

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

**BOARD OF DIRECTORS**

**MINUTES**

**AUGUST 7, 2024**

The meeting was called to order by the President, Carson Fajardo at 10:11 a.m.

Present: Carson Fajardo, Diego Rendon, Autumn Hudson (Zoom), Alondra Lopez, Megha Babu, Valeria Bueno (Zoom), James Chalk, Pedro Gonzalez (Zoom), Tendulkar Mahadevan, Juan Sibrian (Zoom), Ashley Smith, Dr. Michael Rister (Zoom) and Dr. Paz Oliverez (Zoom).

Absent: Stephanie Alfonso, Jeidi Carrion-Fajardo, Melis Yurdakul, and Joshua Bature.

Guests: Herbert Gonzalez, Marina Stone, Joelle Lock, Juan Padilla, Ayanna McAlister and Jesus Ramirez-Castillo.

**APPROVAL OF THE MINUTES:**

The minutes of May 10<sup>th</sup> were approved.

**ADOPTION OF AGENDA:**

The agenda was adopted.

**EXECUTIVE OFFICER REPORTS:**

*President:* President Fajardo attended CSSA in July. He will be serving on the CSSA Board of Directors and Finance Committee. During the summer, he met with Alumni Relations, Division of University Advancement, the Library and the Department of Housing and Residential Education. The Executive Officers will be holding weekly meetings. ASI has established an office goal of achieving 10,000 Instagram followers by the end of the academic year. He has a meeting with Resident Assistants and Academic Mentors tomorrow. Board meetings will be held every Friday during the fall semester. CSUnity will be held for the first time on our campus from August 10<sup>th</sup> - 12<sup>th</sup>.

*Executive Vice President:* Mr. Rendon attended CSSA in July. He will be serving on the CSSA System-wide Affairs Committee. The deadline to apply for Howl Squad is August 30<sup>th</sup>; currently 55 students have applied. He plans on holding a potluck at the August 30<sup>th</sup> Board meeting. The Vacancy Committee reviewed the applications for the four open Board positions and plans to appoint applicants at the next meeting.

*Vice President of Palm Desert Campus:* Ms. Lopez is working with Miguel Millan on filming videos to promote the PDC Advisory Committee.

**EXECUTIVE DIRECTOR REPORT:**

*Executive Director:* Dr. Rister stated that the annual report for the 2023-2024 fiscal year is forthcoming; findings will be reported to the Board in September. He is working with University Enterprises Corporation (UEC) on the current audit. The John Deere Utility Task Vehicle was stolen from campus and sustained extensive damage. He is currently working with the insurance company to make a claim and determine whether it is fixable. The canvas page for CAB Funding has been implemented; there are 40 registered students who have started to use the system.

Dr. Oliverez arrived at the meeting.

**NEW BUSINESS:**

President Fajardo passed the gavel to Mr. Rendon.

**BD 35-24 M/S Fajardo/Chalk: Approval of Executive Order #01 issued on July 1st for the following Vacancy Committee members: Diego Rendon, Alondra Lopez, Melis Yurdakul, James Chalk and Juan Sibrian.**

President Fajardo stated that on July 1<sup>st</sup> he issued an Executive Order to appoint five students to serve on the ASI Vacancy Committee to get the process started as soon as possible.

A roll call vote was conducted as follows:

In Favor: Babu, Bueno, Chalk, Gonzalez, Hudson, Lopez, Mahadevan, Oliverez, Rendon, Rister and Sibrian.

Opposed: None.

Abstentions: Fajardo.

Passed (11/0/1).

**BD 36-24 M/S Fajardo/Sibrian: Appointment of Viviana Cabrera as the Corporate representative to the ASI Personnel Committee.**

President Fajardo spoke in favor of Ms. Cabrera.

A roll call vote was conducted as follows:

In Favor: Babu, Bueno, Chalk, Gonzalez, Hudson, Lopez, Mahadevan, Oliverez, Rendon, Rister and Sibrian.

Opposed: None.

Abstentions: Fajardo.

Passed (11/0/1).

**BD 37-24 M/S Fajardo/Chalk: Discussion on 2024-25 ASI STAND Objectives.**

President Fajardo stated that this discussion is meant to gather input from the Board on the current rough draft of the 2024-25 STAND objectives.

Mr. Chalk stated that there should be a goal to advertise what ASI does for students and how the Board advocates on their behalf.

President Fajardo stated that the goal for the ASI logo is to develop it this academic year and have it debut fall 2025. He agrees with Mr. Chalk and will discuss the verbiage with the Executives along with some strategies that can target both areas.

Mr. Rendon stated that this is the first discussion on the STAND objectives; there will be more discussions in the future once all Board positions have been appointed. He asked what the “Your Fees at Work Newsletter” was regarding.

President Fajardo stated that “Your Fees at Work” was a newsletter that was last published by ASI during the 2021-2022 academic year. The newsletter was posted monthly and provided statistics on what student fees were being spent on. In the future, he plans for the newsletter to incorporate Board information.

Dr. Oliverez suggested that the Board have meetings or attend a workshop with the Career Center for Board development. She also recommended building stronger relationships with alumni possibly by holding an ASI Board or ASI President alumni reunion this fall during homecoming.

Ms. Bueno stated that there should be a goal to have veterans incorporated with the Office of Services to Students with Disabilities (SSD). She also suggested having a goal of improving accessibility on the Palm Desert Campus (PDC) since there are currently a lot of inaccessible restrooms and classrooms for students that are not able bodied.

Mr. Rendon asked Ms. Bueno to go into further depth on the type of challenges veterans face.

Ms. Bueno said veterans have different experiences and more challenges than most students. She thinks finding a veteran representative that can advocate for campus accessibility is important.

Regarding Dr. Oliverez’ suggestion, Mr. Sibrian stated that he has already established a partnership with the Career Center and will be leading a workshop on March 18<sup>th</sup> at PDC. The workshop will be on the art of LinkedIn digital storytelling. He also recommended adding the ideas that were discussed at the ASI retreat.

President Fajardo stated that he received access to the document this morning and has started to add the main ideas of what was discussed. Most of the ideas were related to social media and campus presence. He would like to hear more concrete ideas on how to create a social media presence.

Mr. Chalk suggested a weekly or a monthly message on ASI social media that states when Board meetings are held.

Dr. Rister stated that the Department of Marketing Graduate Program created a report that surveyed over 200 students on what they would like to see, when to see it, and what platforms to use. He suggested sharing that information with our marketing team and Board members.

Ms. Lopez recommended having more events which allow the Board to interact with students in-person, such as tabling.

Mr. Sibrian suggested teaming up with other Board members when having conversations with students since it could be less intimidating. Office hours could also be held with another Board member on campus to attract more students.

Ms. Bueno stated that there should be a goal to destigmatize SSD services.

Mr. Chalk suggested creating a student resource Canvas tab for students.

Ms. Smith stated that she wants to make voter education accessible for students and for students to be less nervous about the process. One of the ideas that she developed was creating a mock ballot which would collect feedback from students on what information they need regarding the election ballot.

Mr. Chalk stated that he would like to coordinate with the registrar of voters for both the San Bernardino County and Riverside County. He also suggested having students volunteer to be poll workers.

Ms. Smith stated that she is working on setting up polling locations on campus.

President Fajardo stated that the STAND objectives are a work in progress. The plan is to finalize the document in September and then send the document to students. He is open to discussing through email or in person if any board members have additional ideas after the meeting.

M/S Fajardo/Lopez: To close discussion. Passed unanimously.

Mr. Rendon passed the gavel back to President Fajardo.

## **REPORTS:**

*College of Social and Behavioral Sciences Representative:* Mr. Chalk met with Dean Hassija on June 26<sup>th</sup>. He has attended the Vacancy Committee meetings.

*President's Representative:* Dr. Oliveres stated that the search for the Dean of Students position has failed, however, the search committee will be relaunched and is expected to start within the next few weeks. The previous Director of Housing left last spring and currently there is a search for a new Director of Housing. There will be soccer exhibition games for women on August 23<sup>rd</sup> and men on August 31<sup>st</sup>. There will be a tailgate for women and men soccer on September 21<sup>st</sup>.

*Productions Manager:* Mr. Padilla stated that Cosmic Coyote will be held on August 11<sup>th</sup> for CSUnity.

*Sustainability Coordinator:* Ms. Lock stated that four volunteer events were held this summer and one more will be held on August 14<sup>th</sup>.

**ANNOUNCEMENTS:**

Dr. Rister thanked Dr. Oliverez for her five years of service as the Vice President for Student Affairs.

Mr. Gonzalez asked the Board to check their emails for important information and updates.

President Fajardo stated that Mr. Rendon will be emailing Board members to schedule one on one meetings soon.

**MOTION TO ADJOURN**

Meeting adjourned at 11:40 a.m.



---

Diego Rendon  
Executive Vice President