

Associated Students, Incorporated
California State University, Long Beach

CAMPUS RELATIONS COMMITTEE MINUTES

Meeting #3

November 13, 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)
Carlos Barrera (Campus Relations Committee
Chair)
Toni Espinoza-Ferrel (Faculty Representative)
Judith Magaña (USUBOT Chair Designee) Caroline
Sinay Gudiel (Staff Representative) arrived 2:02
p.m.

Non-Voting Members Present:

Sylvana Cicero (Associate Executive Director, ASI/
Director, USU & SRWC)
Aaron Elimelech (Marketing Manager)
Martiz Ware (Director of Administrative Services)
arrived 1:46 p.m.

Guests

Jennifer Arenas (Digital Media Coordinator)
arrived 1:34 p.m.

Voting Members Absent:

Xan Balayan (USUBOT Chair)

Non-Voting Members Absent:

3. PUBLIC COMMENTS

There were none.

4. ADDITIONS/CORRECTIONS TO THE AGENDA

(M) Magaña (S) Barrera moved to approve the agenda as is.

1st: Pass 2nd: Pass

VOTE ON THE MOTION

PASSES 4.0.0

5. REPORTS

A. Chair Report:

Barrera had attended a Parking and Transportation Advisory Committee meeting and an Athletics Department meeting.

Cicero, James Ahumada (former Senior Communications Manager), and Dr. Miles Nevin (ASI Executive Director), had discussed the concept of allowing cultural identity flags to be displayed in ASI facilities based on a procedural basis. Conversation ensued about potential litigation and challenges. Other options for ASI support and representation including banners, marketing

campaigns and themed programming are available to ASI. Further discussion would be held with executive leaders.

C. Management Report:

Arenas reviewed social media engagement numbers for the summer including the most popular posts across Instagram, Facebook, Twitter, and YouTube for the ASI Corporate, Student Recreation and Wellness Center (SRWC) and ASI Government accounts.

Weekly posts had been created to crowdsource tips for incoming freshman and transfer students.

Posts promoting SRWC-themed Zoom backgrounds, the SRWC Equipment Rental Program, and the Personal Training Program had performed well on SRWC social media accounts

For ASI Government, social media accounts had promoted the ASI Government newsletter to increase readership.

Posts in support of Black Lives Matter had received high engagement on ASI Government accounts.

In an attempt to increase YouTube viewership, brief summary videos had been released to attract viewers to the full-length YouTube videos.

The most popular Instagram Live videos were “Week of Welcome”, “Student Government Vacancies”, and “Live Art with Bianca Austria”.

The Shark Dance Challenge had received over 30 entries through TikTok.

The ASI Corporate Instagram account had reached 15,000 followers but saw a loss of about 500 shortly afterwards. The sources of the loss had been evaluated.

ASI Corporate, SRWC, 22 West Media and ASI Government websites had experienced increased traffic during the summer likely due to introductions of ASI during Student Orientation, Advising and Registration (SOAR).

The Rec Report newsletter had an open rate of 30.3 percent with an article about Owen’s Condition for Tuition receiving the most unique clicks.

Beach Front newsletter had 5,350 page views with 4,684 unique views.

Week of Welcome Special Edition was the most popular ASI Events newsletter of August 2020.

The following report would feature fall semester activity with an emphasis on election programming.

6. OLD BUSINESS

There was none.

7. NEW BUSINESS

There was none.

8. CLOSING COMMENTS

Andrade thanked Elimelech and Arenas for their report and suggested ways that ASI Executives could incorporate the new mascot, Elbee, into future activities.

Magaña thanked the committee for their hard work.

9. ADJOURNMENT

Barrera adjourned the meeting at 2:17 p.m.