

Associated Students, Incorporated
California State University, Long Beach

CAMPUS RELATIONS COMMITTEE MINUTES

Meeting #1

September 11, 2020

1. CALL TO ORDER

Barrera called the meeting to order at 1:32 p.m.

2. ROLL CALL

Voting Members Present:

Xan Balayan (USUBOT Chair) departed 2:15 p.m.
Carlos Barrera (Campus Relations Committee
Chair)
Jesus Gonzalez (ASI Treasurer Designee)
Caroline Sinay Gudiel (Staff Representative)
Judith Magaña (USUBOT Chair Designee) arrived
2:15 p.m.

Non-Voting Members Present:

James Ahumada (Senior Communications
Manager)
Aaron Elimelech (Marketing Manager)

Voting Members Absent:

Adriana Andrade (ASI Treasurer)

Non-Voting Members Absent:

Sylvana Cicero (Director, USU/SRWC)

Martiz Ware (Director of Administrative
Services)

3. PUBLIC COMMENTS

There were none.

4. ADDITIONS/CORRECTIONS TO THE AGENDA

(M) Balayan (S) Sinay Gudiel

1st: Pass 2nd: Pass

VOTE ON THE MOTION

PASSES 4.0.0

5. REPORTS

A. Chair Report:

Barrera thanked the committee for attending the first meeting of the semester.

C. Management Report:

Elimelech reviewed February's leading social media posts for the Associated Students, Incorporated (ASI) corporate, student government and Student Recreation and Wellness Center (SRWC) Facebook, Twitter, Instagram, LinkedIn, and YouTube accounts.

Social media followers had generally increased across platforms for the month of February.

The Farmers Market events had received positive responses on social media with requests to extend the event's hours. This feedback would be reported to Beach Pride Events.

Ahumada reviewed website and newsletter traffic and engagement data for the month of February.

Ahumada explained the significant decrease in corporate website traffic from February 2019 to February 2020, noting that traffic had dramatically increased in February 2019 due to the campus mascot search then dipped after the completion of the search.

Elimelech reviewed March's leading social media posts for the ASI corporate, student government and Student Recreation and Wellness Center (SRWC) Facebook, Twitter, Instagram, LinkedIn, and YouTube accounts.

Ahumada explained the change in ASI Communications' content strategy following the campus closure due to the COVID-19 pandemic.

Social media followers had generally increased across platforms for the month of March.

ASI websites had witnessed decreases in traffic for the month of March likely due to facility closures.

6. OLD BUSINESS

There was none.

7. NEW BUSINESS

8. CLOSING COMMENTS

Ahumada and Magaña thanked Barrera for successfully chairing the meeting.

9. ADJOURNMENT

Barrera adjourned the meeting at 2:31 p.m.

Catherine Heitzhaus Metheny
USUBOT Recording Secretary

Sylvana Cicero
USUBOT Board Secretary

Carlos Barrera
Campus Relations Committee Chair
