

Associated Students, Incorporated
California State University, Long Beach

CAMPUS RELATIONS COMMITTEE MINUTES

Meeting #5

January 22, 2021

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) arrived at 1:34 p.m.
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 (Digital Media Coordinator)
arrived at 1:34 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) Espinoza-Ferrel **(S)** Andrade 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 welcomed students back to the spring semester and encouraged them to remain motivated in their virtual classes.

C. Management Report:

Elimelech presented a promotional video created by Associated Students, Incorporated (ASI) Communications for the ASI Beach Pantry.

Arenas presented the top social media posts for Facebook, Instagram, and Twitter across all ASI accounts in December 2020.

A post declaring ASI Government's support of student requests for alternative grading options had been one of the highest performing posts of 2020.

ASI Communications had marketed Owen's Condition for Tuition program more aggressively to gain more participants.

The holiday, Take a Sec with the Execs Instagram livestream had received higher viewer engagement compared to other livestreams. Several livestreamed virtual events would be available for viewing via the ASI YouTube channel.

Elimelech summarized the website analytics for December 2020. ASI websites had experienced a decrease in traffic potentially due to the final exam period and winter break.

The Beach Front newsletter article about the laptop and hotspot loan program had received the most views in December 2020.

6. OLD BUSINESS

There was none.

7. NEW BUSINESS

There was none.

8. CLOSING COMMENTS

Elimelech presented the potential areas for new marquee signs at the University Student Union (USU).

9. ADJOURNMENT

Barrera adjourned the meeting at 2:12 p.m.