

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

**BOARD OF DIRECTORS**

**MINUTES**

**JANUARY 30, 2026**

The meeting was called to order by the President, Diego Rendon at 12:03 p.m.

Present: Diego Rendon, Kimberly Rosas (Zoom), Ayanna McAlister (Zoom), Alondra Lopez (Zoom), Jennifer Cornejo, Samantha Coronado, Joseph Gonzales, Melanie Radan, Judah Rubin (Zoom), Heather Sharp, Md Yeasin (Zoom) (late), Amira Shalabi, Ashley Smith and Dr. Michael Rister and Dr. Paz Oliverez (late).

Absent: Dr. Matthew Smith and Dr. Haakon Brown.

Guests: Herbert Gonzalez, Marina Stone, Joseph Morales, Miguel Millan, Swikar Pokharel, Nicholas Arvizu, Ricardo Guevana, Malak Darijbara and Nailah McAlister.

**APPROVAL OF THE MINUTES:**

The minutes of January 16<sup>th</sup> were approved.

**ADOPTION OF AGENDA:**

The agenda was adopted.

**EXECUTIVE OFFICER REPORTS:**

*President:* President Rendon announced that Ms. Castellanos submitted her resignation as the Students with Disabilities representative. The filming schedule for the Board recap videos was sent to the Board. The Black Student Union (BSU) will hold a pie event. He attended the following meetings: California States Student Association (CSSA) Plenary, Recreation & Wellness Committee, Campus Fee Advisory Committee, Athletics Advisory Committee and the Policies and Procedures Committee. He met with Mr. Gonzalez to discuss holding a dinner with Trustee Fajardo in March.

*Executive Vice President:* Ms. Rosas attended the following meetings: IT Governance Committee, Information Security, Compliance & Emerging Technologies Committee, Administrative Systems Committee, Finance and Contracts Committee, Facilities and Sustainability Committee, Campus Fee Advisory Committee and the Executive Committee.

*Vice President of Finance:* Ms. McAlister is in the process of adding members to the Finance Committee. She asked the Board to inform her when students have questions in regard to Club Allocation Budget (CAB) funding since she is planning to hold more CAB workshops.

*Vice President of Palm Desert Campus:* Ms. Lopez had a meeting with Dr. Edna Martinez, Dr. Avi Rodriguez and IT to discuss The Cave; the grand opening will be held on February 10<sup>th</sup>. She met with Monica Calvillo, Division of Student Affairs (DSA) Marketing Communications Specialist as well as a student interested in running for Vice President of Palm Desert Campus. She met with the College of The Desert (CoD) student government who will rent a bus to attend the Community College Advocacy Day. Board members interested in attending the event should let her know so that she could coordinate transportation with CoD. The kickball tournament will be held on March 13<sup>th</sup> from 2:30 p.m. to 4:00 p.m. Tea with the VP will be held next Thursday.

Dr. Oliverez arrived at the meeting.

### **EXECUTIVE DIRECTOR:**

*Executive Director:* Dr. Rister stated that the final enrollment numbers are pending since the census has not closed. The monthly expenses are approximately \$133,000.00 which is consistent with the projections due to the referendum. He is working with other departments to determine the cause of the fee waiver increase; additional information will be forthcoming. There are ongoing collaborations with the Instructionally Related Activities (IRA) and the DSA. No information has been shared regarding the President's upcoming retirement. ASI may be asked to participate in the interview or hiring process of the new President which is expected to be a lengthy process.

### **ASI COMMITTEE REPORTS:**

*Programs:* Ms. Stone stated that the Videographer/Photographer and Graphic Designer positions have been filled. The artists for Peak will be slowly announced on Instagram. They are in the process of obtaining pashminas, wristbands, t-shirts and additional sponsorships for Peak. They are also planning Coyote Fest. Mr. Morales reminded the Board that no events will be held after March 19<sup>th</sup> to avoid scheduling conflicts with the ASI Elections. Sundaes with Student Government will be held next Tuesday. Cosmic Coyote will be held next Thursday. The DSA Roadshow and Cupid's Cookout will be held on February 10<sup>th</sup>. Elections will be posted today. The ASI Instagram gained over 200 followers this semester. Mr. Millan stated that they helped the Rancho Mirage Student Center (RMSC) with 760 Night Market held last Tuesday. The PDC Hockey Night marketing has been well received. They are preparing for Cupid's Corner on February 11<sup>th</sup>. PDC students have expressed interest in running in the ASI elections.

### **OPEN FORUM:**

Mr. Arvizu, Econ intern briefly introduced himself to the Board.

### **NEW BUSINESS:**

**BD 05-26 McAlister/Cornejo: Appointment of Nailah McAlister as the College of Social and Behavioral Sciences representative to the ASI Board of Directors.**

Ms. A. McAlister spoke in favor of Ms. N. McAlister.

A roll call vote was conducted as follows:

In favor: Rendon, Rosas, Lopez, Cornejo, Coronado, Gonzales, Radan, Rubin, Sharp and Oliverez.

Opposed: None.

Abstentions: McAlister and Rister.

Passed (10/0/2).

Ms. N. McAlister took a seat at the table.

Ms. A. McAllister arrived at the meeting (in-person).

President Rendon passed the gavel to Ms. Coronado.

**BD 06-26 Cornejo/Rendon: Appointment of Malak Darijbara as the ASI Elections Committee Chair.**

President Rendon spoke in favor of Ms. Darijbara.

A roll call vote was conducted as follows:

In favor: Rosas, McAlister, Lopez, Cornejo, Gonzales, Radan, Rubin, Sharp, Rister and Oliverez.

Opposed: None.

Abstentions: Rendon and Coronado.

Passed (10/0/2).

Ms. Coronado passed the gavel back to President Rendon.

Ms. Darijbara took a seat at the table.

**BD 07-26 McAlister/Sharp: Revision of the ASI Elections Policy. (First Reading)**

Ms. McAlister deferred to Mr. Gonzalez who briefly reviewed the ASI Elections Policy.

Ms. A. McAllister left the meeting.

Discussion closed.

**BD 08-26 Cornejo/Coronado: Revision of the ASI Club Allocation Budget Policy. (First Reading)**

Ms. Cornejo deferred to Mr. Gonzalez who briefly reviewed the ASI Club Allocation Budget Policy.

Discussion closed.

**BD 09-26 Rister/Coronado: Approval of the ASI Cell Phone Reimbursement Policy. (First Reading)**

Dr. Rister stated that this policy is modeled after the campus Mobile Device Policy and the Santos Manuel Student Union (SMSU) Cell Phone Reimbursement Policy. When personal devices are used for business purposes, there needs to be a reimbursement. The campus has removed office phones and transitioned to only using Teams. The max reimbursement amount allowed in the policy is similar to the cost of keeping the office phones. He deferred to Mr. Gonzalez who briefly reviewed the ASI Cell Phone Reimbursement Policy.

Ms. A. McAlister returned to the meeting.

Discussion closed.

**BD 10-26 Gonzales/Oliverrez: Discussion on initiatives to improve student support at the Palm Desert Campus.**

Dr. Rister suggested creating an Ad-Hoc Committee with the purpose of conducting an evaluation of the current Board positions and committees before creating new positions.

Dr. Oliverrez suggested encouraging PDC students to meet with Ms. Lopez for engagement opportunities, such as participating in the PDC Advisory Committee.

Ms. Cornejo stated that she has previously discussed starting an initiative to pay for the parking passes of students who work on campus. She inquired whether the PDC campus should be included since they may not have many student employees. Ms. Shalabi stated that PDC should be involved immediately if an initiative is started on the San Bernardino campus. Ms. Cornejo clarified that the initiative would be for all student employees to receive parking passes, PDC would receive less since there are less student employees.

President Rendon stated that a major challenge for PDC students is the need to commute to the San Bernardino campus in order to complete their required courses and classes capping at around 10 students. There should also be more promotion for PDC since the surrounding community seems to be unaware of its presence. He suggested connecting with David Dufault-Hunter, Strategic Enrollment Management and Marketing.

Dr. Oliverrez noted that there has been an increase in applications and enrollment at PDC with higher retention rates. Also, there is an effort to connect with community colleges and surrounding areas to bring awareness to PDC.

Ms. Lopez stated that PDC is promoted with Direct Admin Days and has been advertised within the California State University (CSU) system. She and President Rendon have discussed visiting schools to speak on the PDC student experience since there have been significant changes.

Discussion closed.

Mr. Yeasin joined the meeting.

**BD 11-26 Coronado/Gonzales: Discussion on strengthening the marketing and visibility of ASI's advocacy on social media and identifying ways to increase awareness of advocacy initiatives, on-campus resources, and STAND goals.**

Ms. Coronado explained that the ASI marketing, specifically on Instagram, is focused on events, however, there should also be a focus on the advocacy efforts. She suggested also promoting the basic needs resources on campus.

Dr. Rister reminded the Board to complete the survey created by Special Projects to update the information on the website. He encouraged the Board to connect with the marketing team to discuss creating posts to promote their work.

Ms. Smith suggested meeting with the marketing intern once a month to create posting strategies and schedules, similar to other campuses that have marketing committees.

Ms. Lopez encouraged the Board to post their work on their personal school accounts and to collaborate with other departments. The Basic Needs & Student Support department has its own marketing team, therefore, we could consider collaborating with them.

President Rendon deferred time to Ms. Stone who encouraged the Board to connect with her if they have ideas.

Discussion closed.

President Rendon passed the gavel to Ms. Coronado.

**BD 12-26 Rendon/Gonzales: Appointment of Samantha Coronado as the Board of Director representative to Faculty Senate.**

President Rendon spoke in favor of Ms. Coronado.

A roll call vote was conducted as follows:

In favor: Rosas, Lopez, Cornejo, Gonzales, Radan, Rubin, Sharp, Yeasin, Rister and Oliverez.

Opposed: None.

Abstentions: Rendon, McAlister and Coronado.

Passed (10/0/3).

Ms. Coronado passed the gavel back to President Rendon.

**REPORTS:**

*College of Arts & Letters:* Ms. Sharp attended the faculty opening of the art show at the Robert and Frances Fullerton Museum of Art (RAFFMA). She will hold an event on March 10<sup>th</sup>.

*Housing:* Mr. Gonzales attended a Residence Halls Association Committee meeting. Cupid's Cookout will be held on February 10<sup>th</sup> from 5:00 p.m. to 7:00 p.m. on the Coyote Village lawn.

*College of Natural Sciences:* Ms. Coronado held a tabling event for students to meet her and the Dean yesterday.

*President's Representative:* Dr. Oliverez invited the Board to participate in the School Spirit group that meets every other Tuesday from 9:00 a.m. to 10:00 a.m. She encouraged the Board to attend the upcoming forum in regard to selecting the new President. Tea with the VPs will be held next Thursday from 12:00 p.m. to 1:00 p.m at PDC. The San Bernardino campus DSA Roadshow will be held on February 10<sup>th</sup> from 11:30 p.m. to 1:30 p.m.

*Director of External Affairs:* Ms. Smith attended CSSA along with President Rendon. There is no proposed legislation currently, however, there is discussion in regard to Assembly Bill 713. She attended a Systemwide Affairs Committee meeting. Lobby Corps met twice and is preparing for the California Higher Education Student Summit (CHESS). Trustee Wenda Fong will visit the San Bernardino campus towards the end of March. Lounging with Legislative Affairs was held this week. She briefly reviewed the CSU sponsored legislation.

*Director of Internal Affairs:* Ms. Shalabi stated that Your Howl Matters has been receiving applications. The Howl Squad positions have been filled. She attended Lounging with Legislative Affairs.

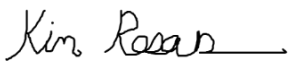
#### **ANNOUNCEMENTS:**

Ms. Cornejo stated that Jack H. Brown College of Business & Public Administration graduate students and students interested in the graduate program can receive free items in her office.

Mr. Gonzalez announced that the ASI Transition Dinner will be held on Thursday, May 21<sup>st</sup>.

#### **MOTION TO ADJOURN**

Meeting adjourned at 1:45 p.m.

  
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Kimberly Rosas  
Executive Vice President