

Associated Students, Incorporated
California State University, Long Beach

CAMPUS RELATIONS COMMITTEE MINUTES
Meeting #4
December 11, 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) departed at 2:05 p.m.

Xan Balayan (USUBOT Chair)

Carlos Barrera (Campus Relations Committee Chair)

Toni Espinoza-Ferrel (Faculty Representative)

Caroline Sinay Gudiel (Staff Representative)

Non-Voting Members Present:

Sylvana Cicero (ASI Associate Executive Director/ Director of USU & SRWC)

Aaron Elimelech (Marketing Manager)

Guest

Jennifer Arenas arrived (Digital Media Coordinator) arrived at 1:39 p.m. and departed at 2:10 p.m.

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

Barrera called for the approval of the agenda.

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

1st: Pass 2nd: Pass

VOTE ON THE MOTION

PASSES 5.0.0

5. REPORTS

A. Chair Report:

Barrera wished students committee members well during finals week.

University Student Union (USU) signage policy would be discussed later in the meeting.

C. Management Report:

Elimelech reviewed the Associated Students, Incorporated (ASI) website analytics for September, October, and November 2020.

The ASI Corporate and ASI Student Government websites had experienced a decreased in traffic during the fall semester.

The Student Recreation and Wellness Center (SRWC) and 22 West websites had experienced increased traffic in September.

Elimelech reviewed ASI Newsletter engagement numbers including top stories.

Arenas reviewed the social media analytics for September, October, and November across Instagram, Facebook, Twitter, and YouTube including top posts for each platform.

Election information posts had performed well across social media platforms.

6. OLD BUSINESS

There was none.

7. NEW BUSINESS

A. Discussion Item: USU Signage Policy

Barrera and Elimelech identified the clauses in the existing USU Signage policy that would allow for the display of cultural, and educational campaign banners throughout the USU to align with ASI values and mission.

B. Discussion Item: New USU Screen Locations

Elimelech reviewed potential locations for a new electronic display screen given traffic, Wi-Fi, and electrical connectivity constraints. This project had been previously approved by the University Student Union Board of Trustees as a capital improvement. Discussion ensued.

8. CLOSING COMMENTS

Barrera, Balayan, and Espinoza-Ferrel thanked the Committee for their hard work.

9. ADJOURNMENT

Barrera adjourned the meeting at 2:35 p.m.