



**MEETING MINUTES
February 14, 2018**

CALL TO ORDER

Jared Hill, TSC Board of Trustees Chair, called the meeting to order at 1:31 pm

Hill asked for a motion to excuse Welson Badal's absence due to university business. (Ayala-m/Dadabhoy-s)

ROLL CALL

Members Present: Achatz, Ayala, Barillas, Dadabhoy*, Davis, Francisco, Gerboc, Gwaltney, Hesgard, Hill, Hust, Jakel, Mendes, Vigil*, Weas, Wolfe

Members Absent:

Officers Present: Allen, Collins, Fehr, Martin, Scialdone, Tapper

Officers absent: Badal (E)

*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.]

APPROVAL OF AGENDA

The agenda was approved as presented. (Mendes -m/Ayala -s)
Hill made an amendment to the agenda to add Action 8.a Proposal to

APPROVAL OF MINUTES

The minutes from the 1/31/2018 meeting were approved as presented. (Dadabhoy-m/Francisco-s)

PUBLIC SPEAKERS

None

UNFINISHED BUSINESS

None

REPORTS

a. Chair

Hill shared that he is preparing for the NIRSA conference regarding collegiate recreation. Hill, and the three Vice Chairs will be going with Tapper and some of the SRC staff. The conference is in Colorado. Hill is working with Dr. V planning a UCI visit. Hill shared that he participated in the quarterly Legislative Roundtable event which was held in the TSU yesterday. The event was hosted by University Advancement and included many local officials. Hill shared information relating to ASI and gave a tour of the TSU. Hill shared that he is working on recruitment with ASI Elections coming up in a couple of weeks. He reminded the BOT that there are many Trustees who will be graduating in May. Hill shared that he, Jakel, Dadabhoy and La will be visiting with President Virjee and VP Eanes and he is looking forward to talk about TSC/ASI. At yesterday's Board of Director's meeting Gwaltney was appointed as the new ASI Chief Campus Relations Officer (CCRO). Hill shared that this

would be her last meeting with the TSCBOT. Hill congratulated Gwaltney and thanked her for her years of service to the TSCBOT.

Gwaltney shared that she is grateful for her time on BOT. She further shared that she has been inspired by the work done on this Board. She encouraged the Board to use their time wisely. Gwaltney thanked all for their well wishes and shared that she is looking forward to continue to work with ASI.

TIME CERTAIN

Jeffrey Cook, Associate Vice President/CCO Strategic Communications & Brand Management provided a PowerPoint presentation on Understanding and Living the CSUF Brand. The presentation is attached to the minutes.

Hill asked how ASI can assist in advancing the campus brand initiative. Cook shared taking ownership of the Brand and for students and graduates to carry the message. The market will respond if they hear the authentic message. He further shared that advocates are needed to carry the brand message.

Gwaltney commented on the last few slides and shared that the results and values might be valuable for ASI to consider utilizing as part of our leadership training. Cook agreed and offered to serve as a resource to assist in sharing that message.

Hill shared that the Board of Trustees are beginning to evaluate a project to expand the banners around our facilities/on campus. He further shared that they will consider incorporating some of the messages as part of the project.

REPORTS

- b. Vice Chair for Facilities & Operations** Mendes shared that the Facilities & Operations Committee will be reviewing proposals coming in the weeks and reviewing the TSC budget.
- c. Vice Chair for Marketing & Outreach** Hust shared that the Marketing & Outreach Committee evaluated elevator vinyl photos and will present a proposal in the coming weeks. Additionally, the committee will be discussing other action items, potential table toppers and door vinyl updates.
- d. Vice Chair for Programs & Services** Hesgard reported that the Programs & Services Committee reviewed ideas and goals to accomplish this semester. The committee is evaluating a project to rent laptops and bean bag chairs in TSU. They will have a presentation from Student Life & Leadership on Titan Link assessment of events tabs, Greek Life and Sports clubs. Looking for feedback on these areas. She invited the Board to share any feedback. On the horizon, TSC has signed up to participate in the Titan Tusk Force Carnival on March 9th from 2:00 p.m. until 4:00 p.m. Asking student leaders to sign up to work the event similar to Breakfast with the Boards. Other projects includes developing a program to offer Gym Buddies for the SRC, looking at other campus programs to gather ideas. Additionally, evaluating a program to market student leadership positions as part of ASI elections.
- e. Associate Executive Director** Allen provided a PowerPoint presentation which is an attachment to the minutes. She highlighted new services and events such as the diaper changing stations and classes in the Grand Stair Studio. Website is up and running, great job to the marketing team. Elections are in progress. Allen also provided an overview of the Basic Needs Conference that she and several others attended.

TIME CERTAIN

Tami Bui, Associate Vice President Government & Community Relations, provided an overview and presentation highlighting her role on campus and the activities of the Government Relations department. Her presentation is attached to the minutes.

AVP Bui provided the following highlights:

- Shared her story - motivation to pursue opportunities that are presented.

- CSU experience and the impact to her and her family and how she can use that to support students
- Office of Government and Community Relations is about telling the CSUF story and the stories of our community and education. Perspective, who is in your sphere of influence.
- Work to arm policy makers and legislators with the right information.
- Goal of office – is to set up a structure that is useful and helpful to CSUF as it grows and changes.

f. ASI Board of Directors Chair

Jakel thanked the Trustees for their help with Breakfast with the Boards. He reported that over 1,200 survey responses were collected. Results will be provided once the data is sorted and compiled. He shared that he will be attending CSSA at CSU Maritime this weekend with several student leaders. He asked the Trustees to share any questions or comments that they would like him to bring to the meeting. Jakel provided an overview of upcoming BOD Time Certain presentations, including VP Eanes, Mary Becerra, Title IX Coordinator, Dr. Vincent Harris, Director of Male Success Initiatives and President Virjee.

g. ASI President's Rep.

No report provided.

NEW BUSINESS

a. Proposal in Memory of Laura Hultman, Former ASI Financial Services Director

BOT 019 17/18 (Jakel-m/Ayala-s) A motion was made and seconded to approve a proposal to alter the TSU exterior lighting for two weeks in memory of Laura Hultman, former ASI Financial Services Director who passed away after a long battle with cancer.

Hill reviewed the proposal and asked the Board of Trustees to consider approving the request to change the exterior lighting to lavender for two weeks in memory of Laura Hultman.

Hill opened the floor to questions and discussion. There was none. Hill asked if there was any objection to moving to a roll call vote. There were no objections.

BOT 019 17/18 (Jakel-m/Ayala-s) MSC: 12-0-0 The motion passed.

ROLL CALL VOTES

Start	019
Achatz	Y
Ayala	Y
Barillas	Y
Davis	Y
Dadabhoy	Absent
Francisco	Y
Gerboc	Y
Gwaltney	Y
Hesgard	Y
Hill	CHAIR
Hust	Y
Jakel	Y
Mendes	Y
Vigil	Absent
Wong	Y
Results	12-0-0

ANNOUNCEMENTS/MEMBERS' PRIVILEGES

Gerbec reminded the Board about the information for Dinner with 12 Titans and shared there is room for more students. The deadline to RSVP is 2/22. Additionally if you are graduating, there is a Classic Europe Grad Trip May 27 – June 6, 2018, Grad Fest April 3 - 5, and to join the CSUF Alumni Association is \$57.00 for a lifetime membership, which includes a \$5 donation to the class of 2018 gift. Reach out if need more information.

ADJOURNMENT

The meeting adjourned at 2:42 p.m.



Jared Hill, TSC Board of Trustees Chair

Susan Collins, Recording Secretary



CALIFORNIA STATE UNIVERSITY
FULLERTON™

UNDERSTANDING AND LIVING

THE CSUF BRAND

WHAT ARE WE TRYING TO ACHIEVE?

- ▶ We want to leverage the power of this asset that we call our brand so that we are attractive to our stakeholders, influencing them to engage with and invest in our institution.
- ▶ Recognizing that we exist in the context of other brands in the marketplace, our brand is best enabled to thrive – and our educational mission can best be fulfilled – when we claim a unique, compelling, advantageous position in the higher-education landscape.

WHAT ARE WE TRYING TO ACHIEVE? (CON'T)

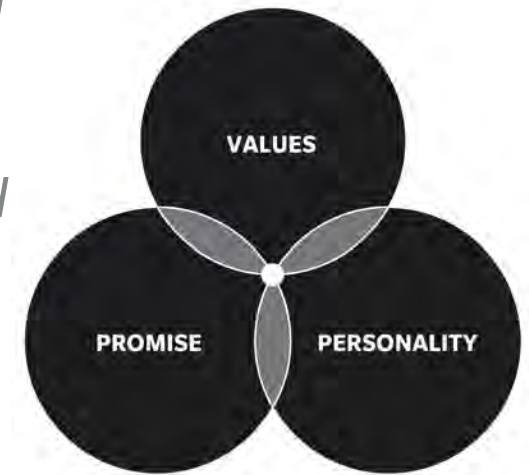
- ▶ There is ample evidence that our stakeholders are responding well to what they've been seeing and hearing over the past few years.
- ▶ Recently, our audiences have given us even more information to fine-tune and build on the progress we've made as we continue to play an active role in shaping our brand in helpful ways.

WHAT IS OUR BRAND?



WHAT IS OUR BRAND? (CON'T)

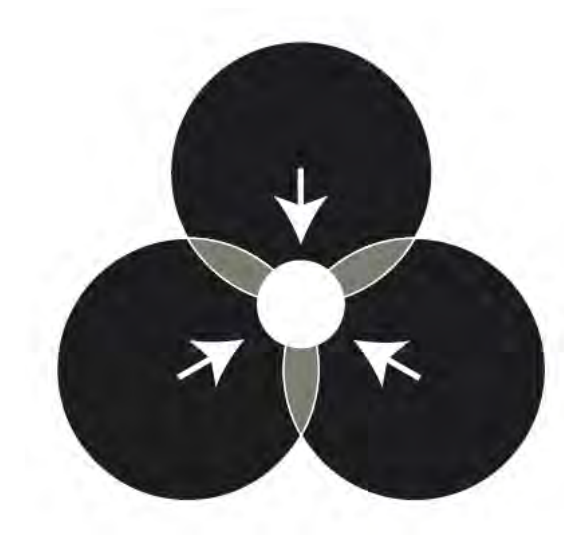
- ▶ **our values** (*our character; those shared concepts that bind us together and inform our decision-making every day*)
- ▶ **our promise** (*the meaning of our programs, attributes, and outcomes that the University reliably delivers to stakeholders*)
- ▶ **our personality** (*how we look, sound, and behave in our communications, events, service delivery, and all other touchpoints; the experiences we create for stakeholders*)



WHAT IS OUR BRAND? (CON'T)

At the nexus, stakeholders are best enabled to assess our brand:

- ▶ for relevancy, clarity, consistency, credibility, and authenticity
- ▶ to determine, in time, if they trust the brand
- ▶ to ultimately determine investment-worthiness
- ▶ to determine their loyalty to and advocacy for the brand



WHAT RESEARCH IS INFORMING OUR WORK?

Our work over the past few years has been informed by major research projects in 2014 and 2017. This year's effort:

- ▶ featured an online survey that was informed by 22 focus groups and individual interviews as well as a post-survey focus group to provide further clarity
- ▶ surveyed 12 market segments including prospective students, high school guidance counselors, community college transfer counselors, current students, faculty and staff, employers and hiring managers, donor alumni, non-donor alumni, donor friends, non-donor friends, parents, and community leaders
- ▶ resulted in nearly 8,000 completed online surveys

WHAT RESEARCH IS INFORMING OUR WORK? (CON'T)

- ▶ showed that while there were certainly some differences in perceptions and preferences between different market segments, all stakeholder groups generally tracked together
- ▶ allows us, with confidence, to find the signals that the market is sending us

**“Your stakeholders will tell you everything you need to know.
You just need to ask, listen, observe.”**

WHAT ARE OUR TOP SHARED VALUES?

Every day, our values help guide our decision-making and inform how we relate to one another.

As we live our values, our stakeholders can see us “walking the walk” in terms of the values they also hold. This overlap of our shared values is a key determinant for stakeholders in choosing to engage and remain engaged with our University.

In the first research study to understand our shared values, stakeholders assessed 12 statements to identify the values most important to them.

WHAT ARE OUR TOP SHARED VALUES? (CON'T)

INTEGRITY

Cal State Fullerton acts ethically and from a foundation of integrity.

WHAT ARE OUR TOP SHARED VALUES? (CON'T)

LEARNING

Cal State Fullerton strongly supports effective teaching, enabling our faculty to work closely with and mentor students, foster vigorous exchange of ideas, and help them achieve key learning objectives.

WHAT ARE OUR TOP SHARED VALUES? (CON'T)

AFFORDABILITY

Cal State Fullerton maintains an ongoing commitment to accessibility, enabling students of all backgrounds to benefit from programs and strategies that help make college affordable.

WHAT ARE OUR TOP SHARED VALUES? (CON'T)

ADMISSION

Cal State Fullerton maintains an ongoing commitment to accessibility, helping students of all backgrounds understand admission requirements and the application process.

WHAT ARE OUR TOP SHARED VALUES? (CON'T)

DIVERSITY

Cal State Fullerton celebrates and embraces a commitment to diversity in all forms, nurturing a distinctively inclusive community in which all feel welcomed, honored, and respected.

WHAT DO OUR STAKEHOLDERS WANT US TO DELIVER?

The 2014 research effort helped us determine a set of brand promises. In our latest study, we tested our six existing brand promises along with 19 other attributes.

WHAT DO OUR STAKEHOLDERS WANT US TO DELIVER? (CON'T)

CELEBRATED REPUTATION

Consistently lauded as a top national university, we enable students to not only acquire knowledge, but discover their purpose. Our highly ranked programs, master faculty, and proven track record of educational innovation have cemented our role as a respected, in-demand and go-to leader within the California State University and beyond.

WHAT DO OUR STAKEHOLDERS WANT US TO DELIVER? (CON'T)

IMMERSIVE EXPERIENCES

A Titan education is defined by experiential learning amid a rich diversity of perspectives and backgrounds. Internships, collaborative research, study away and study abroad, service in the community, and a vibrant co-curricular life keep students engaged and empowered on their way to a degree. These high-impact experiences yield high-impact people.

WHAT DO OUR STAKEHOLDERS WANT US TO DELIVER? (CON'T)

TRUSTED RESULTS

Confident, well prepared, and culturally competent, CSUF graduates are uniquely positioned to excel as emergent leaders in the global marketplace, in further education and in their communities. Having benefited from a rigorous, innovative curriculum and an inclusive, supportive environment, Titans are equipped to adapt to a rapidly changing world and continuously evolve to meet new demands and opportunities.

HOW DO OUR STAKEHOLDERS EXPECT US TO EXPRESS OURSELVES?

Our most recent market research was the first attempt to understand stakeholder expectations and preferences regarding our institutional personality.

Stakeholders were asked to identify – out of 24 concepts provided – those institutional personality characteristics that best convey investment-/engagement-worthiness.

HOW DO OUR STAKEHOLDERS EXPECT US TO EXPRESS OURSELVES? (CON'T)

VIBRANT

In our expression, we mirror and lift up our diverse community and its dynamic spirit.

HOW DO OUR STAKEHOLDERS EXPECT US TO EXPRESS OURSELVES? (CON'T)

EVOCATIVE

Our expression evokes deeper understanding of and an emotional appreciation for the meaning of our University and its educational mission.

HOW DO OUR STAKEHOLDERS EXPECT US TO EXPRESS OURSELVES? (CON'T)

CONFIDENT

We express conviction about and pride in who we are, what we stand for, and our unique meaning in the higher-education landscape.

HOW DO OUR STAKEHOLDERS EXPECT US TO EXPRESS OURSELVES? (CON'T)

DIGNIFIED

In recognition of the enduring legacy, transformative power, and standing of higher education in society, we are elegant and refined in our expression.

HOW DO OUR STAKEHOLDERS EXPECT US TO EXPRESS OURSELVES? (CON'T)

HUMBLE

We are gracious and thoughtful in how we celebrate the remarkable accomplishments of the University and the value we offer to our stakeholders.

("Act like you've been there before.")

WHERE DO WE GO FROM HERE?

- ▶ We need to embed the revised themes in our publications, news content and media outreach, social media, speech writing, conversations, and all other brand touchpoints.
- ▶ We need to be disciplined. While there are many fascinating aspects of our University, we will not be intentional about shaping our brand if we become unfocused or continue to introduce multiple concepts and achievements to the market that are “off-brand.”

WHERE DO WE GO FROM HERE? (CON'T)

- ▶ We need to identify appropriate changes in our language and tone as well as our typography, imagery, and other elements of graphic design in order to be responsive to the personality preferences of our stakeholders.
- ▶ We need to continue efforts in brand evangelism and deepen campuswide discussion. One person, one department, or even a small group of offices cannot effectively shape a brand. A large, broad-based coalition of stakeholders is needed to build this brand into what we need it to be.

WHERE DO WE GO FROM HERE? (CON'T)

- ▶ We will enhance online and print resources to aid our campus community.
- ▶ In time, we need to inventory all of our brand touchpoints and assess whether or not those experiences are helpful or hurtful to the mindful shaping of this brand.
- ▶ We should openly discuss the discovery of our values, keeping them top-of-mind as we make decisions in our respective areas.
- ▶ Our stakeholders need to see CSUF exhibiting the values that they themselves hold. There is ample evidence that demonstration of shared values is key to brand engagement.

CONCLUSION

DISCUSSION

Keya Allen-Fall Report

Associate Executive Director, ASI

February 13, 2018

Titan Student Centers

- Baby changing stations.
- New classes in Grand Staircase Studio.

Marketing and Communications

- Website fully functional
- Video production in progress: Ask the Presidents, FTE, Camp Titan

Leadership and Program Development

- ASI Elections marketing in progress
- ASI Camp Titan planning in progress
- ASI Programming in progress
- ASI Farmer's Market

Updates

Assessment

ASI Programming- in progress.

Conference

ACUI - Anaheim-April 21-25

NASPA -March 3-7

Searches/Interviews

There is a search posted for the Marketing & Design Coordinator.

Search for the Associate Director of the SRC.



Tami Bui

Associate Vice President, Government & Community Relations

















- If something doesn't exist, create it.
- The informal process is just as, if not more important, than the formal process.
- Plant the seeds. Nurture them. Watch them grow.



**BOARD OF
DIRECTORS**

CALIFORNIA STATE UNIVERSITY, FULLERTON™

February 13, 2018

ASI Board Chair and Vice Chairs Report

From the Chair: Happy Mardi Gras!

I wanted to give a thanks to everyone who helped make Breakfast with the Board's a success. We gave out 4,000 donut holes, 1,000 pieces of fruit, 20 gal. of water, along with thousands of promotional material for elections position info and to save the date. We also collected roughly over 1,200 survey responses which are being sorted and analyzed. Please share any feedback and improvements you may have about the event with me.

Later this week I'll be meeting with President Virjee and VP Eanes. Please let me know if there's anything you'd like me to ask or for me to communicate with them. I'll also be attending CSSA at CSU Maritime this weekend. Let me know if there's anything you'd like me to do, any meetings you'd like for me to go to, or any information or ideas I can bring back.

On 2/20 we will have, Dr. Eanes, VP Student Affairs, Mary Becerra, Title IX Coordinator, and Dr. Vincent Harris, Dir. Male Success Initiatives report to the board.

On 2/27 we will have President Virjee report. We will be wearing business professional attire and taking a Board Team photo after the meeting.

Best

From the Vice Chair Secretary: This week we'll be looking into reformatting the Graduating Honors Policy we currently have in place. This might be as simple as approving it in the new format without any substantial changes - or we might consider readdressing the points system that it describes.

I have reached out to the Elections Commissioner to find a time when we can look over the elections bylaws and see if everything is accurate and up to date but we have yet to meet.

There might be some upcoming Resolutions coming up but I will provide details when I have more information.

Let me know if you have any questions!

From the Vice Chair Treasurer: Greetings everyone!

After a painful (1-0) loss for Arsenal against Tottenham, I'm excited for this week's board activities and finance updates. Additionally, I want to commend everyone for a successful Breakfast with the Board!

- This past week we as a committee reviewed current ICC budgets for the past two financial quarters as well as checking budget request changes from the previous fiscal year to the 2018-2019 one. This was to give committee members more insight and perspective as we move into deliberations
- There are a few organizations and councils that I've been coordinating with to potentially present in Finance Committee and possibly Board. I'll be reviewing these requests and working with Nick to ensure the available space to accommodate these presenters.

Thanks y'all and have a great rest of your week!

Request to alter exterior lighting: Titan Student Union

PRESENTED TO: Titan Student Centers Board of Trustees

MEETING DATE: Titan Student Centers Board of Trustees, February 14th, 2018

PRESENTED BY: Jared Hill

BACKGROUND

According to the American Institute for Cancer Research (AICR), each year 12.7 million people discover they have cancer and 7.6 million people will ultimately lose their battle against this disease. The color lavender brings awareness to all cancers. This may acknowledge any of the cancers that do not have a specific awareness color, or it may be used to represent a variety of different cancers that families might have experienced. In almost all our lives, we have experienced the harsh reality of a loved one fighting cancer and for ASI this hit especially close to home with the news of former Director of Financial Services, Laura Hultman's passing on Monday, February 12th.

PROPOSAL

Request to change the exterior lighting on the Titan Student Union to lavender in remembrance of Laura Hultman and all her contributions to Associated Students Inc. and Cal State Fullerton.

RATIONALE

Laura repeatedly said how much she loved working with students and helping student leaders learn and develop. In her last few years before retirement, she came to work for ASI to do just that. Laura had worked in the private and public sector, at the Chancellor's Office, and for Administration and Finance at CSUF, but her favorite experience was her time working with the students and staff here at ASI.

IMPACT

Little to none.

BUDGET IMPACT

There is a minimal budget impact associated with the proposal.

IMPLEMENTATION TIMELINE

Upon approval, Building Engineering will purchase lavender sleeves for the exterior lighting of the Titan Student Union. The exterior lights will remain up for two weeks.