

Associated Student, Incorporated
California State University, Long Beach

CAMPUS RELATIONS COMMITTEE MINUTES
MEETING #7
APRIL 11, 2022

1. CALL TO ORDER

Bao called the meeting to order at 4:06 p.m.

2. ROLL CALL

Voting Members Present

Newton Bao (USUBOT Student at-Large)
Toni Espinoza-Ferrel (Faculty Representative)
Mitali Jain (USUBOT Chair)

Voting Members Absent

Gracie Cole (Staff Representative)
Giselle Garcia (Senate Representative)

Non-Voting Members Present

Sylvana Cicero (ASI Associate Executive Director/Director of USU & SRWC)
Aaron Elimelech (Marketing Manager)

Non-Voting Members Absent

There were none.

Guests

There were none.

3. PUBLIC COMMENTS

There were none.

4. ADDITIONS/CORRECTIONS TO THE AGENDA

Bao called for a motion to approve the agenda.

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

1st: Pass 2nd: Pass

VOTE ON THE MOTION

PASSES 3-0-0
APPROVE- OPPOSE- ABSTAIN

5. REPORTS

A. Chair Report

Bao reported that the Associated Student Inc. (ASI) chat box had been integrated into the California State University Long Beach (CSULB) website. The chat box answered general questions about ASI and related services. Over time, it would accumulate additional frequently asked questions. Eventually, the chat box would redirect to a live representative. The chat box would be implemented on all CSULB webpages and eventually ASI webpages. In addition, Elimelech revamped the feedback surveys that were provided on the kiosks.

B. Management Report

Elimelech reported he had implemented a new survey system for the feedback kiosk that was easier to use.

Elimelech presented the most popular ASI corporate website and social media posts. Analytic data, likes, followers, impressions, and engagement were reviewed.

The Student Recreation and Wellness Center's (SRWC) most popular post for January was presented. Analytic data, likes, followers, impressions, and engagement were reviewed.

6. OLD BUSINESS

There was none.

7. NEW BUSINESS

There was none.

8. CLOSING COMMENTS

There were none.

9. ADJOURNMENT

Bao adjourned the meeting at 4:21 p.m.