

Associated Student, Incorporated
California State University, Long Beach

**CAMPUS RELATIONS COMMITTEE MINUTES
MEETING #8
APRIL 23, 2021**

1. CALL TO ORDER

Barrera called the meeting to order at 3:02 p.m.

2. ROLL CALL

Voting Members Present

Adriana Andrade (ASI Treasurer) arrived 3:20 p.m.

Xan Balayan (USUBOT Chair)

Carlos Barrera (Campus Relations Committee Chair)

Toni Espinoza-Ferrel (Faculty Representative)

Voting Members Absent

VACANT (Staff Representative)

Non-Voting Members Present

Aaron Elimelech (Marketing Manager)

Non-Voting Members Absent

Martiz Ware (Director of Administrative Services)

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

Guests

Jennifer Arenas (Digital Media Coordinator) departed 3:22 p.m.

3. PUBLIC COMMENTS

There were none.

4. ADDITIONS/CORRECTIONS TO THE AGENDA

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

Balayan (MOTION) Espinoza-Ferrel (SECOND) moved to approve the agenda as is.

1st: Pass 2nd: Pass

VOTE ON THE MOTION

PASSES 3-0-0

5. REPORTS

A. Chair Report

Barrera reported that the USU Mission Statement would be discussed in old business.

B. Management Report

Arenas highlighted the social media posts for Queer Diversity Week, ASI Government Elections, In-Person Graduation, And +/- Grading Policy.

Arenas reviewed the top performing posts across Facebook, Instagram, and Twitter for ASI Corporate, Student Recreation and Wellness Center (SRWC), and ASI Government accounts.

Top Instagram Live streams were for COVID-19 Q and A in addition to Wings of Hope Q and A.

Elimelech reported that ASI Communications had been working to centralize the web analytics onto the corporate website.

Traffic to ASI Corporate and SRWC websites had increased from the previous year.

Newsletters regarding facility reopening, grading policy had received the most views in the month of March.

6. OLD BUSINESS

A. Action Item: USU Mission Statement

Elimelech invited feedback on the verbiage of the ASI and USU Mission Statement.

The committee agreed that language regarding inclusivity should be incorporated into the USU mission statement.

Balayan (MOTION) Name (SECOND) moved to approve the 2021 USU and SRWC Mission Statement as amended.

1st: Pass 2nd: Pass

VOTE ON THE MOTION

PASSES 4-0-0

7. NEW BUSINESS

8. CLOSING COMMENTS

Barrera thanked the committee for attending the final Campus Relations meeting of the semester.

The committee exchanged gratitude

9. ADJOURNMENT

Barrera adjourned the meeting at 3:42 p.m.