

## **UEC Board of Directors Meeting**

Friday, December 11, 2020– 3:00 P.M.

### **Minutes**

**MEMBERS PRESENT:** Tomás Morales, Sam Sudhakar, Doug Freer, Shari McMahon, Paz Olivérez, Dorothy Chen-Maynard, Jennifer Sorenson, Taewon Yang, Jeremy Dodsworth, Valerie Zellmer,

**MEMBERS ABSENT:** William Stevenson, Robert Nava, Yusra Serhan, Graciela Moran, Quinay Ross, LaNya Lyons

**STAFF PRESENT:** John Griffin, Thomas Sekayan, Christia Williams, Diane Trujillo, Dorota Huizinga, Paulina Tagle, Rima Tan, Jon Merchant, Michelle Mondorf

**GUESTS PRESENT:** Ken Pegram, Mario Villafan, Rochelle Ervin

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#### **CALL TO ORDER**

Board Chair, Dr. Sam Sudhakar, called the meeting to order at 3:05 P.M.

This meeting was conducted via Zoom due to COVID-19 social distancing guidelines.

#### **I. APPROVAL OF MINUTES**

The minutes of the September 25, 2020, UEC Board of Directors meeting were approved as circulated. (Chen-Maynard/Zellmer/Unanimous)

#### **II. PRESIDENT’S REPORT**

CSUSB President, Dr. Tomás Morales, provided an update on campus activities and upcoming events.

#### **III. FOLLET HIGHER EDUCATION PRESENTATION**

Vice-President of Sales & Operations, Ken Pegram discussed Follett’s \$50 million investment into their e-commerce platform over the past few years, resulting in a 140% increase in online sales. A “Limited Contact,” window, scheduled pick-ups, curbside assistance, and a pick-up service app were introduced to assist student with service options during COVID, resulting in a 10% increase in sales. Follett also reported a 185% increase in digital sales that’s expected to continue to grow as students become more comfortable with digital materials.

CSUSB has the sixth largest Immediate Access program and the third fastest growing program amongst other CSU's, with over \$1million in student savings since the program began.

Mr. Pegram outlined Follet's COVID procedures including frequent store cleaning, disinfecting, hand sanitizing, wellness certifications for employees, and one-directional signage. He also discussed Follett's partnership with UEC, on a weekly email campaign that notifies students of upcoming sales and promotions.

Follett's future marketing plans include a New Student Marketing Orientation and Freshman Marketing Program. Follett's remodeling plans for the new SMSU Expansion building include a graphics wall, the expansion of technology and retail merchandise, and student spacing areas that offer free charging ports.

#### IV. FINANCIAL REPORT

Associate Controller for Financial Services, Rima Tan, presented the year-to-date financial statements as of October 31, 2020. Ms. Tan noted that commercial revenues continue to remain lower than budget in most categories due to reduced campus operations from the COVID-19 pandemic.

#### V. OFFICE OF ACADEMIC RESEARCH & SPONSORED PROGRAMS

Senior Director of Research and Sponsored Programs, Paulina Tagle, reported 37 grant proposal submissions, totaling \$23.3 million in requests from July-October 2020.

Diane Trujillo, Director of Sponsored Programs Administration, presented a comparison of expenditures and IDC noting that expenditures for FY 20-21 are down due to restricted campus operations from the COVID pandemic. Sponsored Programs has been busy working on finalizing the CO Audit responses, working with an outside consultant to assist in policy and procedure development in Sponsored Programs, and working on a FNA proposal submission. Ms. Trujillo was pleased to announce the hiring of a Sponsored Programs Coordinator.

#### VI. POLICY REVIEW-ACTION ITEM

Executive Director, John Griffin, presented six policies to the board for review. The Conflict of Interest, Risk Management & Insurance, Transparency & Public Request, Record Retention & Disposal, and Form 990 policies contained no recommended changes by Management. Mr. Griffin reviewed the Designation and Use of Funds for Public Relations Policy, that was updated to provide clearer language and per Uniform guidance and CSU requirements.

The Board of Directors approved the six policies as presented.  
(Chen-Maynard/Yang /Unanimous)

VII. EXECUTIVE DIRECTOR'S REPORT

Executive Director, John Griffin, advised that UEC is working closely with Chartwells to complete all proposed modifications to existing food units by May and is working on plans to tentatively reopen in the summer. UEC is also working with Chartwells, SMSU, and campus on the new Panda Express and coffee kiosk in the SMSU Expansion building.

Mr. Griffin advised that UEC was ineligible to file a FEMA claim and to receive a SBA Disaster Loan due to:

- Not meeting the essential services qualifications
- Viewed as a state-owned entity and therefore ineligible
- Unable to provide proof of economic impact resulting from COVID pandemic.

UEC is exploring the possibility of opening a small on-campus FedEx location that would provide services to students and is also arranging a meeting with Target to discuss the idea of opening a store on campus.

The Executive Director noted that UEC is working with Follett to increase marketing and student engagement efforts. In addition, UEC is exploring alternative opportunities for the Coyote Bookstore in effort to expand student services and increase sales.

VIII. PUBLIC COMMENTS & ANNOUNCEMENTS

ADJOURNMENT

The meeting adjourned at 4:36 P.M.

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*Approved by the UEC Board of Directors*

*Douglas R. Freer*  
Douglas R. Freer (May 14, 2021 16:48 PDT)

*Dr. Doug Freer, Secretary/Treasurer*