



**Santos Manuel  
Student Union**

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**California State University, San Bernardino  
Santos Manuel Student Union Board of Directors  
Friday, September 30, 2016  
Minutes**

**Members Present:** Hamid Azhand, Aaron Burgess, Dr. Mary Fong, David Friedman, Alex Gutierrez, Felicia Hernandez, Joshua Imeri-Garcia, Quin Kochman, Dr. Shawn Patrick, Daniel Perez, Dr. Alysson Satterlund

**Members Absent:** Diana Hernandez Aguilar, Kassandra Johnston, Ruben Vasquez, Casey Ysaguirre

**Staff Present:** Susan Avery, Shannon Stratton

**Guests Present:** None

**Call to Order:** The meeting was called to order at 10:09 a.m.

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

**Open Forum:** None

**Adoption of Agenda:**

M/S Imeri/Gutierrez to approve the SMSU Board of Directors Agenda for September 30, 2016.

The motion passed.

**New Business:**

**SMSU 01/17 Alternative Consultation Process (Action, Hernandez Aguilar)**

M/S Gutierrez/Friedman to approve the Alternative Consultation Process.

Mr. Imeri commented that the Alternative Consultation is a very important topic for the Board to consider. Each year only 800-900 students vote in campus elections. An Alternative Consultation would be able to reach a larger number of students. As the SMSU Expansion is postponed, the SMSU Expansion costs will dramatically increase.

Mr. Burgess commented that an Alternative Consultation is being considered instead of having the students vote upon a fee increase for the SMSU Expansion. This process allows us to inform large groups about the SMSU Expansion and to get feedback from students, faculty and staff.

In 2012, this process was started with a feasibility study by Brailsford & Dunlavey which included several meetings with focus groups, campus clubs and organizations. It is our goal to have meaningful conversations with 4,000 students, faculty, and staff to get additional feedback.

Mr. Gutierrez and Ms. Kochman shared with the Board that there will be a variety of events at which students, faculty, and staff will be surveyed as to their opinion regarding the SMSU Expansion. The marketing staff from ASI and the SMSU will be designing materials which will be used to advertise the components of the expanded SMSU. A promotional video will also be created to use during the Alternative Consultation process which will further explain the SMSU Expansion. At the end of the events, the attendees will be asked to complete a survey regarding what they would like to see in the expanded SMSU and if they are in favor of a fee increase to fund the expansion. They will use an iPad or paper form to complete the survey. Their responses will include the categories of "Very likely, likely, neutral, unlikely, and very unlikely." The questions will be presented in an unbiased manner, focusing on gathering as much information as possible.

The Alternative Consultation will use between 40 and 80 student ambassadors to make presentations and conduct surveys. Mr. Gutierrez commented that this will be the largest Alternative Consultation ever conducted by a CSU campus. Discussion ensued regarding the best methods of publicizing this information to the students, faculty, and staff. Mr. Imeri commented that the main goal of the process should be to get as many students, faculty, and staff in support of the SMSU Expansion and to let them know about all the options for the components of the new facility.

Mr. Burgess commented that it is an additional benefit to students to have a variety of services in the building such as a Career Center or Enrollment Services. Mr. Stratton commented that we are consulting with the students, faculty, and staff to get their feedback. Mr. Gutierrez commented that EO 1102 outlines two processes which include a vote by the students or an alternative consultation process. The benefit of the Alternative Consultation process is that it will educate more students regarding the expansion. The disadvantage to voting is that students do not participate in this process. Last year only 4% of the students voted in the elections.

The information sessions would last 20 minutes, including the time for the attendees to complete the survey on an iPad or a paper survey. Their attendance at these sessions is voluntary; however, there may be incentives for attending including food and/or prizes. This will be an impartial three-week process beginning in October to gather information as to whether or not they are supportive of the expansion.

Mr. Stratton commented that it is our goal to have this on the CSU Board of Trustees March agenda. However, agenda items must be submitted 90 days before the meeting. The results of the Alternative Consultation will be presented to the campus Fee Advisory Committee who will then make a recommendation to President Morales, and he will then make a determination regarding the fee increase. The cost of the expansion is currently \$88,000,000 and will increase if it is postponed.

Mr. Perez asked if the presentations will take place in conjunction with other campus events or as separate stand-alone events. Ms. Hernandez asked how the freshman and sophomores will be targeted. Ms. Kochman responded that these groups will be contacted through the freshman seminar classes, clubs, organizations, and other events. She also commented that having the presentations during other events is a great idea. Mr. Burgess reiterated that no student will pay increased fees for this building prior to its opening. Dr. Patrick asked how the data will be analyzed. Ms. Kochman commented that we are working with a professional consultation team, Brailsford & Dunlavey, who will analyze the process and the data.

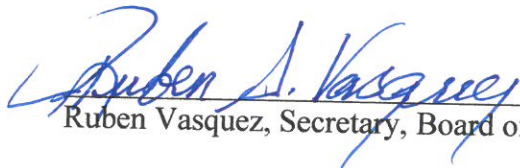
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Motion passed.

**Announcements:** Dr. Satterlund commented that anyone who would like to work on this project is welcome to join. She requested that at the next SMSU Board of Directors meeting, an FAQ sheet be distributed.

**Adjournment:** The meeting was adjourned at 10:53 a.m.

Minutes reviewed and approved by:

  
Ruben Vasquez, Secretary, Board of Directors

10-7-16  
Date