

ASSOCIATED STUDENTS, INC.
California State University, San Bernardino

BOARD OF DIRECTORS

MINUTES

SEPTEMBER 5, 2025

The meeting was called to order by the President, Diego Rendon at 1:15 p.m.

Present: Diego Rendon, Kimberly Rosas, Ayanna McAlister, Alondra Lopez, Jeidi Carrion-Fajardo (Zoom), Samantha Coronado, Juan Sibrian (Zoom), Melanie Radan, Melissa Saldana, MD Yeasin, Amira Shalabi, Ashley Smith, Dr. Matthew Smith, Dr. Michael Rister and Dr. Paz Oliverez.

Absent: None.

Guests: Beatriz Roman, Crystal Wymer-Lucero, Heather Sharp, Herbert Gonzalez, Ivan J. C. Limon, Jennifer Cornejo, Joseph Gonzales, Joseph Morales, Jiselle Villegas, Judah Rubin, Kim Hunsaker and Ricardo Guevara.

APPROVAL OF THE MINUTES:

The minutes of July 17th were approved.

ADOPTION OF AGENDA:

The agenda was adopted.

EXECUTIVE OFFICER REPORTS:

President: President Rendon met with Dr. Oliverez, Dr. Smith, SMSU Board members and other faculty to start forming connections. California State Student Association (CSSA) will begin meeting biweekly, he and Ashley will be attending and can provide the Zoom link for anyone that is interested. He encouraged the Board members to learn more about the Bylaws to ensure they are being followed as accurately as possible. There are volunteer opportunities at the STEM Health Career and Internship Fair being held on September 17th. He encouraged the Board to arrive 10 minutes early to meetings in order to respect everyone's schedules and reminded the committee chairs to appoint students.

Executive Vice President: Ms. Rosas stated that the Student Organization Union Platform (SOUP) has been successful. She has been working with the Players of the Pear Garden as well as the Theatre department to have a plaque made in memory of the tree that was demolished. She and Ms. Shalabi, Director of Internal Affairs are planning a mixer for the new Howl Squad applicants. She participated in the Philanthropic Board Audit and Third Quarter Police Advisory committees. She is working with the Office of Student Leadership and Engagement (OSLE) to begin more person-to-person announcements on Coyote Walk. She attended the following meetings: IT Governance, Spirit Squad and the September 3rd SMSU Board of Directors as well as the Welcome Black and Greek BBQ events.

Vice President of Finance: Ms. McAlister has been working on allocating the referendum funds with Dr. Rister. The new Student Parking Permit Award Policy will be brought to the Board next week. There are Finance committee appointments taking place today, however, the student-at-large positions will be filled within the next two weeks to begin meetings. Funds are being allocated to campus departments for Instructionally Related Activities (IRA). She attended Campus Police Advisory Committee (CPAC) with Ms. Rosas and the Welcome Black BBQ event.

Vice President of Palm Desert Campus: Ms. Lopez stated that the Palm Desert Campus (PDC) team is collaborating on events with the Rancho Mirage Student Center (RMSC). Welcome Backpack was held on September 4th and Coyote Experience was held on August 28th at the Indian Wells Theater. She worked with orientation leaders to form a connection between the departments. The PDC Advisory committee members have been finalized and are pending grade checks.

EXECUTIVE DIRECTOR REPORT:

Executive Director: Dr. Rister stated that although the funds from the referendum are not yet finalized due to the pending census data, current projections indicate a 76% increase in funding. He and Ms. McAlister discussed the allocation of funds for ASI Operations which includes programming, marketing, and positions within ASI and PDC. These allocations will be finalized and submitted to the Finance Committee once they convene. Since the funds for the Board members will soon be disseminated, he encouraged them to begin planning their initiatives to present to the Activities Committee once it is in operation. He clarified that allocated funds are reserve accounts while unallocated funds are an accumulation of surplus from previous years. He encouraged different student groups, such as the economics group, to conduct research projects with ASI. The programs team will soon hire more interns. He and Dr. Oliverez gave a presentation to the students in the College of Education's doctoral program in order to encourage participation in ASI related research. These projects are entirely student driven and aim to generate data and insights to enhance student services. The finalized End of Year Report is available on the ASI website. In addition to summarizing activities and expenditures from the past year, the report includes a new section highlighting student outcomes, such as graduate school placements and professional achievements. He noted that future graduating students may be featured in this section to showcase the impact of ASI involvement.

GUEST SPEAKER:

Ms. Wymer-Lucero, Director of Alumni Relations introduced herself. She gave a brief presentation on the different participants, events and resources provided by the Alumni Center.

Ms. Saldana left the meeting.

NEW BUSINESS:

BD 45-25 M/S Lopez/Coronado: Appointment of Joseph Gonzales as the Housing representative to the ASI Board of Directors.

Ms. Lopez spoke in favor of Mr. Gonzales.

A roll call vote was conducted as follows:

In Favor: Rendon, Rosas, McAlister, Lopez, Coronado, Radan, Carrion-Fajardo, Yeasin, Rister, Oliverez and M. Smith.

Opposed: None.

Abstentions: Sibrian.

Passed (11/0/1).

Mr. Gonzales took a seat at the table.

BD 46-25 M/S McAlister/Rosas: Appointment of Jennifer Cornejo as the Graduate representative to the ASI Board of Directors.

Ms. McAlister spoke in favor of Ms. Cornejo.

A roll call vote was conducted as follows:

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

Opposed: None.

Abstentions: None.

Passed (13/0/0).

Ms. Cornejo took a seat at the table.

BD 47-25 M/S Lopez/McAlister: Appointment of Beatriz Roman as the Students with Disabilities representative to the ASI Board of Directors.

Ms. Lopez spoke in favor of Ms. Roman.

A roll call vote was conducted as follows:

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

Opposed: None.

Abstentions: None.

Passed (14/0/0).

Ms. Roman took a seat at the table.

BD 48-25 M/S McAlister/Coronado: Appointment of Heather Sharp as the College of Arts and Letters representative to the ASI Board of Directors.

Ms. McAlister spoke in favor of Ms. Sharp.

A roll call vote was conducted as follows:

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

Opposed: None.

Abstentions: None.

Passed (15/0/0).

Ms. Sharp took a seat at the table.

BD 49-25 M/S McAlister/Rosas: Appointment of Judah Rubin as the College of Business and Public Administration representative to the ASI Board of Directors.

Ms. McAlister spoke in favor of Mr. Rubin.

A roll call vote was conducted as follows:

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

Opposed: None.

Abstentions: None.

Passed (16/0/0).

Mr. Rubin took a seat at the table.

BD 50-25 M/S McAlister/Rosas: Appointment of Jackeline Garcia as a student-at-large representative to the ASI Finance Committee.

Ms. McAlister spoke in favor of Ms. Garcia.

Passed unanimously.

BD 51-25 M/S McAlister/Coronado: Appointment of Justin Rosas as a student-at-large representative to the ASI Finance Committee.

Ms. McAlister spoke in favor of Mr. Rosas.

Passed unanimously.

BD 52-25 M/S McAlister/Coronado: Appointment of Malak Darijbara as a student-at-large representative to the ASI Finance Committee.

Ms. McAlister spoke in favor of Ms. Darijbara.

Passed unanimously.

President Rendon passed the gavel to Ms. Rosas.

BD 53-25 M/S McAlister/Rendon: Discussion on 2025-26 ASI STAND Objectives.

President Rendon briefly reviewed STAND goals that have been discussed and encouraged the Board to discuss goals for this academic school year.

Ms. Lopez left the meeting.

Ms. Smith asked for clarification on the STAND objectives for the new Board members. President Rendon explained that STAND is an acronym that means: support, transparency, accessibility, networks and development. Each acronym has two to three goals to accomplish as a team.

Dr. Oliverez inquired whether the STAND objectives are on the ASI website. Dr. Rister stated that the objectives will be posted on the website once they are finalized.

Ms. Lopez returned to the meeting.

Dr. Oliverez suggested keeping an archive of past STAND objectives on the ASI website. President Rendon stated that brochures were handed out during the Spring semester, however, posting them on the website would make them more accessible. Ms. Lopez stated that it could keep the Board accountable to accomplish the goals.

Ms. McAlister suggested that the newly appointed Board members think of things they may see within their respective colleges and how it relates to ASI STAND objectives.

Ms. Coronado explained that one of her goals has been to make resources and opportunities more accessible to the students in her college and connecting with the Dean has been useful.

Dr. Rister asked the newly appointed Board members what encouraged them to apply to their positions. Mr. Gonzales mentioned that he and others were usually unaware of the events being held even though they dorm on campus. Mr. Rubin discussed his desire for a greater sense of community between the San Bernardino and PDC College of Business and Public Administration students. Ms. Sharp emphasized wanting to share the available resources to students since worrying about necessities can negatively impact a student's experience. Ms. Cornejo pointed out that many graduate students, like herself, are parents and have different difficulties that should be addressed. Ms. Roman expressed her desire to bring awareness of resources for students with disabilities, especially to those who are financially disadvantaged.

Ms. Rosas briefly reviewed the previous STAND objectives.

President Rendon explained that since some objectives take two to three years to process not all the objectives were completed, however, it should not discourage anyone since future Board members can fulfill the initiatives.

Ms. Rosas passed the gavel back to President Rendon.

BD 54-25 M/S Lopez/Sibrian: Discussion on logistics for hosting a Board meeting at Palm Desert Campus.

Ms. Lopez stated that for the past two years there have been meetings at PDC to help the Board members become familiarized with the campus. The meeting at PDC will be held on October 24th with a Halloween theme; costumes are encouraged but no masks are allowed.

President Rendon inquired into who can attend the meeting in person. As student leaders it is important to visit the campus.

President Rendon stated that for those unable to attend in person, a Zoom option would be provided.

Dr. Rister mentioned that carpooling to PDC could be arranged.

Mr. Sibrian stated he will be attending a conference in Orlando on October 24th.

Mr. Gonzales inquired whether Associated Students for College of the Desert will be encouraged to attend. President Rendon stated that he and other Board members have contacts that can ensure their presence.

Discussion closed.

BD 55-25 M/S Rister/Coronado: Renewal of the Wall-Street Journal membership.

Dr. Rister explained that approximately two years ago the Wall-Street Journal offered a short-term contract to offer free services to the students and faculty. Currently, they are asking for \$1.93 per person, totaling approximately \$40,000.00, to renew the contract. 500 students which is approximately 3% of all students used the service.

Ms. Rosas inquired how much the Board is willing to promote the service since it could be useful for students. President Rendon stated that thousands of flyers had been used to promote the service at events in the last two years.

Ms. Smith stated that she was unaware of the service, therefore, it is important to consider why the marketing did not reach more students.

Mr. Sibrian inquired whether the initial contract came at no cost to ASI; Dr. Rister confirmed that to be true.

Mr. Sibrian considered whether only a fraction of the 500 students are avid users and if it is responsible to use \$40,000.00 of student funds to support a handful of students. The funds could be more beneficial to students if allocated differently, such as using \$10,000.00 for the Speechify program that was previously brought to the Board.

Ms. Rosas stated that as a history major she uses several different sources and books so there could be a better use for the funds.

Ms. Lopez stated that it would be a misuse of funds to renew the contract since not many students signed up and many students use empirical research and peer-reviewed journals for their assignments instead of articles.

Ms. Coronado inquired about the terms of the initial contract. Dr. Rister reiterated that it was free and the company's main goal was to create a demand by making students aware of their services.

Dr. Oliverez left the meeting.

Ms. Cornejo stated that she signed up for it around 2023 because of the promotional emails, however, she has never used the service.

Ms. Roman stated that as a student she is more interested in Speechify than the Wall-Street Journal, especially since there are students who do not qualify for disability accommodations because they are unable to get diagnosed.

Ms. Sharp stated that the College of Arts and Letters has their own library that would be more beneficial to invest in than the Wall-Street Journal.

M/S Sibrian/Lopez: To extend the meeting by 15 minutes. Passed unanimously.

A roll call vote was conducted as follows:

In Favor: None.

Opposed: Rosas, Lopez, Sharp, Rubin, Coronado, Radan, Carrion-Fajardo, Cornejo, Gonzales, Yeasin, Sibrian, Roman and Rendon.

Abstentions: McAlister, Rister and M. Smith.

Failed (0/13/3).

REPORTS:

College of Natural Sciences: Ms. Coronado founded the Samaritans in Action club with the goal of providing healthcare resources to the Inland Empire. She encouraged the Board to share the club information.

Student-at-Large: Mr. Sibrian attended Late Night, a Hospitality Finance and Technology Professionals meeting and a Philanthropy Investment Board Committee meeting.

External Affairs: Ms. Smith stated that Senate Bill 98, Elementary, secondary and postsecondary education: immigration enforcement notification has made it to the Governor's desk. Two directors are needed for Lobby Corps and the deadline to apply is September 15th.

ASI Advisor: Dr. Smith stated that the Division of Student Affairs will have a Roadshow on September 9th from 12:00 p.m. to 2:00 p.m. on Coyote Walk.

Programs: Mr. Morales stated that Board members can reach out to him or others in the programs team to work together. Waves will be held next week at the Recreation and Wellness pool from 8:15 p.m. to 11:00 p.m. Late Night was held last week and a total of 750 planners were handed out to students.

Sustainability: Ms. Villegas stated that Welcome Back Clean-Up will be held on September 12th.

ANNOUNCEMENTS:

Mr. Gonzalez announced that the Director of Internal Affairs position was recently filled.

President Rendon announced that Mr. Gonzalez will be taking headshots on September 19th.

Ms. Smith stated that the San Bernardino Campus Civic Canvas will be held on September 16th from 4:00 p.m. to 7:00 p.m. and September 23rd at 11:00 a.m. at PDC.

President Rendon deferred time to Ms. Hunsaker who stated that the Student Health Center will have vision screenings for glasses next Friday. The application is available through the patient portal.

MOTION TO ADJOURN

Meeting adjourned at 3:15 p.m.

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

Kimberly Rosas
Executive Vice President