

Associated Students, Incorporated
California State University, Long Beach

CAMPUS RELATIONS COMMITTEE MINUTES

Meeting #2

October 9, 2020

1. CALL TO ORDER

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

2. ROLL CALL

Voting Members Present:

Adriana Andrade (ASI Treasurer)
Xan Balayan (USUBOT Chair)
Carlos Barrera (Campus Relations Committee
Chair)
Toni Espinoza-Ferrel (Faculty Representative)
Caroline Sinay Gudiel (Staff Representative)

Non-Voting Members Present:

James Ahumada (Senior Communications
Manager)
Sylvana Cicero (Director, USU/SRWC)
Aaron Elimelech (Marketing Manager)

Guests

Maythe Alderete Gonzalez (ASI Vice-President)

Voting Members Absent:

Non-Voting Members Absent:

Martiz Ware (Director of Administrative
Services)

3. PUBLIC COMMENTS

There were none.

4. ADDITIONS/CORRECTIONS TO THE AGENDA

(M) Balayan **(S)** Andrade

1st: Pass 2nd: Pass

VOTE ON THE MOTION

PASSES 5.0.0

5. REPORTS

A. Chair Report:

Barrera encouraged the committee to vote and reported that he would attend Academic Senate meetings, Parking and Transportation meetings, and Athletics Committee meetings.

C. Management Report:

Ahumada opened a discussion about potential changes to the facility signage policy for the University Student Union (USU) and Student Recreation and Wellness Center (SRWC). Language about flags displayed in Associated Student, Incorporated (ASI) facilities could be added to the policy. Discussion ensued.

Ahumada reported that the ASI Student Government website had experienced a 70 percent increase in traffic during August 2020.

Website traffic for September 2020 had been significantly lower than the previous year.

Elimelech reviewed the April 2020 social media analytics for Instagram, Facebook, Twitter, and YouTube. Many recreational quizzes and virtual events had been promoted across platforms.

Ahumada reviewed the website traffic for April 2020. ASI websites had experienced a significant decrease in traffic compared to the previous year.

Elimelech reviewed the May 2020 social media analytics for Instagram, Facebook, Twitter, and YouTube. Commencement had been highlighted across social media platforms.

Ahumada reviewed the website traffic for May 2020. ASI websites had experienced a decrease in traffic compared to the prior year.

6. OLD BUSINESS

There was none.

7. NEW BUSINESS

There was none.

8. CLOSING COMMENTS

There were none.

9. ADJOURNMENT

Barrera adjourned the meeting at 2:39 p.m.