

Associated Student, Incorporated
California State University, Long Beach

CAMPUS RELATIONS COMMITTEE MINUTES

Meeting #7
March 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) arrived at 1:34 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) arrived at 1:54 p.m.

Aaron Elimelech (Marketing Manager)

Non-Voting Members Absent

Martiz Ware (Director of Administrative Services)

Guests

Jennifer Arenas (Digital Media Coordinator)

3. PUBLIC COMMENTS

A. Comments from the Gallery

There were none.

B. Comments from the Board

There were none.

4. ADDITIONS/CORRECTIONS TO THE AGENDA

Barrera called for a motion to approve the agenda as is.

Balayan (MOTION) Sinay Gudiel (SECOND) 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 reported that the committee would discuss the University Student Union (USU) Mission Statement later in the meeting.

B. Management Report

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

Arenas and Elimelech highlighted the weekly events videos produced by the ASI Communications promotion team. An example would be presented at the following Campus Relations Committee meeting.

ASI Communications had attempted to attract incoming students to the ASI corporate Twitter account.

Elimelech reported that traffic had increased on all ASI websites compared to the previous month and previous year

Engagement analytics with the Student Recreation and Wellness Center (SRWC) had been shared with the SRWC team for the purpose of improving newsletter content.

Elimelech and Arenas presented new TikTok videos and explained the content strategy for the ASI TikTok account.

7. OLD BUSINESS

There was none.

8. NEW BUSINESS

A. Discussion Item: University Student Union (USU) Mission Statement Review

Cicero explained that ASI sought to ensure that the language used in the USU and SRWC Mission Statements would be inclusive and requested feedback from the committee.

Discussion ensued.

The potential edits discussed would be in following meetings.

9. CLOSING COMMENTS

The committee expressed their farewells to Sinay Gudiel.

10. ADJOURNMENT

Barrera adjourned the meeting at 2:14 p.m.