

**ASSOCIATED STUDENTS, INC.**  
**California State University, San Bernardino**

**BOARD OF DIRECTORS**

**MINUTES**

**SEPTEMBER 12, 2025**

The meeting was called to order by the President, Diego Rendon at 1:05 p.m.

Present: Diego Rendon, Kimberly Rosas, Ayanna McAlister, Alondra Lopez (Zoom), Jeidi Carrion-Fajardo, Jennifer Cornejo, Samantha Coronado, Joseph Gonzales, Juan Sibrian (Zoom), Beatriz Roman, Judah Rubin, Heather Sharp, MD Yeasin, Amira Shalabi, Dr. Matthew Smith, Dr. Michael Rister and Dr. Paz Oliverrez.

Absent: Melanie Radan and Ashley Smith.

Guests: Herbert Gonzalez, Marina Stone (Zoom), Joseph Morales, Ivan Limon and Haakon Brown.

**APPROVAL OF THE MINUTES:**

The minutes of September 5<sup>th</sup> were approved.

**ADOPTION OF AGENDA:**

The agenda was adopted.

Mr. Rubin arrived at the meeting.

**EXECUTIVE OFFICER REPORTS:**

*President:* President Rendon met with Jason Espinoza, Executive Director of University Enterprises Corporation. He met with Marina Stone regarding upcoming events and collaborating with the upcoming volleyball games. He met with Carla Cambreros, Campus Store Manager of the Coyote Bookstore. He also met with President Morales. He attended a Recreation and Wellness Committee meeting this week. Today he will meet with Melissa Guerra, Director of Outreach and Student Recruitment. Tomorrow he and Ms. Smith will attend the online California State Student Association (CSSA) meeting. He reminded the Board that today is the last day to submit agenda items for the next meeting. Once he receives the STEM Health Career and Internship Fair information he will share it with the Board. A luncheon will be held next Tuesday from 12:00 p.m. to 1:00 p.m. with Dr. Sudhakar and his team. He announced that Melissa Saldana submitted her resignation and will no longer serve as a Student-at-Large representative.

*Executive Vice President:* Ms. Rosas stated that the collaboration with the Office of Student Leadership and Engagement (OSLE) for person-to-person announcements on Coyote Walk will soon be in effect. Along with Ms. Shalabi, they are planning a mixer for the Howl Squad applicants and then appoint them to committees. The ASI and campus-wide committee appointments are being finalized. There is an upcoming STEM Health Fair. She attended the

Multicultural Greek Council (MBC) Showcase and Waves. She will attend the upcoming IT Governance and Audit Committee meetings.

*Vice President of Finance:* Ms. McAlister has selected the Finance committee members and meetings will begin once they are appointed. She attended the Multicultural Greek Council (MBC) Showcase and Waves.

*Vice President of Palm Desert Campus:* Ms. Lopez attended Casino Night. She met with the PDC Social Sciences Club who will soon meet with Ms. McAlister. She met with Chris Olguin, Transfer Programs and Orientation Coordinator to discuss her making a presentation about ASI for the orientation leaders. According to the PDC Bookstore, the Rancho Mirage Student Center (RMSC) lounge door will be fixed in the upcoming weeks. She reminded the Board that applications are still being accepted for College of Education and College of Social and Behavioral Sciences representatives. She scheduled 1:1 meetings with Dr. Edna Martinez and Dr. Avi Rodriguez for the academic year. She will attend the celebration of the new lockers at PDC on October 16<sup>th</sup>; they are asking ASI to provide stickers. She will try to attend the luncheon in-person on Tuesday, if not, she will connect via Zoom.

## **EXECUTIVE DIRECTOR REPORT:**

*Executive Director:* Dr. Rister stated that the Division of Student Affairs (DSA) held a successful town hall meeting. The connection crew encouraged participation in activities such as clubs and travel which continues to generate positive engagement. The DSA Roadshow was held earlier this week. The CSU audit is being finalized, with the final draft report approved on ASI's end and a finalized version forthcoming to the board. In collaboration with Parking and Transportation Services, 70 parking permits will be awarded this semester to avoid overwhelming the reimbursement process. The remaining funds will be distributed in the Spring semester. This approach is intended to resolve potential system issues before they occur. More parking permits will be awarded during the 2026 Fall semester than during the 2027 Spring semester since there will be an established process.

## **NEW BUSINESS:**

President Rendon passed the gavel to Ms. Rosas.

**BD 56-25 M/S Rendon/Rister: Appointment of Haakon Brown as the Faculty Senate representative to the ASI Board of Directors for the 2025-2027 academic school years.**

President Rendon spoke in favor of Dr. Brown.

A roll call vote was conducted as follows:

In Favor: Rendon, Rosas, McAlister, Lopez, Sharp, Rubin, Carrion-Fajardo, Coronado, Cornejo, Gonzales, Yeasin, Sibrian, Roman, Rister, Oliverez and M. Smith.

Opposed: None.

Abstentions: None.

Passed (16/0/0).

Ms. Rosas passed the gavel back to President Rendon.

**BD 57-25 M/S Rister/Lopez: Approval of the Student Parking Permit Award Policy. (First Reading)**

Dr. Rister reminded the Board that this is a new policy, therefore, it is important to identify any inconsistencies or areas that need to be improved.

Dr. Rister deferred to Mr. Gonzalez who briefly reviewed the policy.

Ms. McAlister suggested adjusting the verbiage under Section 2, Subsection b. *Eligibility Requirements*, to not exclude ASI student employees since only Board members receive the option of a parking pass incentive. Dr. Rister stated that the parking pass award winners will be publicized and it may be scrutinized if an ASI student employee won an award.

Ms. Lopez inquired if the award only applied to the general parking permits. President Rendon deferred to Mr. Gonzalez who confirmed the policy applies to the general semester parking permits, however, the Parking and Transportation Services department will verify which type of permit the student requires.

Ms. Cornejo inquired into the procedures if the recipient does not accept the award within five business days. President Rendon deferred to Mr. Gonzalez who explained that once the recipients are selected, an additional waitlisted group will also be selected in the event a recipient does not accept or is ineligible.

Dr. Oliveriez inquired into the criteria for “Level of on-campus engagement.” in Section 3, Subsection A. Being a commuter may also limit a student's level of on-campus engagement. Ms. McAlister stated that the requirements would be based on students attending events, joining clubs or on-campus participation.

Ms. Roman noted that requiring Financial Aid eligibility may exclude undocumented students and students who may not qualify for Financial Aid but do not have parental support. Dr. Oliveriez stated that most undocumented students are eligible for state aid if not federal aid, however, international students may be the most affected.

Ms. Roman inquired whether it would be possible to award bus or metro cards to students with disabilities who cannot drive. President Rendon stated that awarding a bus or metro card would not fall under this policy, however, it is an initiative that can be started separately. Dr. Rister offered to check the specificity of the referendum and if the Parking and Transportation Services department has any suggestions. Ms. Rosas stated that every student is eligible for a free bus pass with their Student I.D.

Dr. Smith inquired into possible limitations of how to select recipients (randomized or first come first serve). Dr. Rister explained that the Qualtrics system tracks different data of the submissions.

Dr. Smith stated it could be a burden to sort through all of the applications and respond in a timely manner and ASI would be open to scrutiny over the selection process if it is by hand. He suggested that the recipients be randomly selected. He explained the complications of choosing

recipients and suggested creating a clear rubric with grading criteria in order to avoid possible biases.

Discussion ensued.

Mr. Yeasin clarified that this requirement does not exclude international students since they are eligible for merit-based scholarships.

President Rendon encouraged the Board to share their perspectives on the fairness of the selection process. He emphasized the importance of understanding whether they believe the process is fair as it stands or if they feel it would only be fair under certain conditions. The primary goal is to focus on the fairness aspect and to gather input on what the Board believes would ensure an equitable policy.

Ms. Coronado shared her preference of creating a clear rubric to select applicants.

Ms. Roman suggested a random selection process since there are many students with financial needs and that is how it has been promoted.

Ms. Sharp expressed support for the use of randomization in the selection process, particularly with the stipulation that students may only receive the award a limited number of times. This approach provides more students with the opportunity to benefit from the award. It is difficult to measure one individual's struggle against another's, as challenges affect people differently. She stated that this variability highlights the value of perception, making randomization a fair approach when combined with limitations on how often the award can be received.

Ms. Cornejo inquired whether the eligibility requirements, such as the GPA requirements for graduate and undergraduate students will be considered if the selection is random. Dr. Rister clarified that the determination is based on university requirements.

Dr. Rister explained that since every student pays ASI fees, they should all have the ability to apply.

Mr. Yeasin suggested that the number of parking permit recipients be based on the student population at PDC, using a proportional ratio to the San Bernardino campus.

Dr. Rister stated that between the present time and the following week, he, along with Mr. Gonzales and Ms. McAlister, could work together to explore what a randomized approach might look like while still incorporating certain stipulations within that framework. This would allow them to provide a more thorough analysis for the board's consideration at the next meeting. Discussion closed.

**BD 58-25 M/S Rosas/Coronado: Discussion on soliciting feedback from the ASI Board of Directors on their expectations and standards of the qualities and characteristics that professors and lectures should exemplify.**

Ms. Rosas noted that this topic had been discussed recently as a possible STAND goal. This is a significant concern, particularly within STEM fields where students, especially students of color, often face a lack of adequate support.

Ms. Coronado clarified that this discussion is intended to gather feedback from the Board regarding the expectations, qualities and characteristics that professors should embody. She emphasized that the discussion is to serve as a preventative and reflective measure to help uphold the university standards. While student resources do exist, they are not widely known or utilized due to CSUSB being a commuter campus. A recurring concern among STEM students is the quality of their experiences with faculty in their prerequisite courses. Previously, she has met with the Dean to better understand the hiring framework and the responsibilities associated with faculty roles.

Ms. Rosas shared that as a transfer student, she noted that her time at CSUSB has been largely positive, however, this experience is not universal. She expressed concern regarding the varying levels of support provided to students, particularly those who may require additional help or accommodations.

Dr. Rister inquired whether Dr. Brown could provide insight on the hiring process for faculty.

Dr. Brown suggested that research be conducted with the Faculty Senate to better understand the underlying issues students are facing. Dr. Brown noted that an applicant's teaching ability is considered in their evaluations. Candidates are required to complete a teaching demonstration in a classroom; however, a professor's role includes mentoring and advising, areas for which faculty often receive little to no formal training. Program Advising Worksheet for Students (PAWS) and myCoyote Academic Planner (MyCAP) trainings are now being offered to faculty.

Ms. Coronado inquired whether a Board member could be included in the faculty hiring process, noting the value of incorporating a student perspective when evaluating potential educators. She reiterated concerns about some faculty members appearing primarily invested in their research rather than in the student learning experience.

Dr. Oliverez clarified that, unlike K–12 educators, university faculty are typically hired based on their subject matter expertise. While some doctoral students gain limited teaching experience as teaching assistants, the role varies significantly by institution since it is a means to financially support graduate students while assisting faculty whose primary focus remains research. The Collective Bargaining Agreements (CBA) can limit the hiring flexibility, including student involvement in faculty hiring. Concerns about specific faculty behavior should be brought to the attention of academic leadership such as the department Chair or Dean.

President Rendon clarified that the concerns being discussed were not limited to STEM fields. During the ASI & SMSU Big Bear Campout Retreat, similar concerns were raised across a variety of colleges.

Ms. McAlister previously faced difficulties with a professor so she approached the Dean, who was able to assist her. She encouraged the Board to consider solutions that empower students to seek help when faculty concerns arise.

President Rendon emphasized the importance of submitting the Student Evaluations of Teaching Effectiveness (SOTES). SOTES was heavily promoted by the university and faculty, however, there has been a noticeable decline in promotion. He suggested that both ASI and the Faculty Senate could work together to boost awareness and participation.

Dr. Brown stated that the students are included in the hiring process to some extent. Following the class session student feedback is gathered, however, the interactions are brief. The declining SOTES participation may be the outcome of the shift to fully online evaluations. SOTES participation decreased to approximately 20% after being moved fully online; with paper evaluations it was approximately 90%. He suggested collaborating to conduct research into the nature of these issues; data and evidence can invite constructive dialogue rather than defensiveness.

Ms. Coronado clarified the purpose of the discussion is to gather input to inform a student survey she plans to distribute within the College of Natural Sciences. The goal of the survey is to collect student feedback that could serve as data to support the broader concern being raised; a clear need for improvement in faculty quality within the college. She encouraged the Board to consider whether "quality" pertains to a professor's personal characteristics or professionalism, or if it more specifically refers to teaching methods and engagement. Distinguishing between these aspects is essential to ensure the feedback collected is meaningful and appropriately targeted.

Dr. Rister inquired whether discussion regarding replacing SOTES has been considered. Dr. Brown stated that the referendum to implement an updated format did not pass.

Ms. Roman emphasized the importance of recognizing that professors are human beings, with personal lives and responsibilities that can impact their teaching. Her intention is not to dismiss negative student experiences, but rather to encourage a balanced understanding of the complexities faculty may face. She inquired whether tenured faculty are protected from consequences or whether there are systems in place to hold them accountable if their actions negatively impact students.

Dr. Brown confirmed that there are disciplinary procedures in place that can be pursued if a faculty member violates university policies or engages in behavior that harms students. He clarified that there are clear boundaries regarding what faculty can and cannot do, and serious infractions can indeed lead to consequences.

Dr. Brown noted that the teaching load for CSU professors, even those on the tenure track, is demanding and faculty salaries in the CSU system are relatively low compared to peer institutions. This leads professors to take on additional jobs in order to supplement their income. This added workload can stretch faculty thin, impacting both their teaching and availability for students. There is a growing pressure for faculty to meet higher research expectations in order to achieve tenure. Although the CBA designates five hours per week for research, he noted that the actual institutional expectations far exceed that allotment, creating an ongoing tension between teaching, research and service. However, there are many dedicated and outstanding educators who provide valuable mentorship and support to students. The goal of the discussion should be understanding how widespread the issues are in order to create meaningful solutions.

M/S McAlister/Rosas: To extend the meeting by 10 minutes. Passed unanimously.

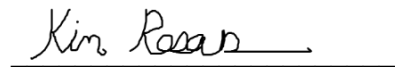
Ms. Cornejo suggested listing Dean contact information at the end of the SOTES.

Discussion ended.

M/S Rister/Coronado: To table BD 59-25 until next week's meeting. Passed unanimously.

**MOTION TO ADJOURN**

Meeting adjourned at 3:08 p.m.

A handwritten signature in cursive script, reading "Kim Rosas", is written over a horizontal line.

Kimberly Rosas  
Executive Vice President