



ASSOCIATED STUDENTS, INC.
CALIFORNIA STATE UNIVERSITY, DOMINGUEZ HILLS
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Minutes
Board of Directors
Friday, April 23, 2021 12:00 - 2:00 PM
Zoom Meeting

This meeting is being facilitated through an online zoom format, consistent with the Governor's Executive Order N25-20, suspending certain open meeting law restrictions.

- I. Called to order at 12:05 p.m. by Jonathan Molina-Mancio, Chairperson

- II. Roll Call
Voting Members Present: Jonathan Molina-Mancio, Rihab Shuaib, Lola White, Daisha Campbell, Evelyn Campos Martinez, Cindy Romero, Ahmilliyon Marin, Ginelle Calleja, and Jocelyn Molina-Mancio
Non-Voting Members Present: Khaleah Bradshaw and Kisha Calbert
Non-Voting Members Absent: Laura Talamante, and Matthew Smith.
Advisors Present: Rasheedah Shakoor, Michellena Lakey, Djeneba Ahouansou, Jesse Magana, and Donisha Quiller.
Visitors: Yoara Cruz, Ivan Lopez, Michelle Santos, Sara Perry, Stephanie H....., Mel Miranda, Kim Lopez, Carolyn Tinoco, Marci Payne, Natalie Lockhart, Scarlett Zamora, and Shamshad Elimu

- III. Approval of Agenda – Action Item
*M/Romero, S/White to approve the agenda as submitted
VOTE: UNANIMOUS

- IV. Approval of Minutes (April 9, 2021) – Action Item
*M/Martinez, S/White to approve the minutes of April 9, 2021 as submitted
VOTE: UNANIMOUS

- V. Time Certain 12:15 PM – Board will hear from newly hired Athletic Director, Dena Freeman-Patton
Freeman-Patton introduced herself. She further noted she is getting to know CSUDH Athletic Department, staff, and coaches via Zoom and now glad to see ASI Board members. She discussed her goals for the Athletics Department, hopes to connect students with the help, support, and opportunities student athletes need at CSUDH. She also hopes to guide the Athletics department to their full potential and raise more opportunities for students with her vision. Freeman-Patton is engaging with various departments and personnel by conducting a “listening tour” around Toro Nation. She hopes to connect with other departments to build excitement and campus spirit within the CSUDH community. She is working with the conference office to determine

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when the university will be back in person to compete in the Fall and confirmed a student athlete liaison would participate in future Board of Directors Meetings. She hopes in turn have an ASI Board member attend their SAC meetings. Her goal for ASI is to be involved with the vision being created for the Athletics Department for the next 5 – 10 years. Shakoor hopes Freeman-Patton receives updates on the department's efforts and ideas in making giving ASI recognition for the student athletes scholarships provided by ASI. Shakoor asked how attendance at sporting events and school spirit could be improved while trying to obtain more sponsorships. Freeman-Patton noted Athletics Department can increase number of scholarships, make the university more appealing for sponsorships, and create more fundraising for the department. She explained when students see the university promoting trendy products, it will get them excited and motivated to be attending CSUDH. Freeman-Patton asked to come back and present her vision and goals to the Board after she concludes her 80-day listening tour. Shakoor advised her to utilize opportunities spending advertisement funding when talking to sponsors, like 501(c)(3) grants. Jonathan Molina-Mancio inquired if there were any plans for expanding athletic facilities since their current facilities have limited space and if they were going to use Dignity Health Sports Park for CSUDH athletes. Freeman-Patton noted the department would evaluate facilities, student requests, and the financial stance before further expansion of the department.

- VI. Time Certain 1:20 PM – Alternative Transportation Efforts – Board will hear from Carolyn Tinoco, on CalFresh regarding their efforts for better alternative transportation on campus
- Tinoco shared efforts of Basic Needs to build equitable and sustainable alternative modes of transportation for campus community. Basic Needs and their partners in CalFresh healthy living have been working on their policy, systems, and environment (PSE) guide to better fit their student needs. The DH team of Basic Needs CalFresh and Sustainability is working on building up their social and physical infrastructure to support physical activity and wellness among the campus community. Tinoco noted CalFresh is working with the City of Carson to create bicycle and walking paths along CSUDH to encourage physical activity. She contacted LA Metro Bicycles for bike units to be placed along East Victoria Street, the Metro Blue Line, and Metro Silver Line. She further noted there are changes to be made to ensure safety on campus has better lighting, clear signage around campus, and pamphlets to educate students on bike safety. Tinoco requested for the student body government to support their PSE to healthy living through social media, letter of support resolution, or pledge campaigns. She hopes for the support can encourage students to take advantage of alternative transportation options, increase physical activity, and pursue bicycle friendly university recognition. Quiller asked about the mileage of the walking trail. Shuaib was concerned about getting the approval to have LA Metro

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Bicycles on campus and Tinoco assured her they would be used around campus. Payne inquired if skateboard would be included. Tinoco noted the campus is currently focusing on bicycles for better campus safety, other modes of transportation will slowly be implemented. Shakoor asked if the university policy has changed in adding bicycles to campus. Tinoco was not aware of a policy change. She explained that the correct support system could change policies since The Chancellor's Office devoted an Alternative Transportation Committee to be implemented in each CSU.

VII. Reports

ASI President – Shuaib, White, and students from Black Student Union are joining with African American entities to strengthen their relationship between community partners, April 27th, 12:00 – 2:00 p.m.

Vice President of Finance – White announced Finance Commission is meeting at 3:00 p.m. She thanked Board members who respond back to her on the Diversity and Inclusion Officer Search Committee.

Director of Student Services – Martinez would participate in the Diversity and Inclusion Officer Search Committee.

Elections Commissioner – Romero stated Quiller share the document to make edits to the Elections Code. She would like to make necessary changes and vote on it at the next Elections Commission meeting.

College of Health and Human Services Rep. – Calleja announced CHHSN Open House is on Thursday, April 29th, 11:00 a.m. – 2:00 p.m. She would email the event flyer to the Board and asked them to share with their colleges to encourage attendance.

Executive Director – Shakoor noted CSU has decided making vaccines mandatory for staff, faculty, and students. CSU is working on how some people can opt out. They are working with grant writer on CCAMPIS Grant for CDC hope receive the grant. The grant, that CSUDH received twice, was reduced from \$800,000 to \$483,000 and is due June 1, 2021.

Associate Director – Lakey reported there are currently two active search committees, Graduate Assistant and a Marketing and Public Relations Coordinator. She further noted Candy Childress, CDC Interim Program Director, and Deyanira Sanchez, CDC head teacher, have been newly hired for the reopening of CDC. The student staff position, Graphics Designer, is still open and hopes the Board would help to recruit candidates. Lakey reached out to newly appointed BOD and asked them to reach out to pro and student staff for one-on-one meetings.

Finance and Business Services Manager – Ahouansou noted ASI is getting ready for their first audit meeting taking first week of May. Participants will receive email to for their arability. Ahouansou further noted CDC is moving forward with facility walkthrough to assess repairs and renovations for a safe COVID-19 environment. ASI submitted third quarter reports to CDE to make sure they are compliant with all

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requirements for their contracts. Ahouansou announced Zoom will have update soon and remind everyone to update the application for better performance.

Accounting Manager – Quiller reported there were four different events that requested funding for food. She noted students like the idea of setting up Grub Hub credit as a food option.

Graduate Assistant – Magana noted ASI is currently hiring for the Graphics Designer position, if the candidate is a senior, they would continue working until August 2021. Magana reminded everyone to respond to the RSVP banquet email to determine attendance.

Vice President of Academic Affairs – Jonathan Molina-Mancio is part of the Graduate Assistant and Marketing and Public Relation Coordinator searches. He is continuously meeting with the Team Toro and Infrastructure Group to discuss the repopulation of campus. He further noted CSUDH may continue to be virtual for the comfort of students and safety. There is a survey released through Toromail asking students how they feel about the campus repopulation. Jonathan Molina-Mancio noted the CSU system will make vaccines mandatory for students attending in-person classes.

Athletics Liaison – Calbert thanked The Board for allowing Freeman-Patton to introduce herself and speak at the meeting.

VIII. Open Forum – Agenda Items Only

Time for members of the audience to address the Board on specific agenda items only.

Calbert inquired if CSUDH will become a vaccination distribution center and Shuaib noted CSUDH has been approved however, there are no vaccinations currently.

IX. Unfinished Business – None

X. New Business

A. Social Media Report – Discussion Item

The Board will hear from ASI Social Media Program Assistant, Ivan Lopez regarding Monthly Social Media report

Lopez made a general overview of social media engagement for Instagram, Twitter, and Facebook for the month of March 2021. In March, Instagram received most visits out of all social media, 1,684 engagements. Most popular posts were One Year Anniversary – Virtual Environment and Scavenger Hunt. Instagram demonstrated superior performance in comparison to Twitter and Facebook throughout the month of March. Performance remained strong on Instagram while there was a slight underperformance in Facebook and Twitter compared to February. Lopez announced they would continue to be consistent in content and contests in all social media platforms, especially Instagram. Santos

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mentioned she reviewed social media analytics over the previous years and noticed a trend on the platforms where ASI starts strong in the beginning of the semester but has a downfall around midterm and finals months. Shuaib inquired if ASI should focus in sharing their account and posting more content around the beginning of the year to gain more followers. Lopez suggested creating unique ways to engage students and help grow their social media platforms.

B. Programming Report – Discussion Item

The Board will hear from ASI Program Assistant, Michelle Santos regarding ASI Program and Events report

Santos made a general overview of the attendance for the Toro Tuesday Report for March and “Where’s Teddy” Contest for the month of March and April. There were 57 participants and 44 additional entry opportunities for Toro Tuesday. She noted there is a trend of high enthusiasm for participation at the beginning of the year that decreases in the middle of the semester. She shared results from “Where’s Teddy” and “Where’s Teddy Pokémon” Edition reached 192 participants in March and “Where’s Teddy Waldo” Edition received 208 participants in April. She noted there was a significant increase of participants between March and April. Shakoor hopes the marketing team finds unique ways to engage with students to grow participation within the social media accounts.

XI. Open Forum – Discussion Item

Time for members of the audience to address the Board.

XII. Adjournment

Meeting adjourned at 1:26 p.m.

Chair’s Signature: _____

Date: _____

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