



**California State University, San Bernardino
Santos Manuel Student Union Board of Directors
Strategic Planning Committee
Tuesday, October 28, 2025
12:00 p.m. – SMSU North Chambers
Agenda**

Call to Order
Roll Call
Approval of Minutes from March 16, 2018
Open Forum
Adoption of Agenda

New Business:

- SP 01/26 Election of Committee Chair (Action, Del Rossi)
- SP 02/26 Review history and context for past Strategic Plan (Informational, Bustillos)
- SP 03/26 Review Strategic Planning input documents (Informational, Del Rossi)
- SP 04/26 Review Model Strategic Plans from Industry Leaders (Informational, Bustillos)
- SP 05/26 Review Strategic Plan implementation timeline (Informational, Bustillos)

Announcements

Adjournment



**California State University, San Bernardino
Santos Manuel Student Union Board of Directors
Strategic Planning Committee Meeting
Friday, March 16, 2018
Minutes**

Members Present: Salvador Avila, Aaron Burgess, Sean Kinnally, Aaron Miller, Rosemary Zometa

Members Absent: Tracie Ventimiglia, Shalker Chalmers

Staff Present: Jasmine Bustillos

Guests Present: None

Call to Order: The meeting was called to order at 3:09 p.m.

Roll Call: A verbal roll call of attendees was conducted.

Approval of Minutes: M/S Zometa/Kinnally to approve the minutes from December 1, 2017. Mr. Burgess indicated that the minutes should reflect that the "SMSU's budget is *not* affected by the State budget". The minutes were approved as amended.

Open Forum: None

Adoption of Agenda: M/S Zometa/ Kinnally to adopt the agenda. The agenda was approved by consensus.

SP 06/18 Proposed Programs for Current Year

Mr. Kinnally reviewed the RWC 17-18 events with the Committee. Mr. Kinnally highlighted Tea Tuesdays, Fruit Fridays, Walloween, Halloween "Thriller" class, Wreck the Halls, Valentine's Day Emergency Date Packs, Valen-Climb, Wellness Wednesdays, March Madness screening, Final's Pack Giveaways, Yoga and Yogurt, and Waves. Ms. Zometa reviewed the SMSU programs for the 17-18 academic year. Ms. Zometa highlighted the QTRC's and WRC's efforts in bringing Roxeanne Gay to campus, the Cross Cultural Center's networking events, Program Board's Yotie Factor and Karaoke Roulette, the OARC's transition to creating events that meet commuter needs, QTRC's Dragshow, and WRC's Vagina Monologues. Mr. Burgess shared that

at the Career Center's grand opening there was a discussion to bring some of the services the Career Center offers to the OARC. Ms. Zometa commented on the plan to partner with the Health Center for mental health events and with the SRWC for wellness events in the upcoming year. Mr. Avila asked about the CBEST review session taking place in Riverside. Ms. Zometa elaborated that the OARC has a sign-up sheet for that event and it is taking place in Riverside as the facility is a professional and legitimate company that facilitates CBEST test preparation.

SP 07/17 Revise Strategic Plan

The Committee reviewed the SMSU Strategic Plan. Mr. Burgess requested that the Strategic Plan be sent out to all professional staff for their review and recommendations and to ensure the SRWC is represented in the document. A discussion ensued about the benefits of including both sides of the house in one cohesive document and having one set of standards that guide both the SMSU and the SWRC. The Committee agreed that the SRWC needs to be incorporated in the details of the document. Mr. Burgess emphasized the need to be proactive about bringing the Strategic Plan out of a binder and having discussions in staff meetings to ensure the Corporation is staying true to its goals and objectives. The Committee discussed creating a working group or taskforce to work on combining the SMSU and the SRWC strategic plans into one strategic plan for the corporation. Mr. Burgess commented on the difficulty of revising the Strategic Plan due to the extended work and thought behind the original document; however, critically looking at programs and how they align with the strategic plan could assist with improving programs for students and staying true to the mission of the Corporation. Mr. Burgess reiterated the importance of integrating all areas of the Corporation into the Strategic Plan to tell the complete story of the organization.

Announcements: Ms. Zometa announced Coyote Connections taking place on March 17th for students that have been admitted. The Student Union and Recreation and Wellness will be participating in the event. Mr. Burges announced the Cesar Chavez breakfast and indicated that the Student Union will be sponsoring a table. Mr. Miller announced the Beach Day program meant to emulate Snow Day taking place on May 10th from 1:00-4:00 PM.

Adjournment: The meeting was adjourned at 3:53 p.m.

Minutes approved by:

Tracie Ventimiglia, Chair, Strategic Planning Committee

Date