

Associated Student, Incorporated
California State University, Long Beach

**CAMPUS RELATIONS COMMITTEE MINUTES
MEETING #2
OCTOBER 13, 2021**

1. CALL TO ORDER

Bao called the meeting to order at 9:03 AM

2. ROLL CALL

Voting Members Present

Newton Bao (USUBOT Student at-Large)

Gracie Cole (Staff Representative)

Toni Espinoza-Ferrel (Faculty Representative)

Mitali Jain (USUBOT Chair)

Voting Members Absent

Aquila Jacquette (Senate Representative)

Non-Voting Members Present

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

Aaron Elimelech (Assistant Director, Communications)

Non-Voting Members Absent

There were none.

Guests

Jennifer Arenas (Digital Media Coordinator)

3. PUBLIC COMMENTS

There were none.

4. ADDITIONS/CORRECTIONS TO THE AGENDA

Bao called for a motion to approve the agenda.

Cole (MOTION) Jain (SECOND) moved to approve the agenda.

1st: Pass 2nd: Pass

VOTE ON THE MOTION

PASSES 4-0-0

5. REPORTS

A. Chair Report

Bao reported that after a recent visit to the University Student Union (USU), he had observed students utilizing different areas of the facility. As well, he had observed students using the Information Center for assistance. It had been an ongoing priority to ensure the facility kiosks were fully functional. COVID safety was a priority since all kiosks were touch screen.

B. Management Report

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

Elimelech had addressed the COVID safety concerns as well as other issues with the kiosk, and presented a possible solution. Quick response (QR) codes would be available at every kiosk for students to scan and leave feedback using their phones. The kiosks were expected to be functional at the USU and Student Recreation and Wellness Center (SRWC).

Elimelech reported that the corporate website account had seen a lot of activity during the month of September. There were upticks in views consistent with when they had posted new content and made announcements. As compared with this time last year, activity on the account was higher.

Arenas reported the Social Media Team distributed a lot of new content in September. E newsletter subscribers had surpassed 5,000. Arenas highlighted the most popular social media posts during September across all platforms.

Elimelech reported that the SRWC webpage had shown a similar amount of activity as the corporate account. However, there was much more activity on the webpage compared to the previous year.

Elimelech added the Student Government webpage views had increased compared to last year. Elimelech provided a list of the most popular articles on Beach Front.

6. OLD BUSINESS

There was none.

7. NEW BUSINESS

There was none.

8. CLOSING COMMENTS

Cicero thanked Elimelech and Arenas for condensing their management report. She mentioned a student had expressed concerns regarding the Americans with Disabilities Act (ADA) accessibility on Associated Student Inc. (ASI) social media pages and planned to meet with them to discuss the issue.

Arenas stated that they had incorporated accessibility on the different social media accounts, but she was eager to learn more about how to make them even more accessible.

9. ADJOURNMENT

Bao adjourned the meeting at 9:35 AM