



ASSOCIATED STUDENTS, INC.
CALIFORNIA STATE UNIVERSITY, DOMINGUEZ HILLS
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Minutes
Board of Directors
Friday, December 4, 2020 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 12:03 p.m. by Blake Anger, Chairperson
- II. Roll Call
Voting Members Present: Blake Anger, Rihab Shuaib, Lola White, Evelyn Martinez, Daisha Campbell, Cindy Romero, Ahmilliyon Marin, Jonathan Molina-Mancio, Ginelle Calleja, and Jocelyn Molina-Mancio
Non-Voting Members Present: Laura Talamante and Kisha Calbert
Non-Voting Members Absent: Khaleah Bradshaw
Advisors Present: Rasheedah Shakoor, Matthew Smith, Michellena Lakey, Djeneba Ahouansou, Donisha Quiller, and Stephen Janes
Advisors Absent: Jesse Managa
Visitors: Yoara Cruz, Ivan Lopez, Mel Miranda, Robert Cunningham, Marci Payne, Bianca Perez, and Shamshad Elimu
- III. Approval of Agenda – Action Item
*M/White, S/Marin to approve the agenda as submitted
VOTE: UNANIMOUS
- IV. Approval of Minutes (November 6, 2020) – Action Item
*M/Jonathan Molina-Moncio, S/Campbell to approve the minutes of November 6, 2020 as submitted. **VOTE: UNANIMOUS**
- V. Open Forum – Agenda Items Only
Time for members of the audience to address the Board on specific agenda items only.
Talamante wanted to know where to direct students interested in joining ASI Board open position. Anger noted student can go to ASI website for application and forward to asivpaa@csudh.edu or Talamante can direct the student to Anger for follow up.
- VI. Unfinished Business
A. Board of Directors/Student-at-Large Appointment – Action Item
The Board will discuss and consider appointments for Board of Directors and

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Student-at-Large Interns.

*M/White, S/Martinez to table Board of Directors/Student-at-Large Appointments. **VOTE: UNANIMOUS**

VII. New Business

A. ASI Social Media Update – Discussion Item

The Board will discuss ASI's Social Media & Programs for Spring Semester.

Lopez made a general overview of social media engagement for Instagram, Twitter, and Facebook for the months of October and November. In October, Instagram received the most visits out of all social media, 1,600 engagements. He further noted most popular posts were Halloween Haunt Announcement and Halloween Haunt Closure. Facebook did not perform well because students are not aware between the account and followers. Most of the Facebook followers are alumni. November, social media promoted major events like General elections, Toro Fitness Fridays, and Toro Tuesday Finale. Instagram, Twitter, and Facebook received moderate performance in engagements compared to October. Lopez further noted that despite performance dropping on social media, Toro Fitness Fridays helped maintain engagement throughout all platforms. Anger asked how the social media feedback will be implemented for the Virtual Spring Semester. Lopez noted they will use more carousel style posts and create more “social media only” events. Quiller asked if Facebook has programs that help ASI connect with alumni. Janes noted that KDHR and Alumni Relations are currently developing a podcast for CSUDH Alumni/Faculty to participate in. Talamante asked Lopez to contact with her on how the Academic Senate can get involved. White appreciated the effort ASI has done to collaborate with the Athletics Department in Toro Fitness Fridays. Janes noted students like Toro Fitness Fridays so much that one suggested turning Toro Fitness Fridays into a program during the Commuter Outreach last week. Lakey suggested Academic Senate Reps should get involved and collaborate with the Social Media and create more engagement for the CSUDH community. Martinez asked if they use social media monitoring programs to help with gathering data. Lopez noted Janes use Hootsuite to monitor analytics. Martinez wanted to know if ASI would join the TikTok community to engage a younger audience. Lopez is exploring and would like to start using TikTok by Spring Semester. Bianca Perez, a CSUDH Alumni, shared her opinions and ideas on social media events to Lopez.

VIII. Reports

Elections Commissioner – Romero announced ASI Elections Application is available on the ASI website. (application link: <http://asicsudh.com/>)

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Director of Student Services – Martinez met with Toro Dreamers Success Center to discuss events they can create for the Spring Semester.

College of Health and Human Services Rep. – Calleja and Dean Peyton are hosting a meeting for CHHSN student leaders December 9, 2020 to discuss ways they can better support them. She further noted being on a Committee with other CHHSN Faculty and students to create a problem sheet for Clinical Science Program. Calleja is serving on the Committee to plan the 2020-2021 CHHSN Open House.

College of Natural and Behavioral Sciences Rep. – Jocelyn Molina-Mancio noted her survey received 300 responses she is collaborating with Dean LaPolt to address the issues students had in their department. She served on the Athletic Director Interviews Committee, they recommended four candidates for the position to the University President.

Vice President of Finance – White announced ASI Finance is meeting at 1:00 p.m. today. They will review the Budget Call Timeline and have Referendum entities review their budgets.

ASI President – Shuaib met with Talamante, Anger, Smith, and the University Deans to discuss spring semester. She further noted to look for announcement of the Dean of Students position soon. Team Toro meeting November 23rd, they discussed university retention strategies.

College of Business Administration and Public Policy Rep. – Jonathan Molina-Mancio hosted “*Chat with the Dean*” event for CBAPP students, gave feedback and listen to students grievances. He further noted the CBAPP survey will close next week. He will meet with Janes to discuss survey 5 winners.

Director of Legislative Affairs – Campbell attended CSSA November 14th, they discussed the Leg Affairs Policy and what to expect in January. At the System-Wide Committee they discussed Board of Trustee updates and two Resolutions; Food Pantry initiative passed. Campbell is looking forward to meet and greet, Virtual Town Hall, for council members and student’s discussions.

Vice President of Academic Affairs – Anger attended Academic Senate where University President advised everyone to hold all virtual events on zoom for the next eight weeks. He advised everyone to test and isolate themselves before returning to campus. The library will soon add a new gaming center.

Academic Senate Liaison – Talamante shared the link to the CSU General Education Breadth Requirements website. (Resource link: <https://calstate/policystat.com/policy/8919100/latest/>) Talamante noted Academic Senate will address requirements when they resume in spring. She asked for ASI’s input on the Resolutions how to expand the Indigenous Peoples of America program, and create an ethnic study alongside other ethnic based department. The Couse drop deadline is extended until December 23rd, to make sure students get appropriate advising about dropping the course. She is requesting feedback to help compose and approve a policy in time for students to follow.

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University President’s Designee – Smith announced the new Program Director for the LatinX Resource Center. He further noted they are exploring API Resource Center for the Spring Semester. He is looking forward to hire for QCRC position soon.

IX. Open Forum – Discussion Item

Time for members of the audience to address the Board.

Perez asked ASI to help her collaborate with organizations on campus for donation to Foster Care Agency she works at. Shakoor asked BOD members to attend scheduled Interviews for the Athletic Directors. She further noted Student Affairs, Dr. Franklin asked to schedule Zoom meeting with BOD members.

IX. Adjournment

Meeting adjourned at 1:03 p.m.

Chair’s Signature: _____

Date: _____

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