



Student Fee Advisory Committee

Friday, February 7, 2025 | 8:00 a.m. – 9:00 a.m.

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

Minutes

Committee members present:

Andrew Fox, Chair
Manisha Aerra
Mari Riojas-Cortez
Trina Darakjy
Susan Kuzminsky
Judah Stice

Committee members absent:

Uday Kiran Jadi
Allen Monge
Student-at-Large - Vacant

Others in attendance:

Kayleena Venzor – Guest
Ryder Berens – Guest
Dr. Eboni Ford Turnbow – Vice President for Student Affairs
Dianne Wei Bobritsky – Associate Director of DSA Budget & Staff Resources
Lainey Cortes – Administrative Coordinator to the VPSA Office

Minutes:

- I. Call to Order
 - a. Chair Fox called the meeting to order at 8:04 a.m.
- II. Approval of the Agenda
 - a. Action Item: approval of Agenda
 - i. Motion to approve Agenda (S. Kuzminsky / T. Darakjy)
Motion passed 5-0-0
(one member joined the meeting after the vote)

III. Approval of Meeting Minutes

- a. Action Item: approval of minutes from Friday, January 17, 2025
 - i. Motion to approve Minutes (T. Darakjy / S. Kuzminsky)

Motion passed 5-0-0

(one member joined the meeting after the vote)

IV. Public Forum

- a. D. Wei Bobritsky introduced guest Kayleena, who will be filling the recently resigned student-at-large position once she is formally appointed.

V. Category II Fees – Marketing/Communication Update

- a. Chair Fox asked Dr. FT if she would like to share a high-level overview of the marketing campaign. She shares we are in week one and marketing is underway with emails, social media, information sessions and tabling. We have hit all areas except for print, which will be expanded per the SFAC request.
- b. Chair Fox shared that there were no student attendees at the first information session. The second session, held online, also had no attendees. Chair Fox stated that the stakes are high on whether fees are or are not raised. There needs to be a more direct approach for the information sessions. Similarly, in the digital marketing approach.
- c. Dr. FT informed the committee that if they want any changes to the marketing campaign, website, etc. to let Student Affairs know. We are here to support the SFAC, but the SFAC needs to take the initiative as well. This needs to be a team effort if it is to be successful. Student Government, ASI and other groups can help spread awareness too. Dr. FT shared that just because students do not attend the information sessions does not mean that there is a lack of marketing or that the message is not getting out. This week's tabling had shared information with 100+ students. Also, there had been a favorable open rate for the email communication. We will get a better pulse on the marketing success once the survey goes out and we see the response rate. Regarding marketing, send exactly what you would like, and DSA team will assist in getting that done.
- d. Chair Fox opens the floor to the members of the committee to share opinions on content, perspective, and feedback of the marketing campaign.
- e. J. Stice shared that he agrees that it is difficult for students to see that a fee increase will keep the services running, and they do not see the struggle of keeping these programs afloat, budgetarily. He shared it is important to share this perspective with students because they just see that the programs are running successfully and without challenges.
- f. D. Wei Bobritsky added the committee is made up of a variety of constituencies. The purpose is to ensure that all voices are represented and

so they can outreach to the diverse groups across campus. We need their help to share information with their networks.

- g. Chair Fox shared that he would put a few items together on Canva and share with the committee so additional items can be sent out on behalf of the committee.
- h. Dr. FT reiterated DSA is a resource to assist with the marketing aspect via email, social media, print, etc.
- i. D. Wei Bobritsky added that we have printed pamphlets and have been handing them out at the tabling sessions. They will be placed throughout campus as well.
- j. S. Kuzminsky stated that she will send out digital media and links to her students, around one hundred. Do not take it personally if students do not show up to information sessions, as they are all juggling busy schedules.
- k. Chair Fox reiterated we need all hands-on deck. Sharing the consequences of both scenarios, whether fees are or are not raised, is especially important. Chair Fox asked for any concluding thoughts and thanked Dr. FT for attending and supporting these efforts.

VI. Category III Fee Memo from Academic Affairs

- a. Action item: Review and Recommend
 - i. AF085: COMM/ESRM 450

D. Wei Bobritsky shared memo that requests the committee temporarily pause course fee from Spring 2025 - Spring 2026. This did not go through normal process since it is temporary.
Motion to approve pause (T. Darakjy / S. Kuzminsky)
Motion passed 5-0-0
(one member joined the meeting after the vote)

VII. Closing Remarks

- a. Chair Fox shared that Student Government and the CI view to work to communicate the consequences of raising or not raising fees to students.
- b. D. Wei Bobritsky added that if any marketing items have an expense, Student Affairs can provide funding. For example, the promotional items provided during tabling was paid for by the divisions of Student and Academic Affairs, and not paid for by student fees.
- c. Chair Fox stated he would like to start seeing recommendations from Student Affairs on what increase amounts would be needed to get fee accounts in to shape. For example, what would it take to keep the student health services programs afloat?
- d. D. Wei Bobritsky stated we have done some analysis; however, we are waiting to distribute the survey, analyze the feedback, and determine the student interest in fee changes. Then, different scenarios can be proposed based on the data collected.

- e. Chair Fox thanked the committee for their attendance, time, and commitment to these issues.
- f. No further closing remarks.

VIII. Adjournment

- a. Chair Fox adjourned meeting at 8:31 a.m.
- b. SFAC's next meeting is February 21, 2025.