

Associated Students, Incorporated
California State University, Long Beach

**CAMPUS RELATIONS COMMITTEE MINUTES
MEETING #6
FEBRUARY 12, 2021**

1. CALL TO ORDER

Barrera called the meeting to order at 1:33 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)
arrived at 1:37 p.m.

Non-Voting Members Present:

Sylvana Cicero (ASI Associate Executive
Director/ Director of USU & SRWC) arrived 1:48
p.m.
Aaron Elimelech (Marketing Manager)

Guest

Jennifer Arenas (Digital Media Coordinator)

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 a motion to approve the agenda as is.

(M) Balayan (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:

There was none.

C. Management Report:

(Full Report available upon request from the USU Administration Office)

Arenas presented the top social media posts for Facebook, Instagram, and Twitter across all Associated Students, Incorporated (ASI) accounts in January 2021.

The #SleevesUp campaign had resulted in many students requesting more information about the campus COVID-19 vaccine distribution program. Students had been directed to official campus resources regarding vaccine distribution.

Interactive posts on TikTok and Instagram Reels had been published to increase engagement.

The Student Recreation and Wellness Center (SRWC) Instagram account had received a 24.68 percent increase in followership from the previous year.

Elimelech reported that the ASI Corporate, SRWC, and Student Government websites had all experienced increased traffic compared to the previous year. The increase could possibly be attributed to ASI marketing material dispersed during the Student Orientation, Advising and Registration (SOAR) program.

Elimelech reported the number of views for the Rec Report, Beachfront, and ASI Events newsletters and listed the top articles for January 2021.

Elimelech and Arenas presented a promotional video for Week of Welcome.

ASI Communications had rebuilt the 2021 ASI Elections web page for a more centralized, user-friendly interface. A similar approach would be taken for redesigning ASI websites in the future.

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 2:09 p.m.

Catherine Heitzhaus Metheny
USUBOT Recording Secretary

Sylvana Cicero
USUBOT Board Secretary

Carlos Barrera
Campus Relations Committee Chair
