Associated Student, Incorporated
California State University, Long Beach

CAMPUS RELATIONS COMMITTEE MINUTES
MEETING #4
DECEMBER 8, 2021

1. CALL TO ORDER

Bao called the meeting to order at 9:04 a.m.

2. ROLL CALL

Voting Members Present
Newton Bao (USUBOT Student at-Large)
Toni Espinoza-Ferrel (Faculty Representative)
Aquila Jacquette (Senate Representative)
Mitali Jain (USUBOT Chair)
Voting Members Absent
Gracie Cole (Staff Representative)
Non-Voting Members Present
Aaron Elimelech (Marketing Manager)
Non-Voting Members Absent
Sylvana Cicero (ASI Associate Executive Director/ Director of USU & SRWC)

3. PUBLIC COMMENTS

There were none.

4. ADDITIONS/CORRECTIONS TO THE AGENDA

Bao called for a motion to approve the agenda.

Jain (MOTION) Espinoza-Ferrel (SECOND) moved to approve the agenda.

1st: Pass 2nd: Pass

VOTE ON THE MOTION   **PASSES 4-0-0**
                                                                              APPROVE- OPPOSE- ABSTAIN

5. REPORTS

A. Chair Report

Bao reported that there had been nothing significant to report due to fall break and finals. He noted that there had been more activity in Owen's Condition for Tuition at the Student Recreation and Wellness Center (SRWC). He had recently attended the Speed Friending event at the University Student Union (USU) and stated it was nicely done and a welcoming environment.

B. Management Report

(Full report available from the USU Administration Office Room 232C upon request)

On the ASI corporate website, Elimelech displayed the most popular posts across ASI social media platforms. Analytical data was reviewed, as well as the most popular webpages. SRWC analytics would

be discussed at the following meeting. He reviewed the number of likes, followers, engagement, and impressions. During the winter, numbers were expected to increase due to SOAR.

Several Bit.ly pages had been created to track analytics and engagements.

Analytics of 22 West Media were reviewed. Elimelech had planned to meet with 22 West Media, and present them with a summary of their analytics and discuss their social media engagement.

There had been new (quick response) QR codes that were used to collect survey data. All interactions with the survey had been brief. Elimelech had hoped that changing the verbiage on the question would prompt responses that were more informative.

Discussion ensued.

6. OLD BUSINESS
There was none.

7. NEW BUSINESS
There was none.

8. CLOSING COMMENTS
Elimelech wished everyone well and good luck on their finals. He reminded the board there would be programs in the USU and SRWC for Finals Week.

9. ADJOURNMENT
Bao adjourned the meeting at 9:28 a.m.