder	Y	Y	Y	Y	Y	Y
HHD	Chicas	Y	Y	Y	Y	Y	Y
	Nguyen	Y	Y	Y	Y	Y	Y
HSS	Jimenez Perez	Y	Y	Y	Y	Y	Y
	Rodriguez	Y	Y	Y	Y	Y	Y
NSM	Torres	Y	Y	Y	Y	Y	Y
	Sherman	Y	AB	Y	Y	Y	Y
Univ. President's Rep.	Hunt	Y	Y	Y	Y	Y	Y
Academic Senate Rep.	Stambough	Y	Y	Y	Y	Y	Y
CBE	Julian	Y	Y	Y	Y	Y	Y
CBE	Jakel - Chair	Y	Y	Y	Y	Y	Y
		17-0-1	17-0-1	18-0-0	18-0-0	18-0-0	18-0-0

REPORTS

EXEC OFFICERS

The Executive Officers provided a written report which is an attachment to the minutes.

- Ansari shared advocacy day will be held on Monday. Flyers were distributed. Tacos will be provided.
- La thanked the BOD for coming to the ASI banquet. The last Exec Senate meeting will be held this afternoon and it will be a celebration event, invited the BOD to attend. Scholarship emails are being sent, finals week distributing scholarship funds. Shared comments from past Scholarship recipients. All hard work from the board does not go unnoticed.
 - Vasquez asked if emails had been sent or will be sent during finals. La clarified Clerical Assistants are in the process of sending out now and funds will be distributed during finals week.
- Ansari, working on transition documents for all exec positions. Any ideas send to Ansari to be included.

Julian

There was no written report. She shared there are two items at committee, a contingency request and discussion item.

Jakel

The ASI Board Chair provided highlights from his written report which is an attachment to the minutes.

Rodriguez

The Vice Chair/Secretary provided highlights from his written report which is an attachment to the minutes.

Jakel thanked the Board for the discussion and their hard work.

Announcements/Members Privilege

Edwards shared if any student leaders who have meetings scheduled with him this week would like to cancel, it is okay, with finals coming, and needing time to study. Also, Justin Lawson's last day will be Friday, May 4th. He will be working for LA Transit, working with marginalized communities. He shared that ASI is appreciative of the great work Justin has done for the organization over the past two years. He encouraged the Board to reach out to Justin.

Hunt shared that Tuffy Awards will be on Thursday, and there are people in the room who have been nominated for awards. Hope to see you there, 5:00pm – 8:00pm in TSU Pavilion.

Adjourn

Jakel adjourned the meeting at 3:43 p.m.



Jesse Rodriguez, ASF Board Vice Chair/Secretary



Andrew La, ASI Vice President



Susan Collins, Recording Secretary

CSICC 2017-2018

ASI Board of Directors Meeting | 05.01.18

Goals

Long-term

- CSICC strives to foster a greater networking community among its member organizations through intentional projects and recognition (member/organizational)

Goals

Short-term

- Effectively transition new board members and CSICC representatives to the council

Current Funding Status

A-Side

- Supplies: 30.34%
- Printing and Advertising: 1.88%
- CFRs: 69.64% (Spring Into Service)

B-Side

- CFRs: 87.23% (1.28% unallocated)
- Travel: 97.19%

Travel Proposals

UNICEF: Annual Meeting Summit

- March 10-13, 2018
- Increased advocacy for causes by networking with others and speaking at Congressional offices

Circle K: District Convention

- March 23-25, 2018
- Recognized success of CSUF chapter and enhanced knowledge to prepare for next year

Events

Spring into Service

- Several students enjoyed the projects and wanted more events similar to this
- Look to partner with more organizations





Education ICC

By: Keith Morton (EICC Chair)
& Jessica Dalley (EICC Vice Chair)

Goals for the Semester

- Refine the Constitution & Bylaws
 - Replace outdated ASI Policies
- Encourage events and programs within EICC clubs

Goals for the Year

- Create more visibility for the EICC on campus
 - Facebook Page
 - Visiting Credential pre-requisite classes
 - Tabling on Titan Walk
 - Monthly Newsletter
 - Outreach to both Undergrad and Grad students

Current Funding Status

- Side A
 - 39% spent for Education Week
- Side B
 - Contracts, Fees, & Rentals (100% spent)
 - We had two different clubs host large events on campus
 - Travel (74% spent)

Events

Fall Events

- Education Week

Spring Events

- SCTA
 - Teachers of Tomorrow Conference
- HELO
 - Rights of Passage Symposium
- Pizza with the Dean

Thank you for your time!



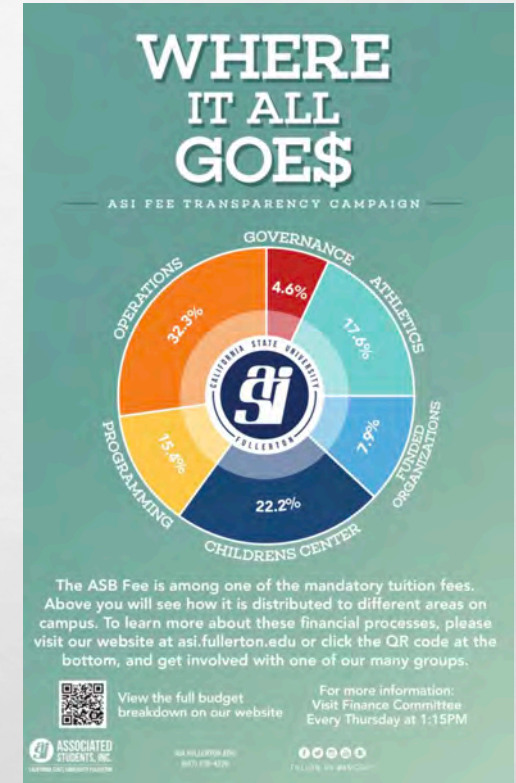
COMMUNICATIONS COMMISSION



CURRENT FUNDING STATUS

- SHIRTS AND APPAREL - (LINE ITEM TRANSFERRED \$800 TO CEC)
 - BUDGETED = \$6,250.00 REMAINING = \$5,438.00
- PRINTING AND ADVERTISING
 - BUDGETED = \$300 REMAINING = \$249.00
- CONTRACTS/ FEES/ RENTALS
 - BUDGETED = \$13,150.00 REMAINING = \$10,456.72

*****SOME ITEMS STILL PENDING*****



EVENTS

- PETER MATTHEWS EVENT
- ASK THE PRESIDENTS
- FOCUSED MORE ON CAMPAIGNS THIS SEMESTER
 - FEE TRANSPARENCY CAMPAIGN
 - TITLE IX REBRANDING
- ALL NIGHT STUDY – LIBRARY SATELLITE EVENT



IT'S ON
US
Take the pledge to be a part of the solution at
ItsOnUs.org

IT'S ON US

To **recognize** that non-consensual sex IS assault.
To **identify** situations in which sexual assault may occur.
To **intervene** in situations where consent has not or cannot be given.
To **create** an environment in which sexual assault is unacceptable and Titans are supported.

ON-CAMPUS SUPPORT SERVICES

Any student who believes they have been a victim of sexual violence or sexual harassment may visit any of the following campus resources for reporting and/or support:

WOMEN'S CENTER (UH-205)
The WoMen's Center offers confidential advocacy for students who have been the victim of sexual assault, dating/domestic violence, or stalking. Walk-in appointments may be available, but appointments can be made ahead of time and will ensure that a professional staff member is available. Call the WoMen's Center at (657) 278-3928.

CSUF'S UNIVERSITY POLICE DEPARTMENT
Students can report incidents to University Police. Walk-in reports are always taken or you may also call the non-emergency line at (657) 278-2515. In case of an emergency please dial 9-1-1 and will be connected to a university dispatcher.

TITLE IX OFFICE
Sexual violence and sexual harassment, as well as incidents involving other forms of harassment and/or discrimination, can be brought to the attention of the Title IX Coordinator, Langsdorf Hall, 809, titleix@fullerton.edu, (657) 278-2121 or online at fullerton.edu/titleix/

DEAN OF STUDENTS OFFICE
The Dean of Students Office is dedicated to the care and support of students and offers students a variety of services, referrals, and other support. Titans are welcome to visit Monday-Friday, 8AM-5PM in TSU-235, or call (657) 278-3211.

A3084 4/18

SOCIAL MEDIA

- FACEBOOK = 5801
 - INCREASE BY 56
- INSTAGRAM = 7706
 - INCREASE BY 275
- TWITTER = 3908
 - INCREASE BY 138
- FLICKR = 56
- YOUTUBE = 208



THANK YOU

- FOR ANY QUESTIONS OR SOCIAL MEDIA REQUESTS PLEASE EMAIL ME AT ASICCO@FULLERTON.EDU
- FOR MORE IMAGES CHECK OUT OUR FLICKR PAGE



PAC / UA

Karen Perez

Highlights from Spring '18

- Effectively promoted the commission to a large audience at the ASI carnival.
- Invited guest speakers to workshops including Tuffy's Basic Needs Center leadership.
- Future branding of the commission was finalized.
- All University committee positions filled (excluding 3 vacancies on as-needed committees).

Goals:

Short Term	Long Term
<ul style="list-style-type: none">• Have at least a quarter of committees filled for the start of next year.	<ul style="list-style-type: none">• Have the commission be recognized by the student body. (This can be done through the usage promo items and outreach to more student populations).

Remaining Budget

<u>PAC</u>	<u>UA</u>
Hospitality = 14%	Hospitality = 82%
Shirts = 12%	
Printing and Ad. = 90%	Printing and Advertising = 98%
Promo = 46%	
Contracts, Fees and Rentals = 100%	
PAC Retreat = 100%	

Upcoming Events:

- **Last Meetings of the Academic Year :(**
Wednesday, May 2nd from 6-7pm – Grand Stair Studio
Thursday, May 3rd from 1-2pm – Bradford AB

Division of Student Affairs

Student Retention Presentation - AA Leadership Meeting, April 11, 2018

In October 2017, leaders from The Career Leadership Collective and The Education Trust visited our campus to examine and assess career education at California State University, Fullerton. The following report provides recommendations on how CSUF can transform, further cultivate and integrate a career network for campus. The report provides recommendations on how we, as a campus, can embed a career network in the daily lives of students—while at CSUF—to better prepare them for life after college.

As you read the report and recommendations please consider the following guiding questions to help shape your thoughts and ideas about re-engineering the career experience for the whole campus and not just within the Career Center.

Regarding the recommendations (these are listed under each of the four focus areas):

- Which of the recommendations provided in the report would fit our campus?
- Are there recommendations you feel will not work for CSUF?
- Consider how you envision the manner in which these specific recommendations will be implemented and what commitment for resources will be needed by the university (i.e. staffing, space, technology).
- What type of institutional commitment is needed to implement some of the recommendations and what is feasible given CSUF's diverse student population?

Regarding partnerships and collaborative approach:

- Essentially, we are talking about a campus-wide culture shift in how we view the career experience, exploration and education at CSUF. How do we brand this and what partnerships do we consider?
- What is necessary to cultivate, promote, and endorse the career education/experience across campus (beyond Career Center staff, CICE, Mihaylo and other departments that already support career development)?
- How can the university better align career education around various key departments (i.e. Career Center, Center for Internships and Community Engagement, Mihaylo Career Services, Workability IV, and Irvine Campus Career Services)?

Regarding the student experience and life after college:

- Given the campus footprint what should be considered to meet the academic and “life after college” goals of our diverse student population?
- Considering the immediate and crucial needs of the campus and students, how can we ensure that all students are exposed to the career experience/ education/exploration to be better prepared for life after college?

These are just recommendations from The Career Leadership Collective and The Education Trust. This does not mean we will use them or are tied to these recommendations in any way – I wanted to share with you and get the conversation started about what is possible for this campus and how we can reimagine the work we do around career education, experience and exploration along with the exciting opportunities we have as a campus for our future.



CSU Fullerton Career Services External Consulting Report October-November 2017

Report Presented by:

Jeremy Podany

CEO, Founder, Senior Consultant
The Career Leadership Collective

Additional External Reviewers onsite

Branden Grimmert

Associate Provost, Career & Professional Development
Loyola Marymount University LA

Bonita Brown and Jose Cabrales

Higher Ed Practice Associates
The Education Trust

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3. Section 3: Institutional Integration & Support
4. Section 4: Timeline

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- A. Additional External Services Recommendations
- B. The Consultants
- C. Schedule of Visit

Executive Summary

Charge & Process

The Career Leadership Collective, a premier global consulting group that helps upper-administrators weave career into the institutional fabric, was charged by VP Johnson Eanes with a holistic landscape analysis of career services at CSU Fullerton. It should be noted that this review did look at The Career Center, but was not singularly focused on analyzing one career office. Moreover, the review was related to the career efforts of the University as a whole and how to create actionable and scalable impact on a systemic level. VP Eanes and President Garcia both expressed the need for a bold new vision for career on campus. We write this report to that end.

In collaboration with AVP Clint-Michael Reneau and Executive Director Deanna Leone, key institutional stakeholders were identified and interviewed over a two-day period (*Appendix C*). The involvement of these stakeholders was integral to the information gathering process and supported recommendations in this report. As invested members of the campus community, the individuals we spoke with serve as fundamental partners and responsible parties in supporting the career outcomes of all CSU Fullerton students and alumni.

Key Observations

During the course of stakeholder interviews, a number of general themes about the campus culture and community came to light that we believe set the stage for the bright future of a thriving, data-informed, fully-integrated Career Network at CSU Fullerton. The overarching themes below serve as a backdrop to the observations and recommendations in the four sections of the report.

- Clear and wide spread desire for vision clarity from senior administrators, academics, and staff.
- Institution-wide coordination across the following areas: career education, outcome data, technology, people and responsibilities, employer/corporate relations
- Massive need to determine and implement scalable solutions; very small staff footprint for size of institution with most common marketing message being ‘come see us’.
- Eagerness from staff and campus partners for an enhanced integrated approach across the university, inside academics, orientation, alumni affairs, and important student services.
- Somewhat lack of visibility and credibility for the current structure of career services among academics
- Need and desire for a new organizational structure that can be customized to varying needs across industries and interests in helping to meet institutional outcomes
- Need for a few crucial new staff roles to meet the coordination, data, and scale demands of the university.
- Culture matters! We heard from many statements like, “As an HSI, it is important that we don’t push students through too fast, but truly prepare them for success academically, professionally, and civically.” Or such as, “Our many adult learners, and many traditional students are busy - working multiple jobs and only have time for classes, so we must give them options that meet their needs with technology and timing.’

Recommendations Summary

The recommendations are organized into four focus areas with each containing an overview of observations followed by specific recommendations for action. A number of the recommendations include an outline of analysis and institutional reflection that should take place before further action can commence. It is important as part of this process that CSU Fullerton leadership can articulate the goals, purpose, and value of career education before moving forward with plans for change. We believe that the four focus areas are interrelated and steps taken in one area will have profound influence on other areas. This is a theme that will be carried throughout our observations and recommendations.

1. Vision and Value Proposition
2. Org Structure - Coordinated Career Network
3. Institutional Integration & Support
4. Timeline

Observations & Recommendations

SECTION 1: VISION AND VALUE PROPOSITION

Observations

Throughout the meetings with stakeholders, we found a genuine and concerted focus on career education for all CSU Fullerton students. Given the GI 2025 metrics influencing the funding models for the CSU System, there was a clear and consistent understanding across all stakeholders around the importance of career development being integrated into the full student life-cycle. Senior administrators and academic colleagues anecdotally articulated multiple desires for career education and the conceptual value of what career staff should do, but were uncertain of the specific value proposition and vision for career education on an institutional level. All were hungry for vision clarity. Recognizing that students can find general information about career prep online, it is important to consider what value career staff can provide beyond the basics and why students would engage with them to gain that knowledge. It is also important to define how career thoughtfulness and career readiness can be present in various parts of the educational and co-curricular experience that are beyond the control of the career staff on campus.

We believe vision clarity is the absolute first priority for career education at CSU Fullerton. At first brush, many brought up (1) the need for a better space for the career center and (2) the need for more career counselors and employer staff, as the biggest needs for change. We believe those are clear problems, and may need some action, but that they are inadequate primary solutions for the complex comprehensive change needs present today.

Currently, the career staff on campus in the Career Center, in the Mihaylo College of Business and Economic Career office, and in the Center for Internships and Community Engagement (CICE) are doing a very good job operationalizing the small staff teams they have to meet student needs. We noted the following about their efforts:

- They are all passionate about their work in career development.
- They are all trying to partner together despite some differing philosophies and operational approaches.
- The Career Center team has spent a good amount of time internally discussing their direction, and has solid best practices thinking behind them. This conversation needs to be elevated to the upper-administration.
- There is no one in charge of all of career services at CSU Fullerton. There are separate career initiatives, not one team.
- The Career Center Team has great visuals about student and employer engagement with their offices that show progress in engagement.
- On-campus Student Employment oversight and is undefined.
- There is no centralized career outcome data process. The offices do not work together on data or goals.

Additionally, In the absence of defining a clear university-wide vision, colleagues across campus noted the need and importance of industry-specific knowledge and relationships with industry - particularly those in the region. Many also noted a great opportunity to tie a new vision to the GI 2025 initiative.

Recommendations

1. Determine vision and value proposition

Given the institutional-wide desire for career education at CSU Fullerton, it is necessary for the senior leadership, alongside key stakeholders and career leaders to define the vision for career work at the institution. It is crucial that this is discussed with many, but decided at the Cabinet level. Many suggestions were mentioned:

- Placement Outcomes
- Employability Measures

- Preparing for Jobs of The Future
- Every student has a goal
- Soft Skill Training
- Experiential/Internship Mandates
- Technically Fluent Students
- Engagement with Career Staff

The Collective believes that at an institution of your size, diversity, and location, that high quality career education can be, and needs to be, everywhere on a campus; unavoidable by students. The [2016 Gallup Purdue Index Report](#) called, ‘Great Jobs, Great Lives’ boasts a survey sample of 30,000+ diverse university alumni, and displayed that career experiences, faculty engagement in career education, and staff that care about student futures were the biggest contributors in the university experience to what they defined as success after college. With that in mind, let’s look at that there are three dimensions on which to view a career vision:

1. What are you primarily trying to achieve?
2. Why are you trying to achieve it?
3. How can you best achieve it for all students?

We find that most institutions stop at ‘what’, leaving ‘how’ to chance, and slowly killing ‘why’. Our observations showed the following to be most salient at your institution, however, we believe you should hone these through dialogue and discussion as makes sense:

- **What:** a university environment committed to career learning and preparation that builds the same in each student
- **Why:** you believe that every student deserves high quality career education, career community, career connections, and career experiences.
- **How:** Scaled, Diverse, and Personalized Career Learning throughout the student life cycle
 - Career Everywhere: Trained trainers; All staff and faculty become equipped with coordinated career data and outcome reports, and develop the competencies to have great career conversations, create reflective career exercises, and introduce students to key alumni and
 - Career Anytime: a 24/7 access via technology to the entire career education
 - Personalized Career Development: multiple niche methods for students to engage in their own personal career development.

2. Identify New Names, Campaigns, and Structures

A new vision never lasts if everything else still feels and sounds the same. Without new names, new job titles, a broad campaign, multiple artifacts and materials everywhere, new technology, and clearly articulated structural changes, the new vision will simply feel like a flash in the pan tweak. No one thing can change a campus (for instance, the purchase of vMock is great, and will help, but is a part, not the whole). CSU Fullerton colleagues everywhere displayed the desire for meaningful and sustainable innovation to help masses of students.

As part of the vision discussion process we encourage an introduction to a new model, name and / or org structure at CSU Fullerton (defined more broadly in SECTION 2). A Coordinated Career Services Network can serve as a backbone to defining the vision. Coordinated is key word, as it sends the ‘One Team’ message everywhere, allows for both generalization and specialization, empowers departments and colleges on niche and personalization needs, and ensures equity, access, and efficiencies to benefit all students and the under-resourced. There is some semblance of this in the form of ‘good partnerships’ among the various career offices and career-minded faculty, but it is yet to be defined and led by a champion. It is more separate teams trying hard to partner together. This tweak is important for future success metrics and comprehensive buy-in.

As part of this conversation, we encourage you to involve university communications and marketing to create a clear and known brand for career education that can be wide-spread. This is not a brand for the career center or a new career

network. It is an external and internal brand initiative about the institutional career vision, that stimulates the campus, helps with recruiting, retention, revenue, and student excitement about the future.

3. Identify champions and build relational capital

The magnitude of change that will be required to implement a truly integrated model of career education at CSU Fullerton will only be successful with key champions to help advance the agenda. These individuals should be part of the conversation and could serve more formally on an internal Career Advisory Committee for the career network. Involvement and sustained communication between key stakeholders and career staff will aid in increasing relational capital and establishing credibility.

SECTION 2: ORG STRUCTURE – COORDINATED CAREER NETWORK

Observations

Structure Definition and Goal

There is an opportunity to name and build an intentional and coordinated career network at CSU Fullerton. It comes out of the vision above and can be set-up in a number of ways. One team around a clear vision and set of goals, with the freedom to create in niche environments is a powerful force that will impact thousands of more students for good, even if career teams are understaffed.

Currently, there are multiple teams, with separate data, with few if any university-wide career reports, focused on niche populations or initiatives, who are trying to partner together. Those niche foci need not disappear. In fact, they can be strengthened. The staff are working with all their might, but overworked and in need of help and a fresh mindset to be able to scale career services to all parts of campus. A new vision and coordinated network will get everyone on the same page, will rally the campus ecosystem to support them, will strengthen career education everywhere, and will ultimately provide a large increase in career ready students. Practically this will help with some important needs:

1. Industry Partnerships and Employer Relations Development will become more robust
2. A University-wide Career Outcomes Data Process and Report will be clear to all
3. Consistent and wide-spread career education messaging and campaigns internally and externally
4. Wide-spread and consistent career competency development for staff and faculty

Consistent Career Information and Services

We have mentioned the word consistent often. It is challenging to do without one team and one vision. We found that CSU Fullerton faculty, associate deans, and other staff are creating their own narratives about what students need, where they go, and how they should pursue their future. For example, an American Studies faculty member created a career webpage and directs all her students there, because she was unaware of what was important or how the campus might support her: <http://amst.fullerton.edu/careers.aspx>. Other faculty mentioned things like, “all our students stay in the area” or referred to career services as “an extra-curricular activity”. These were mentioned as departmental beliefs, not as one-off statements. A bold new vision and refreshed network can with a consistent and quality narrative.

Recommendations

1. Redefine the “WE” in this equation

It is necessary for the senior leadership of CSU Fullerton to redefine who is actively part of and responsible for career education. This can be an identity issue and an important nuance to rectify at the beginning. Rather than having distinct and separate career or internship offices / operations functioning in silos with the temptation to view themselves in an “us vs. them”, it would be more advantageous to CSU Fullerton students and employers for all individuals contributing to career education to formally see themselves as part of the new “we” and a contributing member of a larger,

comprehensive Career Network at CSU Fullerton. Who is included as part of the “we” is not just a philosophical approach or PR gimmick, but must be practically reflected in the organizational structure by clarifying reporting lines, determining appropriate regular meetings, and consistent use of language when talking about career education and career staff.

NOTE: We cannot emphasize enough how this is not a centralization or a decentralization effort. It is not taking away from The Career Centers campus wide career fairs and other large initiatives. It does not take away from the Mihaylo need to have staff in order to get accredited and deal with specific academic needs. It does not take away CICE’s ability to process for-credit internships. It **does** create more regular connectedness, conversation, and transparency with all data, processes, and goals and career culture on campus.

2. Elevated Leader + New Staffing and Reporting Suggestions

There is currently no one person in charge of all of career services for the campus. This is a limiting factor in vision, data, growth, messaging, and impact on students. To achieve a comprehensive and coordinated career network across CSU Fullerton, it will be necessary to have a chief career officer in a senior level role with commensurate title, reporting line, and compensation. This individual will need to be able to convene deans, VP’s, AVP’s, and colleagues across the institution to listen intently to their advice and suggestions. They will be an external face, and develop the vision and campaign of career education for the institution. Given the titles that are used at CSU Fullerton, you might consider Assistant Vice President (AVP) or Executive Director of The Career Services Network. The authority of this role to lead every part of career on campus in a coordinated manner will need to be clear to all areas of campus. Every career role on campus should in some manner be under their care. We would recommend this role report into Associate Vice Provost Reneau or VP Johnson Eanes. How current staff fit into or apply for this new role is up to CSU Fullerton. We did not do a thorough talent assessment as part of this project.

There are three options for reporting lines that may work for other to report into this AVP/Exec Dir Role.

OPTION 1: The Career Center, Mihaylo and CICE all report into this person

OPTION 2: Have 5 directors that report to them:

- Director of Career Education
- Director of Employer Engagement
- Director of Career Assessment and Outcomes (New Role)
- Director of CICE
- Director of Mihaylo

OPTION 3: Have 4 directors that report to them:

- Director of Career Education (Mihaylo and all college career reps subsequently report here)
- Director of Internships and Experiential Learning (CICE embedded here)
- Director of Employer Engagement
- Director of Career Assessment and Outcomes (New Role)

Note: In all cases, Mihaylo might still keep their reporting line to the college, as a dual.

The other new role that is paramount is a data and assessment role (listed above as Director of Career Assessment and Outcomes). This role could be shared with institutional assessment. It could also be a ‘dual-functioning’ role (50% assessment and 50% other). This role may not need to be a director level role, but should be in on strategic conversations and be totally central.

3. New Org Chart / Model

The new Career Network can be all things career education at CSU Fullerton. We caution against the Career Network being a large number of separate offices that are trying to coordinate via committees. We believe that ALL career staff at CSU Fullerton must have some type of hard reporting line or dotted line into the AVP/Exec Dir of The Career Network; that their job descriptions and any new openings identify them first as a staff member of the Career Network, with specific or niche duties and physical space offices listed secondary; that all-network staff meetings must occur regularly for synchronization, vision and directional clarity, celebrations as one-team, and cross-functional connectedness. That

annual goal setting processes and work plans happen in unison as part of one strategic plan in the network. Ultimately, the AVP/Exec Dir of The Career Network should be responsible for and held accountable to crafting the overarching direction of all career-related initiatives at CSU Fullerton.

4. Establish Core Councils / Structures

The participation and creation of necessary councils, committees, and structures will be key to the success of a Coordinated Career Network. While the AVP/Exec Dir needs to have the authority and flexibility to create his or her own groups, we would suggest the following as a place for them to start:

- Participate in a newly established Industry Partnerships (See Appendix C)
- Full Career Network staff meetings monthly to discuss strategy, trends, and progress
- Establish a faculty career learning council to help with systemic integration.
- Convene a weekly employer relations meeting
- Create an annual 'State of Graduates' presentation for the entire campus community – an unveiling of new career outcomes data.

SECTION 3: INSTITUTIONAL INTEGRATION & SUPPORT

Observations

As mentioned, there is clear and widespread support by senior administration for Career Education at CSU Fullerton. Seeing such a strong demonstration of engagement from a broad array of stakeholders was truly impressive and will serve as an asset to the new vision. The specific areas that this new vision and model will help with are: data, technology, staff responsibilities, employer relations, and services offered.

Throughout the interviews held by the consultants during their 2-day visit to CSU Fullerton, numerous faculty, staff, and administrators shared the following information:

- **DATA**
 - Post-graduation surveys are either non-existent, old, or handled by multiple offices / colleges and schools; it is not clear which set of data is more accurate or should be used to promote the success of CSU Fullerton graduates; students are also experiencing survey fatigue
 - There is a desire for more cohesive and time-sensitive information to be disseminated across the institution related to employment trends, legal issues around internships, and future of work issues that may impact curriculum, co-curricular experiences, and trainings. Deans, faculty, and partner offices are eager for this data, unaware of its existence, and therefore forming misconceptions about student career paths and student success
- **EMPLOYERS:**
 - Employer relationships and corporate donors are viewed with some level of territoriality resulting in moderate hoarding of information; deans acknowledged their willingness to share more openly for the success of all CSU Fullerton students, but proper structures need to be put in place to reinforce institutional-level stewardship of employer relationships to maximize these relationships.
- **TECHNOLOGY**
 - The purchase of vMock is exciting and will help scale the basic resume review work and relieve career advisors to a certain degree.
 - Multiple other technologies are needed to sufficiently scale the efforts of the office.

Recommendations

1. Employability Metrics & Big-Data Storytelling

A plan for coordinated data with first-destination graduation survey and career engagement metrics will help increase understanding, quality, and meet employment goals at CSU Fullerton. Additionally, how that data is used is paramount. The new Career Network has the opportunity to integrate the story of career success into every corner of campus. Infographics on glossy handouts, online images, and robust videos about the story of career success are present with engagement data (excellent), but missing with career outcome data. Career outcome success data and stories can also be in every major university publication.

Examples of innovative data story-telling practices include:

- LMU Outcomes: <http://outcomes.lmu.edu/>
- The CSU Effect: <http://csueffect.colostate.edu/>
- The George Mason 5-Minute Report: <https://www.youtube.com/watch?v=CLAUJbJVO64>

Additionally, an annual campus-wide tradition to present to faculty and staff about the graduation survey data (The State of CSU Fullerton Graduates) could be quite effective. A joint collaboration between the career network team, student success staff, and institutional assessment could yield increased data captured / reported, and lay the groundwork for empowering more faculty and staff to help with career readiness. A dedicated career assessment and data staff team will also make a significant difference toward achievement in this area. A sampling of CSU Fullerton data that should be coordinated and shared by all internal stakeholders and inserted into campus reports would include:

- Number of employers that hire annually; number that visit to campus.
- Number of graduate schools that accept CSU Fullerton students annually (synthesized data from the National Clearinghouse – institutional research should have access to this data, which provides actual data on all undergrads that matriculate to grad school).
- Percentage of students who secured their plans by 6 months after graduation (presented by school and department).
- Average salaries for those securing full-time employment.
- Percentage of graduates employed in fields related to their major and related to their career paths.
- Personal success stories of students from various backgrounds and majors.

Due to the important nature of employability metrics for the institution, it is recommended that first-destination data be collected in accordance with the National Association of Colleges and Employers (NACE) standards and protocol <http://www.naceweb.org/job-market/graduate-outcomes/first-destination/standards-and-protocols/>. Using core questions consistent with other peer institutions nationally, CSU Fullerton will still have the flexibility to add institution-specific questions. Should the Deans wish to include school or college-specific questions, appropriate branching can also be included to keep the length of the overall survey down to a minimum (5 mins or less is ideal). A peer institution graduation survey is [here](#).

2. Technology

The top priority observed inside the new vision was a focused effort on career readiness. vMock will help with the basics of this. Within this, there is a desire for all students to be able to access the common set of career learning outcomes and tasks that will make them career ready. While driving traffic to an individual is most ideal, it is highly beneficial to supplement that experience and save staff time by hosting the full suite of career learning curricula on demand, online, 24/7. There are nearly 50 career learning outcomes that any career center has for its students. The Career Center has a few webinars online that are quite helpful. Having an online platform for all of the career training needs for students and alumni will be even more advantageous. The major vendor in this space is TuaPath. TuaPath can also be a major factor in helping integrate online career learning modules into the classroom experience. This will be quite advantageous for CSU Fullerton.

To further offer 24/7 preparation for students, we recommend a separate events-based app. The Career Center runs many large events and career fairs, and mid-sized events. We recommend an events app to help students access, prepare, and visualize all events taking place, and be better prepared for event attendance. They can access this anytime. This also saves resources on paper handouts. Given the population and ‘accessibility for all’ values of CSU Fullerton, we recommend The Fairs App, which is the only platform that can be accessed on any device, integrates with Symplicity and can run all types events: panels, networking receptions, fairs, and more. Additionally, The Fairs App can be used in all of student affairs, not just career services. (Financial Transparency Note: Jeremy Podany, consultant on this project, is the co-inventor and a part-owner of The Fairs App).

Finally, this option is in phase two of growth as needed. In an effort to connect CSU Fullerton students to CSU Fullerton alumni, we would recommend the adoption of a mentorship or networking platform at some point. This is a critical way to engage alumni in giving of their time and expertise while helping students to build their own support network and gain valuable advice. Employing such a platform would also allow advisors in each of the industry hubs to stay connected with professionals in the field and to remain current in industry trends. There are many major vendors in this space: PeopleGrove, WISR, Switchboard, and VineUp, to name a few.

3. Train the Trainer + Career Competencies for all University Employees

At the heart of this new vision and focus resides the understanding that there will never be enough career staff to replicate the 1:1 ratio model present in most academic advising settings, and thus, a ‘refer everything to us’ model has to be transformed into an empowered campus ecosystem. While career staff can remain the domain experts, they should regularly encourage career conversations among non-career services faculty, staff and students, and create specific training and conversation venues for those colleagues to synchronize and dialogue about the issue. Analogously, while not every university employee needs to be a diversity and inclusion expert or trainer, all need to have basic competency of diversity and inclusion to be successful today at universities. The same should be true of all faculty and staff when it comes to basic career competency. Students talk about what is important in safe spaces. This may be their rec center supervisor, their biology professor, or their weekly coffee with trio staff. The stakeholders reported that career conversations are happening everywhere on the campus. It is now up to career staff to empower their ecosystem with both the desire and skills to have career conversations and encourage career experiences.

Beyond career conversations, there are multiple other potential topics that staff and faculty may need to know about. This demands a certain portion of career staff become trainers of their peers. It is recommended that the career staff assess what % of career services need to be pushed to them, done without them, and partnered thru them. This will help with a clear scope of responsibility by staff members.

Further scaling opportunities reside with reconsidering the triage model for career advising. Consider the Uber/Lyft model of hiring and training ‘non-professionals’ to do one thing well. In a Career Services context, this can be similar to a Doctor Office environment in that Doctor’s never take blood pressure; there are front line LP’s that do that well. The Career Network has an opportunity to hire a larger volume of student staff to triage basic resume and cover letter problems, freeing up the staff of hundreds of hours of dealing with basic problems, and allowing them to spend more time on complex student issues, training trainers, and planning larger impact initiatives.

4. Student Employees

As referred to above, CSU Fullerton already hires and employs hundreds of student workers in a variety of offices and functions. To capitalize on this endeavor, we can see potential for this development of a very large student employee training program. This program should be conceived between the new Career Network and the Human Resources (HR) office as student employees also serve as a key pipeline of talent for post-graduation employment for the university (and it is believed that many want to stay and work locally). A student employee training program at CSU Fullerton could incorporate the NACE career readiness competencies, similar to the nationally recognized [IOWA Grow program](#) at

University of Iowa. This would ensure students are hired, trained, and evaluated against core competencies that employers seek for full-time positions after graduation.

In addition, there is a great opportunity to help scale the Career Network's FT staff by hiring a team of up to 40 student staff. Yes, we did say up to 40 (at the cost of \$100K or less, this is huge scale). These staff can serve the entire Career Network, and can be empowered to lead event logistics, peer outreach, front desk support, front line drop-in advising triage work such as basic resume critiques and basic cover letter critiques. This can relieve a large volume of basic triage work from the FT staff, in order to free them to focus on the most pressing and important needs.

5. Staff Cultural Values

The profile of career services leaders¹ should reflect the competencies, traits and background deemed integral by the administration and based upon the direction outlined in this report. The profile should also take into consideration trends within career services and what is needed for a leader in today's higher education landscape.² It is important to recognize and acknowledge the attributes and competencies include an ability to be part of a reimagined career services effort that will be expected to be largely scaled-up and meet the needs of a variety of stakeholders. The existing leadership team, and any future additions to the team, need to be adept at scale and leading scaled efforts. Additionally, a close examination of all career center staff job descriptions should be done after clear decisions are made about vision and org structure.

While much of the current roles will stay the same, the competencies for Career Center staff will need to evolve to focus on concepts such as:

1. Conveners and connectors of stakeholders
2. Operational minded event planners
3. Narrators, storytellers, professional designers
4. Trainers & facilitators for other staff on campus
5. Data-minded presenters

These criteria should also be central when hiring and growing the staff. Over time, particular attention for staffing should be given to hiring for skills and positions focusing on data analysis, data visualization, external/employer connections, and alumni engagement.

The values and mindsets needed today are:

- Agile
- Connection-oriented
- Growth-minded
- Data-inspired
- Positive
- Fun
- Patient
- Unified

¹ Currently the titles of Director, Associate Directors, and Assistant Directors are utilized for Center leadership; These titles and number of staff holding these positions may evolve with reorganization and growth.

² Contomanolis & Steinfeld, New Breed of Career Services Professional, LinkedIn 2014

6. Resources and Major Donor Campaign

This report has aspects that are large changes, but the resources initially needed are not large and could come from multiple sources.

Phase One Recommendations:

- BRAND: Full new campaign, with swag and messaging everywhere
- STAFF: New AVP/Executive Director Role
- STAFF: New Assessment role
- STAFF: Larger Student Staff Team
- TECH: The Fairs App
- TECH: TuaPath

Phase Two Recommendations (based on fundraising campaign):

- BRAND: continuance of brand campaign for sustainability
- SPACE: new space for career office
- TECH: Alumni to Student Mentoring portal

Finally, as mentioned by VP Saks and multiple other parties, there is a rising national trend in donors being passionate about giving to meaningful career development. It is recommended that the bold new vision for career on campus be turned into a major fundraising campaign to the tune of \$2-3 million. It can be scripted so that multiple advancement staff can put consistent proposals in front of donors about the meaningful and thoughtful career education of CSU students. It is assumed that many will give to this if the vision is large, clear and meaningful. All of phase one and two, plus future dreams could be funded by this campaign.

SECTION 4: TIMELINE

Spring Semester 2018

- VP for Student Affairs disseminates this report and convenes all key stakeholders for a meeting to relay change desires and process, starting with the creating of a vision for what, why, and how.
- Develop a brand for career education at CSU Fullerton (not an office brand, an institutional brand).
- Identify campus champions that will help move this new career vision forward
- Identify the specifics of a new Coordinated Career Services Network
- Post new positions: new lead career officer, and new assessment role, others

Late Spring / Early Summer semester 2018

- VP of Advancement launch assessment of sophisticated Industry Partnerships Council
- Assess and outline full and sophisticated career outcomes collection process
- Prepare for new Student Staff Hiring
- Technology Demos and trials
 - The Fairs App
 - TuaPath

Summer 2018

- New Technology Purchase decisions
- Begin New Meetings and Committees Structure for Career Network
- Prepare new brand campaign
- Finalized Career Outcomes Data process

Fall 2018

- Full new brand campaign launch
- Begin Faculty and Staff Career Competency Sessions
- Launch Fundraising Campaign

Appendix A: Additional External Services Recommended

It is often noted during reviews that there is a need for additional services in order to fully realize the vision of forward movement. Below are the recommended additional services that can be provided by The Collective.

1. **Career Outcomes Data Coordination System and Processes**

We recommend that VP Johnson Eanes commission a sophisticated campus wide coordinated data collection, visualization, and reporting and sharing process. This takes multiple offices on campus beyond the career center and an individual with at least 30% of their job committed to this process. The Career Leadership Collective has the foremost experts in helping a campus work together to produce sophisticated processes, collection tools, analysis, reporting, and messaging around first destination data and career outcomes data. We have led national conferences on the topic and trained over 200 universities either in-person or online.

As you go about creating a streamlined data process, we would be delighted to discuss how we may be of additional assistance remotely or in-person.

2. **Industry Partnerships Council: Vision, Creation and Goals**

The need for an external corporate relations council has big potential at CSU Fullerton. It will make corporate outreach more coordinated, it will improve donor relations, and the multi-faceted value propositions the university has to offer in proposal will be stronger. We have leading External Relations experts in our network that have helped to create these councils at multiple universities. We recommend VP Saks lead an effort to bring specific consultants from The Career Leadership Collective back to campus to help create and sustain this important effort.

3. **Executive Search Services**

Overtime, as you go about the search for any new positions, The Career Leadership Collective would be delighted to chat more with you about our Search Services, and how we could assist you in finding the right fit for innovative leadership roles at CSU Fullerton.

We offer the following:

Access to the most innovative and forward-thinking network in Career Services

A personal touch throughout the entire process

Rich insights into career leaders today, to help you assess fit

Detailed analysis of finalists

Scheduling support

Coordination with Internal HR

Concierge posting and advertising

Applicant screening questionnaires for deeper discernment of fit

Appendix B: The Consultants

Jeremy Podany (acted as External Reviewer and Report Writer)

Founder, CEO, and Senior Consultant
The Career Leadership Collective

Jeremy Podany is an innovation, leadership, and organization growth connoisseur who has helped nearly 1,000 organizations and 500 leaders, having nearly 40 leadership roles in the last 20 years. Jeremy has enjoyed a career in higher education, has helped build five unique start-ups, and is currently the Founder, CEO and Senior Consultant of The Career Leadership Collective, a premier university career services innovation forum. He is also the CEO & Co-Founder of The Fairs App, a career events app, and the Inventor and Managing Partner of Career Tools, a personalized career resources search tool. Both The Fairs App and Career Tools are at multiple universities around the globe. Jeremy spent 17 years inside career services leading career transformation efforts at Colorado State University and Indiana University. Jeremy has led multiple university and small business projects on organizational growth; he has won multiple innovation and impact awards in the university career services space; and was recognized as a 40 under 40 recipient in Northern Colorado in 2016. He consults with business leaders, universities, and edu-tech start-ups frequently, and he speaks and writes regular on the mindset needed for innovators and leaders today.

Branden Grimmatt (Acted as External Reviewer only)

Associate Provost, Career and Professional Development
Loyola Marymount University

Branden joined Loyola Marymount University as associate provost in June 2015, where he leads the University's Career and Professional Development initiative. In this role he oversees the office responsible for successfully launching 8,000 undergraduate and graduate students into their professional careers. Over 97% of LMU graduates are employed, enrolled in graduate school, or pursuing post-graduate service within six months of graduation. A frequent conference presenter and speaker, Branden specializes in student return on investment, the rebranding of career services and measuring and reporting post-graduate outcomes. His work in the field of career services has been featured in *USA Today*, *The Wall Street Journal*, the *Education Advisory Board*, *The Lawlor Review*, *The Hechinger Report*, the *Career Leadership Collective* and the book "Will College Pay Off?" by Peter Cappelli of the Wharton School of Business. Before joining LMU, Branden served as the founding director of the Piper Center for Vocation and Career at St. Olaf College, charged by the president to transform the center into an innovative, results-oriented career center. Prior to St. Olaf, Branden served as associate director of career services at the Fletcher School of Law and Diplomacy at Tufts University. At Tufts he worked closely with employers such as NATO, the United Nations, the Council on Foreign Relations, Capitol Hill and the Central Intelligence Agency, supporting student career pathways in defense, energy, intelligence, politics, think tanks and trade. Branden has also held positions at Harvard University, Brill Neumann Associates, the U.S. Department of Health and Human Services Office of Civil Rights, the U.S. Commission on International Religious Freedom and WorldTeach. Branden is an Ed.D. candidate in higher education at the University of Southern California, earned his M.T.S. from Harvard University in theological studies and holds a B.A. in music and religion from St. Olaf College. He is a member of NACE (National Association of Colleges and Employers), MPACE (Mountain Pacific Association of Colleges and Employers), the National Career Services Benchmarking Group, CLASIC (Consortium of Liberal Arts Schools and Independent Colleges) and the Jesuit Career Consortium. He is an elected board member of Lutheran Volunteer Corps, a frequent contributor to the Career Leadership Collective and a regular instructor for Academic Impressions and the Career Services Institute West.

Appendix C: Schedule of Visit

October 19-20, 2017

Career Leadership Collective Team

Jeremy Podany, Founder, CEO, and Senior Consultant, The Career Leadership Collective

Branden Grimmatt, Associate Vice Provost, Loyola Marymount University

Ed Trust Team

Bonita Brown, Director of Higher Education Practice, The Education Trust

Jose Cabrales, Senior Associate for Higher Education Practice, The Education Trust

CSUF Team

Berenecea Johnson Eanes Vice President for Student Affairs,

Clint-Michael Reneau, Associate Vice President for Student Affairs

Deanna Leone, Executive Director Retention Initiatives

Agenda

Thursday, October 19, 2017

8:00 a.m.-8:30 a.m. Introduction Session and Welcome LH 804

Deanna Leone

Clint-Michael Reneau

8:30 a.m.-9:30 a.m. Breakfast with members of President's Cabinet LH-804

Berenecea Johnson Eanes, Vice President for Student Affairs

Anil Puri, Interim Provost and Vice President for Academic Affairs

Amir Dabirian, Vice President for Information Technology

David Forgues, Vice President, Human Resources, Diversity & Inclusion

Danny C. Kim, Vice President for Administration and Finance/CFO

Gregory Saks, Vice President for University Advancement

Danielle Garcia, Deputy Chief of Staff

9:45 a.m.-10:45 a.m. Career Services Team (Management) LH-804

Elizabeth Zavala-Acevez, Director Career Center

Jennifer Mojarro, Associate Director

Stephanie Reyes, Assistant Director

10:45 a.m.-11:15a.m. Director Career Services, Mihaylo College of Business & Economics LH-804

Kate Guerrero

11:15 a.m.-12:00 p.m. Career Services Team/Career Specialists/MCBE Career Services LH-804

Elizabeth Zavala-Acavez, Director Career Center

Jennifer Mojarro, Associate Director

Stephanie Reyes, Assistant Director

Michelle Ajemian Levy, College of Natural Sciences & Mathematics

Marisa Perez-Amorde, College of Humanities & Social Sciences, Government

Laura Neal, College of the Arts

Maria Valdivia-Pellkofer, Mihaylo College of Business & Economics
Cassandra Thompson, College of Communications
Marcela Rojas, College of Engineering & Computer Science
Miguel Martinez, College of Education
Elizabeth Munoz, Health & Human Development, Nonprofit

12:00 p.m.-1:00 p.m. Lunch with Students LH-804

1:00 p.m. Break and shift to LH 810

1:30 p.m.-2:30 p.m. Associate Deans/Student Success Team College Leads LH-810

Caroline Carpenter, International Programs & Global Engagement UEE

Anthony Davis, Library

Mark Filowitz, College of Natural Sciences and Mathematics

Cynthia Greenberg, College of Health and Human Development

Arnold Holland, College of the Arts

Paul Levesque, College of Humanities and Social Sciences

Sang June Oh, Engineering & Computer Science

Teshia Roby, College of Education

Lynn Sargeant, College of Humanities and Social Sciences

Doug Swanson, College of Communication

Christopher Swarat, Mihaylo Global Initiatives and Programs

Jenny Zhang, Mihaylo College of Business and Economics

Ioakim Boutakidis, Assoc. Professor, Child and Adolescent Studies

2:30 p.m.-3:30 p.m. Faculty & Chairs LH-810

3:45 p.m.-4:45 p.m. Center for Internships and Community Engagement (CICE) LH-810

Dawn Macy, Director

Kathleen Costello, Assistant Director

Andrew Gonzales, Coordinator

Robert Pierce, Coordinator

Friday, October 20, 2017

8:00 a.m.-9:00 a.m. Breakfast with the Deans LH-804

Dale Merrill, College of the Arts

Lisa Kirtman, College of Education

Susamma Barua, College of Engineering & Computer Science

Edward Fink, College of Communication

Sheryl Fontaine, College of Humanities and Social Sciences

Marie Johnson, College of Natural Sciences and Mathematics

Kari Knutson Miller, University Extended Education

Laurie Rodes, College of Health and Human Development

Morteza Rahmatian, Mihaylo College of Business and Economics

Clem Guthro, Libraries

9:30 a.m.-10:30 a.m. Student Success Team Working Group/GI 2025 Leads LH-804

Su Swarat, Assessment

Karyn Scissum Gunn, AVP Academic Programs

Pam Oliver, AVP Academic Programs

Clint Michael Reneau, AVP Student Affairs
Elizabeth Boretz, Assistant Vice President/Direct Academic Advising
Deanna Leone, Executive Director Retention Initiatives

11:00 a.m.-12:00 p.m. University Advancement, Alumni Association & Government Relations LH-804

Greg Saks, Vice President, University Advancement
Michele Cesca, Associate Vice President
Dianna Fisher, Director Alumni Association
Lauren Sieven, Director of Foundation Relations
Cris Powell, Director of Development, College of Education
Tami Bui, AVP, Government and Community Relations
Justin Gerboc, Associate Director of Alumni and Campus

12:00-1:00 p.m. Lunch LH-804

Berenecea Johnson Eanes, Vice President for Student Affairs
Clint-Michael Reneau, AVP for Student Affairs

1:30 – 2:30 p.m. Cross-Divisional Colleagues LH-804

Berhanu Tadesse AVP IT
Willie Peng, AVP IT
Emily Booney, AVP Human Resources Diversity and Inclusion
Phenicia McCullough, AVP, Human Resources Diversity and Inclusion
Tami Bui, AVP Government Relations
Tonantzin Oseguera, AVP Student Affairs, Engagement
Darren Bush, AVP Student Affairs, Transitions

Wiley, Drew

From: ASI Elections Team Application <no-reply@wufoo.com>
Sent: Thursday, March 29, 2018 6:09 PM
To: Wiley, Drew
Subject: Elections Team Application [#2]

General Responsibilities Of These Positions I acknowledge that I have read, understand, meet, and commit to all
Include, But Are Not Limited To: of the responsibilities, commitments, and eligibility criteria described
above

- Regular time committed to being in the office and/or focusing on position to plan and arrange activities and events, hold/attend meetings, correspond, hold office hours, etc. (an average of 10–20 hours a week is a close estimate across these positions)
- Attendance at regularly occurring team or staff meetings during the semesters (day/time to be arranged)
- Planning and implementing, alone or as part of a team, a variety of activities and events
- Working cooperatively with other leaders, both inside and outside of core team, to promote and ensure program success

Required Retreats And Training Dates Include, But Are Not Limited To:

- June 1, 2018 Orientation (plan for all day, details to follow the selection process)
- June 2 and 3, 2018 Leadership Retreat (overnighter, plan for all day both days, details to follow the selection process)
- June 5, 6 and 7, 2018 Training (plan for all day both days, details to follow the selection process)
- Weekly Training/Planning Meetings throughout the summer
- Additional dates may be scheduled within

teams

Eligibility Criteria To Apply, Accept, and Maintain Position:

–All student leaders holding a position must be in good standing, must not be on probation, must have earned a CSUF semester grade point average of 2.0 and a CSUF cumulative grade point average of 2.5 for all classes at CSUF during the semester prior to their application, and must maintain these standards.

Successful applicant will be awarded a Student Leadership Award, where applicable *

Name * MacKenzie Sheppard

Primary/Cell Phone Number * 


Email * 

CWID * 

Major/Concentration/Academic Program * Music Education and Mathematics

Class Level (Sophomore, Junior, Senior, Credential, Graduate, etc.) * Senior

Expected Graduation Semester * Spring 19

Expected Graduation Semester * 

I am interested in these positions: Elections Director
(leave checked all that you are interested in; additional questions will appear/disappear based on selections) *

Tell us about yourself (tell us about your background, your past experiences, and what makes you a good candidate for the position; include any information that you think appropriate and important for us to know): *

I am heading into my (super) senior year at CSUF. I am a double major in Music Education and Mathematics with a concentration in teaching for both. I have been involved with both colleges on campus and have a deep knowledge of what it means to be a Titan. I am currently the Director of The College of the Arts which gives me a clear understanding of the positions I will be encouraging students to vote and run for. I am also the Treasurer of my fraternity and I well acquainted with a specific budget. I constantly have a working plan and am very organized when it comes to executing it. I work well when I am busy and enjoy working in a team where I can help others recognize their strengths and leadership qualities. ASI is a great organization and I would love the opportunity to help it grow with strong leaders and student advocates.

Tell us what you think the purpose of our ASI student government is and why you want to be a part of ASI leadership (tell us why you think ASI does what it does, what you hope to get out of the experience, and what you hope to learn): *

ASI is an organization geared towards the students. Being on the Board of Directors, I understand that the organization morphs to whatever the students need here and now. ASI helps student organizations by teaching their member's important skills such as how to be an active leader, how to host a productive fundraising event, how to save money, etc. ASI also helps other students by offering promotions and different workshops to learn about real-life situations. The number of opportunities ASI provides for its students are endless.

Now, being a part of the Elections Team is more of the behind the scenes work of the organization. The team is there to get good student leaders in the organization so that we can provide as much as possible for more students. I hope to use this experience as a learning opportunity by using my team and advisors to develop my leadership skills further.

Elections Director Questions--Please prepare answers to the following questions and upload them as a PDF file. If you need help learning how to save a file as PDF visit

<http://www.adobe.com/products/acrobat/print-to-pdf.html>



[elections_director_questions.pdf](#) 185.12 KB · PDF

- 1. In your own words, describe the purpose of the Elections Team.**
- 2. Why is it important to promote participation in the elections process to CSUF students?**
- 3. How you would direct, support, manage, and**

oversee the Elections team and program?

4. Describe the ideas or goals you have for next year for the position.

5. Describe how you would promote the activities and events of the Elections Team. *

Please upload your resume in PDF format. If you need help learning how to save a file as PDF visit <http://www.adobe.com/products/acrobat/print-to-pdf.html> *



Tell us about other commitments and involvements you have planned for summer and next school year (tell us about clubs, organizations, and campus programs you are involved with, other leadership positions you have accepted or are applying for, plans for study abroad, jobs, internships, fieldwork, etc. that will be on your plate. ASI leadership is a big commitment and we want to make sure you will have time for this involvement): *

I will be the President of Sigma Alpha Iota, a music fraternity on campus. I have been a part of the organization for two years now and I am confident that I will be able to manage the roles of President, student, and Elections Director.

Associated Students, CSUF, Inc.
California State University, Fullerton
Voluntary Authorization for Educational Record Disclosure

I hereby acknowledge that I have read, understand, and agree to the preceding statement.

A. University Policy

University policy prohibits the release of personally identifiable information from the educational records of students without their prior written authorization. Exceptions to this policy include: a) release of such information to a specified list of officials with legitimate educational interest in the record, b) the release of such information in response to a court order, health or safety emergency, or approved

research project, or c) the release of public directory information which has not been previously restricted by the student.

B. Associated Students, CSUF, Inc. Authorization

I authorize Associated Students, CSUF, Inc. to access my academic transcript/record to verify my eligibility for its programs and/or positions. I understand that the information accessed may include, but not be limited to, semester and/or overall/cumulative/CSUF grade point averages, unit totals, number of semesters completed, and/or conduct/disciplinary records.

I understand the purpose of this disclosure is to ensure that I meet the minimum requirements established by the university and the ASI. I understand that this authorization will remain in effect as long as I remain involved with a position or program of the ASI and/or do not submit a revocation of this authorization to ASI Leader and Program Development. *

Digital Signature of Authorization and Certification of Application

MacKenzie Sheppard

Enter Your Name *

Enter Your CWID *

██████████

Date *

Thursday, March 29, 2018

1. In your own words, describe the purpose of the Elections Team.

The Elections Team is assembled to create and execute ideas regarding elections. The Elections Director should hold regular meetings and delegate tasks to each member to promptly accomplish all planning and preparation. These tasks could include booking rooms for meetings, printing handbills, thinking of new ideas for events, advocating for participation in elections, or anything else the team deems necessary. The elections team is also responsible for helping to spread the word about elections and for as many people to vote as possible. The team should be willing to help run all elections events.

2. Why is it important to promote participation in the elections process to CSUF students?

ASI has the potential to affect each and every student at CSUF. It is crucial that as many people participate in both aspects of the elections process by either running for a position or voting for a position. Each new voter becomes a potential candidate; and when we inform more people about ASI, we are more likely to get a wider variety of dedicated students as well as students who are in touch with the campus in ways current leaders might not have been. ASI is a continually changing organization and the more input we have, the better off it will be!

3. How you would direct, support, manage, and oversee the Elections team and program?

I am a very transparent leader and want the Elections Team to be a part of every decision made. Over the Summer and beginning of the Fall semester, we will work together to create a detailed plan that outlines our goals for the elections season. We will start big picture to small picture by outlining the main events/dates for the season and working our way to the nitty-gritty details. To accomplish these goals, we will meet on a regular basis and assign tasks to each member of the team.

4. Describe the ideas or goals you have for next year for the position.

I love the idea of a group debate, and I think the pizza is a good incentive. I believe handbills are essential, but I would love to see more details about the positions (and their perks). I want to inform the current positions that they can share all of the perks with students including the stipend, a staff parking pass, a TSU office, and anything else they enjoy about the position. I want to state the rules of the elections process explicitly and make sure that each running candidate understands them.

Although I have run for positions, I have never been a member of the elections team. However, I am very eager to learn from the current Elections Director, Rachel, and work with the new elections team to come up with new, creative ideas.

5. Describe how you would promote the activities and events of the Elections Team.

I am currently serving as the Director of The College of the Arts. I have had the opportunity to work with a few different councils and meet and work with many people within ASI. I, or one of the elections team members, will attend at least two meetings of every ICC and make an effort to speak to big club meetings. I would love to give a small presentation about what it means to be ASI President or Vice President, an ASI Director, or on the TSC Board of Trustees and how students can participate. I can hand out handbills with more information as well as my contact information. I also want to utilize ASI social media by posting about elections on all our platforms. I also think food (pizza) is an excellent incentive for college students and hope to be able to incorporate free food into a lot of our events!

MacKenzie Sheppard



EXPERIENCE

ASI BOARD OF DIRECTORS, CSU FULLERTON

June 1, 2017 – Present

- Sets policy and procedures for the Associated Students Inc. demonstrating a deep knowledge of the corporation.
- Approves all funding allocations to programs and services and helps these programs understand what is available to them.
- Advocates for student interests on committees and boards and throughout the school including Governance Committee, Community Service Inter-Club Council (ICC), Arts ICC, Board Leadership Review Committee (Chair), Executive Director Evaluation Committee.
- Established “pARTicipate!” A rewards program to encourage students to observe projects throughout the College of the Arts.

TREASURER AND FUNDRAISING CHAIR, SIGMA ALPHA IOTA (SAI)

CSU Fullerton

March 2017 – Present

- Manages the budget and allocates funds based on current standing.
- Coordinates concessions tables, restaurant fundraising events, and helps with Mr. Red and White (a pageant that raises money for SAI Philanthropies and the School of Music at CSUF).
- Keeps an up-to-date ledger.

TRADER JOE’S, HUNTINGTON BEACH

September 2014 – Present

- Works the cash registers, receives and unloads deliveries, stocks shelves, builds displays, and answers questions about Trader Joe’s products. Often responsible for various sections (i.e. bread, produce, cheese/deli, etc.).
- Is dedicated to each task by upholding the standards of the company to ensure that each customer is well taken care of throughout their visit. Is often commended for helping customers.

CHOIR BOARD PRESIDENT

Fountain Valley High School

September 2013 – June 2014

- Coordinates fundraisers, concerts, banquets and any other events associated with the vocal music program.

EDUCATION

CALIFORNIA STATE UNIVERSITY OF FULLERTON

August 2014 – Present

- Anticipated Graduation Date: May 2019
- Current GPA: 3.45
- Majors: Music Education with an emphasis in Choral Education; instrument: voice
Mathematics with an emphasis in Teaching

FOUNTAIN VALLEY HIGH SCHOOL

August 2009 – June 2014

- GPA: 3.65

MacKenzie Sheppard



ACCOMPLISHMENTS/AWARDS

SONGS FOR SISTERS

May 29, 2013

- Raised over \$5,000 for the Spondylitis Association of America.
- Organized the event including booking the venue, creating the songs list, organizing ushers/concessions, and acquiring musicians to perform for the Songs for Sisters benefit concert.

CORONET AWARD

June 2014

- The Coronet Award is the schools highest honor given to one student in each subject area.

REFERENCES

MARIE JANSSEN, TRADER JOE'S CAPTAIN

█ [REDACTED]
█ [REDACTED]

LARRY CRANDALL

█ [REDACTED]
█ [REDACTED]

MICHELLE ZIMOLZAK

█ [REDACTED]
█ [REDACTED]

KEVIN TISON

█ [REDACTED]
█ [REDACTED]



**A Resolution Recognizing CSUF Student and Team Athletic and Philanthropic
Accomplishments in 2017-2018**

Sponsor: Nicholas Jakel

Co-Sponsors: Jesse Rodriguez and Tristan Torres

WHEREAS, The Associated Students, Incorporated (ASI) is a 501(c)(3) nonprofit organization that operates as an auxiliary organization of California State University, Fullerton; and

WHEREAS, ASI is governed by ASI Board of Directors, who set policy for the organization, approve all funding allocations to programs and services, and advocate on behalf of student interests on committees and boards; and

WHEREAS, there are over 600 student athletes at CSUF, comprising of over 1.5% of the student population; and

WHEREAS, student athletes at CSUF have accomplished many things, individually and collectively as a team, since January 2017; and

WHEREAS, Sahid Valenzuela was named 2017 Big West Freshman of the Year for Baseball; and

WHEREAS, Jackson Rowe was named 2017 Big West Freshman of the Year for Men's Basketball; and

WHEREAS, Martina Edberg was named 2017 Big West Golfer of the Year for Women's Golf; and

WHEREAS, Darion Zimmerman was named 2017 Men's Track Athlete of the Year for Men's Track & Field; and

WHEREAS, Nicolo D'Amato, for Men's Soccer, and Martina Edberg, for Women's Golf, were both named Big West Scholar Athletes of the Year for 2017; and

WHEREAS, Martina Edberg, graduated in 2017, was recognized as a Second Team All-American, and was the first Titan to reach the NCAA Championships as an individual; and

WHEREAS, the Titans' tennis duo of Camille DeLeon and Alexis Valenzuela won a school record 16 doubles matches in 2017 and finished the eightieth best doubles team in the country; and

WHEREAS, Morgan Bertsch was named the 2017 All Big West Co-Goalkeeper of the Year for Women's Soccer; and

WHEREAS, Taylor Dockins tossed Cal State Fullerton Softball's fifty-seventh no-hitter in program history in an 8-0 win vs. University of San Diego on February 22, 2017; and

WHEREAS, Kyle Allman Jr. was named the 2018 Big West Tournament MVP for Men's Basketball; and

WHEREAS, Colton Eastman tossed Cal State Fullerton Baseball's fifth no-hitter in program history on March 29, 2018 at UC Santa Barbara; and

WHEREAS, Titan Athletics boasted seven winning programs—Baseball, Softball, Men's Basketball, Women's Tennis, Men's Soccer, Women's Soccer, and Men's Track and Field—in Big West competition for the first time in school history during 2016-17; and

WHEREAS, Baseball earned its eighteenth trip to the College World Series after defeating rival Long Beach State in the Super Regional; and

WHEREAS, Men's Track & Field hosted and claimed the first Big West Conference Championship in school history as it outpaced the Mustangs 133 to 128; and

WHEREAS, Softball claimed its second straight Big West Conference championship in 2017; and

WHEREAS, Cal State Fullerton's Dance team kept its tradition of excellence going, winning its sixteenth National Title and eighth straight in January 2017, and taking second place at nationals in January 2018; and

WHEREAS, Cal State Fullerton Women's Tennis team put together the best season in school history, winning a school-record 19 matches and posting a school-best winning percentage of .826 while going 19-4 overall; and

WHEREAS, Cal State Fullerton Men's Basketball qualified for the NCAA Tournament for the third time in program history, finishing 20-12 on the season; and

WHEREAS, Women's Cross Country finished third at Big West Championships in Fall 2017, with Samantha Huerta taking fourth place in the meet; and

WHEREAS, Men's Soccer claimed their third Big West Tournament Championship in the last four years; and

WHEREAS, Women's Soccer claimed its seventh Big West Tournament Championship and earned its eighth trip to the NCAA Tournament; and

WHEREAS, Club Baseball beat a NAIA division ranked team and hosted a baseball tournament; and

WHEREAS, Club Softball ended Grand Canyon University's undefeated streak; and

WHEREAS, Women's Club Soccer finished second in their league; and

WHEREAS, the Equestrian Club Team sent two riders to Regionals, Zone Finals, and IHSA Nationals in Kentucky where they both placed in the top 10 in the country; and

WHEREAS, the Archery Club Team had 3 archers place in the top 10 at nationals where one took second place; and

WHEREAS, Men's Club Soccer team competed at nationals; and

WHEREAS, Women's Club Volleyball won a league tournament; and

WHEREAS, Men's Club Lacrosse went 5-0 in their league this season and competed in the MCLA national tournament for Division II last season; and

WHEREAS, the Division 2 Roller Hockey Club Team took first place at the NCRHA National Championship last year and is now competing in Division 1 with both teams in Division 1 and Division 3 making it to nationals; and

WHEREAS, the Ice Hockey Club Team finished top 25 in the nation out of over 350 teams; and

WHEREAS, Women's Club Lacrosse went undefeated in their league; and

WHEREAS, the Athletics Department raised \$4,294 to win the Big West Coin Drive for the first time in school history, and raised money for 8-year old Coben Swanson and his fight with T-Cell Acute Lymphoblastic Leukemia; and

WHEREAS, Titan Athletics joined forces with Hermosa Drive Elementary School to participate in an after school fitness program with the students; and

WHEREAS, sports club student athletes from Baseball, Women's Lacrosse, Men's Volleyball, Softball, and Ultimate Frisbee all kept local beaches clean with a team beach cleanup where they collected over 70 pounds of trash multiple times throughout the year; therefore let it be

RESOLVED, ASI recognizes and commends the aforementioned student athletes and their teams for their athletic and philanthropic accomplishments; and let it be further

RESOLVED, ASI will annually recognize the athletic and philanthropic accomplishments of student athletes and their teams through a resolution; and let it be finally

RESOLVED, that this resolution be distributed to the following campus departments, divisions, and/or entities for their consideration: Office of the President, the President's Cabinet, the President's Advisory Board, Office of the Provost, Office of the Vice President for Student Affairs, Office of the Dean of Students, Academic Senate, Office of Titan Athletics, Director of Titan Athletics, Sports Club Inter-Club Council President and Financial Officer, and Student Life and Leadership.

Adopted by the Board of Directors of the Associated Students, California State University, Fullerton, Inc., on the first day of May in the year two thousand and eighteen.

Nicholas Jakel
Chair, Board of Directors

Jesse Rodriguez
Vice Chair/Secretary, Board of Directors

Associated Students, California State University, Fullerton, Inc., President/CEO, does hereby
[] approve / [] refuse to approve this resolution.

Laila Dadabhoy

Date



**A Resolution in Support of Civil Disobedience and Social Action
at California State University, Fullerton**

Sponsors: Jesse Rodriguez

Co-Sponsors:

Distinguished Supporter: Liz Sanchez

WHEREAS, The Associated Students, Incorporated (ASI) is a 501(c)(3) nonprofit organization that operates as an auxiliary organization of California State University, Fullerton; and

WHEREAS, ASI is governed by ASI Board of Directors, who set policy for the organization, approve all funding allocations to programs and services, and advocate on behalf of student interests on committees and boards; and

WHEREAS, ASI provides campus community members with important social, cultural, and recreational opportunities, as well as, a wide range of programs and services, and

WHEREAS, ASI is the recognized voice of over 40,000 students in the California State University, Fullerton (CSUF); and

WHEREAS, the purpose of ASI is to represent all students of CSU Fullerton and advocate for them on issues of higher education pertaining to access, affordability, quality, civility, and the student experience; and

WHEREAS, the mission of the CSU system is to prepare significant numbers of educated, community driven members of society, to contribute to California's schools, economy, culture, and success;¹ and

WHEREAS, to prepare significant numbers of educated students, social justice initiatives and actions should be a high priority in order to maintain or progress civil and constitutional rights on university grounds; and

WHEREAS, when collective action and social justice initiatives are not supported, suppression and inequity has a negative impact on student communities; and

¹ <https://www2.calstate.edu/csu-system/about-the-csu/Pages/mission.aspx>

WHEREAS, when the mistreatment of people within historically marginalized communities turns into systematic oppression, whether it be it racist, patriarchal, or cultural, it can have a strong and negative impact on the health and sense of self of individuals within said group especially when it is supported and enforced by society and its institutions;² and

WHEREAS, historically marginalized communities on college campuses still experience levels of systematic oppression and biases including racism, sexism, homophobia, transphobia, xenophobia, and economic discrimination;³ and

WHEREAS, students within the CSU system have expressed concerns over their livelihood due to overt threats they have received because they have been alienated for their cultural identities;⁴ and

WHEREAS, ASI passed a “Resolution Denouncing Hate Speech and Supporting Diversity at California State University, Fullerton,” a document that defines hate speech and emphasizes support for marginalized communities;⁵ and

WHEREAS, the refusal to comply with certain laws considered unjust, as a peaceful form of political protest

WHEREAS, students who identify within historically marginalized communities, and/or who identify as cultural allies within the CSU system, express fear to be on campuses because of discrimination and prejudice received through hate speech that threatens their civil rights,⁶ which have lead to acts of community civil disobedience on college campuses to gain justice;⁷ and

WHEREAS, undocumented students within the CSU system have expressed concerns over their livelihood due to overt threats they receive through hate speech and the impact of federal immigration regulations that threaten students and their immigration status,⁸ which have lead college students to engage in acts of community civil disobedience to gain justice;⁹ and

² Portland therapy Center, Cultural and Systematic Oppression <http://www.portlandtherapycenter.com/psychological-terms/cultural-and-systemic-oppression>

³ Rema Reynolds, & Darquillius Mayweather. (2017). Recounting Racism, Resistance, and Repression: Examining the Experiences and #Hashtag Activism of College Students with Critical Race Theory and Counternarratives. *The Journal of Negro Education*, 86(3), 283-304. doi:10.7709/jnegroeducation.86.3.0283

⁴ FBI Investigating Threats Against Jewish Students at CSU Long Beach, Press Telegram, September 21, 2017 <https://www.presstelegram.com/2017/09/21/fbi-investigating-threats-against-jewish-students-latino-student-group-at-csulb/>

⁵ A Resolution Denouncing Hate Speech and Supporting Diversity , Associated Students, Inc. CSUF

⁶ Orange County students aim to block Milo Yiannopolous from speaking on campus <http://www.sandiegouniontribune.com/news/whats-now/sd-me-cal-state-fullerton-yiannopoulos-20170831-story.html>

⁷ Black Lives Matter Protestors Interrupt Milo Yiannopolous event <https://www.theblaze.com/news/2016/05/24/watch-moment-blm-protesters-interrupt-milo-yiannopolous-event-and-see-how-security-responds>

⁸ Cal State will not help deport students, Chancellor says <http://www.latimes.com/local/lanow/la-me-cal-state-undocumented-students-in-20161116-story.html>

⁹ ACLU and United We Dream Activists pass out flyers on Capitol Hill <https://www.aclu.org/news/aclu-and-united-we-dream-activists-flyer-capitol-hill-staff-and-members-today>

WHEREAS, students who identify within historically marginalized communities within the CSU express that the lack of resources, such as small to non-existent diversity centers, has a negative impact on their individual selves and their community, which has led to acts of community civil disobedience to gain justice;¹⁰ and

WHEREAS, students who identify within historically marginalized communities within the CSU express their concerns over lack of financial stability due to increasing campus-based fees and university tuition rates,¹¹ which has led to acts of community civil disobedience to gain justice;¹² and

WHEREAS, in 2011, researchers found that campaigns of nonviolent resistance were more than twice as effective as their violent counterparts in achieving their stated goals, for they attract support from citizens, whose activism is emulated via protests, boycotts, and other forms of nonviolent noncooperation (which are defined as acts of civil disobedience), these efforts help separate regimes from their main sources of power and produce productive results,¹³ and

WHEREAS, in 2011, researchers found that although members of historically marginalized communities have experienced negative impacts on their mental and physical health (when perceptions of discrimination and systematic oppression occur), such perceptions are associated with increase levels of activism;¹⁴ and

WHEREAS, in 2016, researchers found that students who engage in forms of activism, including civil disobedience, experience increased levels of confidence for they have found ways to create structural change through forms of community solidarity;¹⁵ and

WHEREAS, in 2018, ASI at CSU Los Angeles approved a letter of solidarity written by their Executive Officers in order to support student Naim Reece who is being criminally charged for participating in two on campus protests including a protest against provocateur speaker Ben Shapiro, and an on campus walk-out opposing the election of Donald J. Trump;¹⁶ and

¹⁰ LGBTQ+ Community at CSUF demands more space and resources <https://www.ocweekly.com/cal-state-fullertons-lgbtq-community-demands-more-space-and-resources-on-campus-7965788/>

¹¹ Statistics on fees relevant to the CSU, <http://www.calstate.edu/budget/student-fees/fee-rates/>

¹² CSUF President Milton Gordon Signs Declaration <https://www.ocweekly.com/updated-president-gordon-signs-declaration-cal-state-fullerton-students-camp-out-in-fee-related-protest-6478497/>

¹³ CHENOWETH, E., & STEPHAN, M. (2011). *Why Civil Resistance Works: The Strategic Logic of Nonviolent Conflict*. Columbia University Press.

¹⁴ Cronin, T. J., Levin, S., Branscombe, N. R., van Laar, C., & Tropp, L. R. (2012). Ethnic identification in response to perceived discrimination protects well-being and promotes activism: A longitudinal study of Latino college students. *Group Processes & Intergroup Relations*, 15(3), 393-407

¹⁵ DeAngelo, L., Schuster, M. T., & Stebleton, M. J. (2016). California DREAMers: Activism, identity, and empowerment among undocumented college students. *Journal of Diversity in Higher Education*, 9(3), 216.

¹⁶ CSULA ASI Letter of Solidarity for student student Naim Reece <https://asicalstatela.org/sites/default/files/content/attachments/2018/04/executive-officer-public-statement-support-naim-reece.pdf>

WHEREAS, in 2018, a state judge ruled in favor of an act of civil disobedience: stating that the potential structural and public health impacts had made civil disobedience legally necessary;¹⁷

WHEREAS, in 1964, the United States federal government passed The Civil Rights Act that outlawed discrimination based on race, color, religion, sex or national origin,¹⁸ largely due to the influence of the civil rights movement and acts of civil disobedience that began in 1960 with *Boynnton v. Virginia*,¹⁹ and continued through the 1963 and 1964 sit-in cases;²⁰ therefore, let it be

RESOLVED, that ASI will host a special presentation regarding student activism and forms of collective action every Fall semester to educate students and ASI leadership on the importance of college activism and how to share resources, advocate for, and participate in actions with their constituents, and let it be further

RESOLVED, that ASI will encourage social justice oriented campaigns and seek out and advocate for CSUF students who report inequities and forms of systematic discrimination in order to find adequate solutions, and let it be further

RESOLVED, that ASI shall create a social media college activism awareness campaign that will inform students of social justice collective actions and address the stigma of social advocacy efforts on college campuses, and let it be further

RESOLVED, that ASI shall encourage each CSU student government and Division of Student Affairs to share, distribute information, and to partner with on-campus and statewide organizations who mobilize and organize CSU social justice campaigns and actions that promote equity and civil rights protections for historically marginalized communities, and let it be further

RESOLVED, that ASI shall encourage each CSU student government to create a social justice commission within their structure that promotes partisan views and advocates for social causes deemed necessary by marginalized individual students and on campus groups, and let it be further

RESOLVED, that ASI shall urge the CSU Chancellor to promote and fund educational programs such as, but not limited to, ethnic, gender, and other studies within the social sciences that have social justice oriented curriculum, and let it be finally

RESOLVED, that this Resolution be distributed to the California State University Board of

¹⁷ Judge ruling deems civil disobedience as necessary, <https://thinkprogress.org/roxbury-pipeline-protest-necessity-defense-36de64c83ffd/>

¹⁸ The Civil rights Act of 1964, <https://www.ourdocuments.gov/doc.php?flash=false&doc=97>

¹⁹ *Boynnton v. Virginia* 364 U.S. 454 (1960)

²⁰ *Robinson v. Florida*, 378 U.S. 153 (1964); *Griffin v. Maryland*, 378 U.S. 130 (1964); *Bone v. City of Columbia*, 378 U.S. 347 (1964); *Barr v. City of Columbia*, 378 U.S. 146 (1964); *Bell v. Maryland*, 378 U.S. 226 (1964).

Trustees, California State Student Association, all CSU Student Governments, all UC Student Governments, the Governor of California, the California State Senator of the 29th district, the California State Assembly Member of the 65th district, the Fullerton City Council, and the following CSU Fullerton departments, divisions, and/or entities for their support and consideration: Office of the President, the President's Advisory Board, Office of the Vice President for Student Affairs, Office of the Vice President of Administration and Finance, Office of the Vice President for University Advancement, Office of the Dean of Students, and the Academic Senate.

Adopted by the Board of Directors of the Associated Students, California State University, Fullerton, Inc., on the first day of May in the year two thousand and eighteen.

Nicholas Jakel
Chair, Board of Directors

Jesse Rodriguez
Vice Chair/Secretary, Board of Directors

Associated Students, California State University, Fullerton, Inc., President/CEO, does hereby
[] approve / [] refuse to approve this resolution.

Laila Dadabhoy

Date

May 1st, 2018

ASI President, Laila Dadabhoy

- Working on transition documents
- got into a car accident, will be working on that
- discussing options for a second students vs faculty game to honor student leaders
- working with university honors to bring these students into new roles on campus
- completed designs for food pantry!
- meeting with library staff to discuss plans for finals week

All my best,
Laila

ASI Vice President, Andrew La

Hi everyone,

I hope you all had a fantastic weekend!

ASI Banquet:

Thank you for those that RSVP'd and attended the Garden Gala. It was a memorable experience that I will cherish for the rest of my life when I look back to my time at CSUF. ASI Marketing will soon post up our pictures they took throughout the night, so I'll let you know when it's up!

Executive Senate:

The last Executive Senate meeting is tomorrow! We'll hopefully be having food, so please stop by and help us end another great year!

Scholarships:

Scholarships have been graded, selected, notified and will be picked up during finals week! Thank you again board members for grading scholarships, the impact you make is phenomenal!

Transition:

There are TWO WEEKS LEFT!!! Make sure to take care of your physical and mental health as you go about finals. Remember that our terms are finished on May 31st, which means that after finals, take a break but don't forget to work on transitioning to the new student leaders.

Best Wishes,
Andrew La

ASI Chief Governmental Officer, Saba Ansari

Hi everyone!

Lobby Corps

- Hosting a large Advocacy Day event with 200!!!! free taco vouchers, along with voter registration tabling, postcard writing stations among other cool things next Monday May 7th from 11-2PM
- Our last meeting will be this Wednesday at the Arboretum from 1-230 (Picnic and politics and maybe pie)

Personal Projects

- Creating robust transition materials for future CGO
- Working hard with Rebecca and the Student Health Center to figure out how the Wellness Vending Machine is gonna work
- Talking to a couple people about possible donors for the Mobile Food Pantry
- Updating the Project Rebound office on the resolution we are working on regarding the program
- Drafting ideas to create a Voter Registration Volunteer Coalition where large student stakeholders on campus come together to register students to vote and also get out the vote
- Friendly reminder: the Primary is June 5th!!!!!!

My therapist tells me this every time we meet and I find it immensely helpful, especially for finals season. "Worrying is like a rocking chair; it gives you something to do, but it doesn't get you anywhere."

Instead of worrying, let's get stuff done!

xoxo,
your CGO

ASI Chief Communication Officer, Celine Moubayed

No report.

ASI Chief Campus Relations Officer, Katherine Gwaltney

ASI/Campus Involvement

- Administrative Professional Day: Thank you again to all those who help make ASI successful!
- Look out for a message in your BOD email containing a Google Form link to share with ICC's/constituents/colleagues/friends regarding future involvement.
- Thank you again to all who attended Dean searches this past week! I will communicate additional ASI and University open forums to you all via email and slack.
- As groups are coming to a close and you are making transition documents, please pass along pressing problems my way so they can work to be solved prior to the end of the semester (Ex: I know __ club doesn't have space to meet or ___ individuals feel underrepresented).

PAC/UA & ESC

- Both commissions are wrapping up activities, selecting promo items (deadline for all is May 11th), celebrating success and preparing transition documents.
Stop by my office hours or contact me at asiccro@fullerton.edu with any questions!

Thank you,

Katherine Gwaltney



**BOARD OF
DIRECTORS**

CALIFORNIA STATE UNIVERSITY, FULLERTON™

May 2, 2018

ASI Board Chair and Vice Chairs Report

From the Vice Chair Treasurer: No Written Report

From the Chair: 2 weeks left in the semester (+ finals)!!

I would like to thank Rachel, and everyone involved with the EJC, for holding all of the meetings again and hearing new info. I'd also like to thank Andrew and anyone else who helped plan and execute a fun End of the Year banquet. Last but not least, I'd like to thank Jesse for planning and executing a successful meet and greet event this past Sunday. It was great to meet many of the incoming directors and connect them to current BOD members.

- Titan Rec Associate Director lunch interviews are happening almost every day this week please attend if you can - there will be free lunch!
- I had a productive conversation with Athletics about the IM Field with Jared and Aaron
- TSC BOT we will be voting on \$8 million renovations to places in the UL and LL of the TSU
- Our last committee meetings are happening this Thursday 5/3 - good chance there will be free food at fin/gov meetings
- Work on your transition documents!
- Tentative meeting for ICC Committee happening this Friday afternoon - there's a chance it could be next Friday too
- ASI is refunding student's Spring Concert tickets. Please direct them to the ASI Website or share this link with them: <https://asicsuf.wufoo.com/forms/mijbv2906rp8xn/>
- Applications for ASI positions for next year are available on the ASI Website: <http://asi.fullerton.edu/about#Leadership>

#reports are due at 5pm this Friday!

Nick

From the Vice Chair Secretary: Hello everyone! I lost track of the weeks. This is week 16 right? Who knows...

Anyways, here are some updates for this week:

Governance will be reviewing bylaw changes regarding TSC BOT and will be discussing advice to give next years' Vice Chair Secretary, and we'll review our progress and work accomplished this semester. We will also have a time certain: Justin Lawson will present on his work this year. This is our last meeting of the year and I am very proud of my members and everything we have done together.

The meet and greet went very well and we were able to meet many of the incoming board members and answer many of their questions. We'll likely not have another event like this due to scheduling and limited time left in the semester - but I still encourage you all to work on transition documents and meet up with your successors.

Let me know if you have any questions, or if I can assist you with anything.

Best,
Jesse