

Associated Student, Incorporated
California State University, Long Beach

**CAMPUS RELATIONS COMMITTEE MINUTES
MEETING #5
FEBRUARY 14, 2022**

1. CALL TO ORDER

Bao called the meeting to order at 4:05 p.m.

2. ROLL CALL

Voting Members Present

Newton Bao (USUBOT Student at-Large)

Giselle Garcia (Senate Representative)

Mitali Jain (USUBOT Chair)

Voting Members Absent

Gracie Cole (Staff Representative)

Toni Espinoza-Ferrel (Faculty Representative)

Non-Voting Members Present

Aaron Elimelech (Marketing Manager)

Non-Voting Members Absent

Sylvana Cicero (ASI Associate Executive Director/ Director of USU & SRWC)

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.

Jain (MOTION) Garcia (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 Student Recreation and Wellness Center (SRWC) and University Student Union (USU) had been especially busy due to campus repopulation. He added it was enjoyable to see how students were using the resources and services again.

B. Management Report

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

Elimelech stated that new staff had been hired for Associated Student Inc. (ASI) Communications.

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

SRWC's most popular post for January were presented. Analytic data, likes, followers, impressions, and engagement were reviewed. With the conversion to a webpage, Beach Balance is now similar to the Rec Report, giving viewers access to previous newsletters. Changing the tone of the Rec Center social media accounts was a goal for the spring semester.

Analytics were also reviewed for ASI government, 22 West Media, the Beach Front newsletter, and the Rec Report.

6. OLD BUSINESS

There was none.

7. NEW BUSINESS

There was none.

8. CLOSING COMMENTS

Bao welcomed Garcia to the committee and encouraged her to introduce herself to the board.

Garcia introduced herself as a College of Education Senator and announced she would be graduating at the end of the spring semester.

9. ADJOURNMENT

Bao adjourned the meeting at 4:25 p.m.