

California State University, Dominguez Hills
Donald P. and Katherine B. Loker University Student Union, Inc. (LSU)
Board of Directors Meeting Minutes ♦ Friday, February 3, 2022

1) Call to Order and Attendance

Chairperson Alex Lan-Powell, called the meeting to order at 10:11 a.m. The meeting was held via video conferencing and in person due to the COVID-19 pandemic.

Present

Alex Lan-Powell
Emilyn Rangel
Miguel Juarez
Alex Alvarado
Edgar Mejia
Obioha Ogbonna
Mayra Soriano
David Gamboa
Nathaniel Dotti
Cecilia Ortiz
Matthew Smith
John Menary
Gustavo Cardenas

Absent

Tony Jake
Erick Garcia
Tamala Lewis

Staff

Damesha McKnight
Jaime Leal
Amy Torres
John Stigar
Melissa Bancroft
Victor Gonzalez
Daijah Johnson
Khoi Pham
Mario Ibarra
Alejandro Herrera

Guests

Laura Kane
Michael Shrock

2) Land Acknowledgement

3) Approval of Agenda

ASI Representative, Edgar Mejia-Alezano moved to approve the agenda for February 3, 2022, meeting. President Designee, David Gamboa seconded the motion.

The motion passed.

Motion passed. 8-0-0

4) Approval of Minutes (December 2, 2022)

ASI Representative Edgar Mejia-Alezano moved to approve the minutes for December 2, 2022. ASI President, Obioha Ogbonna seconded the motion.

The motion passed.

Motion passed. 8-0-0

5) Chairperson's Report

Chairperson, Alex shared that he will be transferring to Cal State LA starting in the Fall 2023 semester. Alex shared that he has been working with others on a cost analysis on making printing services free for students.

6) Executive Director's Report

Executive Director Cecilia Ortiz shared traffic counts for the first week of the semester. A total of 29,811 total visitors in week 1. The daily average weekday visitors Monday-Thursday was 7,098 visitors which dropped down to an average 2,180 visitors on Friday. On the weekends the LSU is averaging 368 visitors. The peak hour for week 1 was 12pm-1pm, which is consistent with last semesters peak hour. Executive Director reintroduced Program Coordinator Andrea Frausto and introduced new Guest Services Manager Mario Ibarra. Cecilia shared the way Board Meetings are attended by Board members. The Executive Committee decided to have Board members attend meetings through Zoom. The LSU will

maintain hybrid attendance opportunities for community members to attend. Upcoming programming includes the MerchMobile, On the Road, and Live at the Union.

10:15am Time Certain- Student-at-Large Appointment

10) New Business

a. Student-at-Large Appointments

Chairperson, Alex Lan-Powel seeked a motion to move agenda item 10a. Student-at-Large Appointments to a closed session.

ASI President moved to move agenda item 10a. to a closed session. ASI Representative, Alex Alvarado seconded the motion.

The motion passed.

Motion passed. 8-0-0

Gustavo Cardenas was introduced to the Board as the new Student-at-Large member, who will serve for the rest of the 2022-2023 year.

Advisory Committee Chair Appointment

Chairperson Alex Lan-Powell seeked a motion to appoint Gustavo Cardenas as Chair of the Facility Use Committee.

Emilyn Rangel moved to appoint Gustavo Cardenas as Chair of the Facility Use Committee. VP Student Affairs designee, Mayra Soriano seconded the motion.

The motion passed.

Motion passed. 5-2-0

7) Finance Committee Report

Finance Committee Chair, Miguel Juarez shared that the Finance Committee met on February 2, 2023. The committee discussed sponsorship and partnership policy, printing services, and the Quarter 2 budget report.

8) Public Comment – Agenda Items

There were no public comments.

9) Old Business

a. LSU NEXT30 Update

Laura Kane & Michael Schrock partners from Brailsford & Dunlavey planning and advisory firm are assisting with the LSU NEXT30 Project. Some key questions are what the mission is for the Loker Student Union and how could that mission be realized. A Vision Session was held with stakeholders to understand what the targeted reality is for the Loker Student Union through five different categories including educational outcomes, campus community, enrollment management, financial performance, and environmental sustainability.

A campus wide survey was deployed to gain student feedback about the Loker Student Union. The survey was open from December 7-18 with a good representative sample with a 95% confidence level and a +/- 3%. The survey demonstrated that on-campus students averaged 3.36 visits per week and off-campus student averaged 2.34 visits per week. On campus-students averaged 46.37 minutes per visit and off-campus students averaged 49.78 minutes per visit. On average, off-campus students are

10% less satisfied with the current space and services than on-campus students. According to the survey the best places to socialize are classes and the Loker Student Union for both on-campus and off-campus students. Areas that need improvement are greater quality of services, comfortable places to relax, hours of operation, more visible marketing of programs & activities, and more cost-effective services and activities. Students were asked what they would like to have available to them, for both on-campus and off-campus students the top two answers were enhanced movie theaters and balcony/rooftop seating. Overall takeaways include that there is an overall high level of satisfaction with spaces within the LSU. Some places that students reported being unaware of were the Nap Room, Games Room, and Sports Lounge. There was a substantial lack of awareness of student support services provided within the LSU like ASI, Office of Student Life, and Reservations. 69% of students reported that it was a high priority to improve the LSU. If improvements are made visits would go from the current 2.43 visits per week to 3.71 visits per week and average 91.18 minutes per visit as opposed to the current average of 49.45 minutes per visit.

Next steps based on the survey include evolving needs of students, having transparency with the campus community, financial considerations, and external factors. Fee comparison of all the CSU's shows that Dominguez Hills ranks 17 in union & rec fees and total mandatory fees. Potential LSU projects include different size projects. Scenario one includes creating some value with the lowest cost for students. On the opposite end scenario four includes extensive infrastructure with possible improved dining, outdoor areas, additional quiet spaces, and enhanced cultural /identity centers.

10) New Business

b. University Master Calendar Presentation

The agenda item was tabled to the next Board meeting.

c. University Strategic Plan Presentation

The University Strategic Plan started with planning in Fall 2022 and implementation began in March of 2022. The process included meeting with Alumni, students, staff, faculty, and held focus groups which led to revisions to drafts and refined the plan in Fall 2021. Questions to start the process included areas of strength, points of distinction, what the campus needs to do to be innovative and equitable. Stakeholder input through survey included over 500 complete responses. The feedback led to revised Mission, Vision, & Values and strategic commitments. The Strategic Plan includes five themes including thriving students, thriving educators, equitable access, culture of care, and pillar or community. As of today, the Strategic Plan has implementation leads, is focusing on project management for each of the themes, is working through sense making and strategy alignment, and is working on a communication plan.

d. FY 22-23 Quarter 2 Budget Report

Assistant Director, Jaime Leal shared year to date reports in Quarter 2 of the fiscal year. The budget year overview includes the LSU-30 Celebration, hosting ACUI Region I Conference, a personnel plan, and enrollment projections. For the second quarter the optimal is 50% which covers period October 1st through December 31st. Student fee revenue is at 0% due to waiting for confirmed numbers of enrollment. Commercial rent is on track with 42% year to date. University rent is at 0% with ongoing conversations with campus on recovery for facility use by campus department. Facility rent is a little below target with 29% year to date. Operating expenses are on track with 50% year to date. Utilities & Services are on track with 54% year to date. Repair & maintenance are at 53% year to date. Event costs are at 41% year to date which will continue with our Open House event. Salaries & Benefits are slightly below target with students at 43%, staff at 45%, benefits at 30%. Contracted services are at 59% year to date, a little above the optimal range. Overall total revenue is at 2% year to date with total expenses at 42% year to date.

e. Toro Dining Advisory Committee

The agenda item was tabled to the next Board meeting.

11) Public Comment

There were no public comments.

12) Announcements

Chairperson, Alex Lan-Powell congratulated Gustavo Cardenas on being appointed to the Board.

Assistant Director, Melissa Bancroft invited the Board to attend Open House on March 1st and 2nd.

13) Adjournment

Chairperson Alex Lan-Powell adjourned the meeting at 12:06 p.m.

Approval of minutes: _____ Or _____
Secretary Chairperson, Alex Lan-Powell

Date of approval _____