



Channel Islands

CALIFORNIA STATE UNIVERSITY

**Student Fee Advisory Committee**

Friday, November 22, 2024 | 8:00 – 8:55 a.m.

Location – Zoom: <https://csuci.zoom.us/j/87525456510>

Committee members present:

Mari Riojas-Cortez

Trina Darakjy

Judah Stice

Allen Monge, acting Chair

Crystal Mendoza

Committee members absent:

Chair, SFAC – Andrew Fox

Chair, Materials, Services, Facilities & Technology Committee – Vacant

Chair, Instructionally Related Activities Committee – Vacant

Faculty – Vacant

**Others in attendance:**

Dr. Eboni Ford Turnbow – Vice President for Student Affairs, guest

Rosa Bravo – Director of Business Operations for Academic Planning and Budgeting, guest

Manisha Reddy Aerra, guest

Neomi Basquez, guest

Dianne Wei Bobritsky – Associate Director of DSA Budget & Staff Resources

Lainey Cortes – Administrative Coordinator to the Vice President for Student Affairs office

Minutes:

- I. Call to Order
  - a. Chair Monge calls the meeting to order at 8:04 a.m.
  
- II. Approval of the Agenda
  - a. Action item: Approval of Agenda
    - i. Motion to approve the agenda (M. Riojas-Cortez / T. Darakjy)

**Motion passed 4-0-0**  
(One member attended after vote)

- III. Approval of Meeting Minutes
  - a. Action item: Approval of minutes from Tuesday, November 19, 2024
    - i. Motion to approve minutes (T. Darakjy / M. Riojas-Cortez)  
**Motion passed 4-0-0**  
(One member attended after vote)
- IV. Public Forum
  - a. No public forum
- V. Category II Fees – Marketing/Communication Strategy
  - a. E. Ford Turnbow presents plan to announce initial communication to the student body at a high-level overview. She encourages edits, feedback, and involvement from the SFAC to put items into motion with support from the DSA/VPSA team.
    - i. January 21: Initial launch of communication and website
    - ii. January 27: printed information (pamphlets, posters) available for dissemination regarding state of student fees. This also includes social media campaign highlighting information.
    - iii. February 3-7: student email sent regarding student fee and engagement opportunities. Student information sessions, alternating virtual and in person. Pamphlets are distributed across campus and during SFAC tabling events. Social media campaign focusing on fees at large and health fee.
    - iv. February 10-14: Campus email reminder for engagement opportunities, tabling, social media campaign and CI view article.
    - v. February 17-21: Campus email reminder, student information sessions, alternating in person and virtual. Tabling, target surveys to students (work with Institutional Research), social media campaign and CI view article.
    - vi. February 24- March 4: Campus email reminder regarding engagement opportunities, tabling, social media campaign and information in CI view article.
    - vii. Feedback and data collection will be shared with the committee. E. Ford Turnbow opens the floor for questions.
    - viii. A. Monge asked for clarification of the testimonials mentioned. E. Ford Turnbow mentioned there is not exact content identified yet. Testimonials could discuss the financial state, programs provided and the impact on students.
    - ix. A. Monge asked if the committee can participate in meetings to give feedback on the marketing content. E. Ford Turnbow stated anyone on the committee is encouraged to attend the planning meetings and help with the marketing.
    - x. M. Riojas-Cortez commented that she appreciates the information and the action plan breakdown.

- xi. Action item: Motion to approve the Marketing/Communication strategy proposal (M. Riojas-Cortez / J. Stice)

**Motion passed 5-0-0**

VI. Category III Travel Fee Requests – ESRM 301 & ESRM 331

a. Action item: Review and recommend

- i. ESRM 301: D. Wei Bobritsky shared the additional information provided by the proposer regarding learning outcomes, student experience and class scheduling/planning to spread out the financial impact over the course of the program.
- ii. J. Stice inquired when students are made aware of fees and if it is when they sign up for a course. D. Wei Bobritsky responded that students are contacted, and fee information is shared, however, not sure of exact timing. R. Bravo shared that faculty do pre-planning and work with Student Business Services to notify students of fees before beginning the semester/course unless there is some delay.
- iii. M. Riojas-Cortez commented that it is difficult to make decisions when the travel location and specific cost estimates have not been provided.
- iv. Action item: motion to approve the ESRM 301 travel fee range of \$0-\$500 (T. Darakjy / J. Stice)

**Motion passed 4-0-1**

- v. ESRM 331: D. Wei Bobritsky shared the additional information provided by the proposer and noted the travel fee estimate of \$125.
- vi. Action item: motion to approve the ESRM 331 travel fee range of \$0-\$500 (T. Darakjy / M. Riojas- Cortez)

**Motion passed 5-0-0**

VII. Closing Remarks

- a. D. Wei Bobritsky inquired if the committee can meet sooner in January, as the next scheduled meeting is January 24. Most of the committee noted they could meet sooner. January 17 may be a possibility. The staff will look at schedules and hold a date.
- b. Email updates will be provided as the marketing/communication plan comes together.

VIII. Adjournment

- a. Chair Monge adjourns the meeting at 9:05 a.m.