



ASSOCIATED STUDENTS, INC.

CALIFORNIA STATE UNIVERSITY, DOMINGUEZ HILLS
1000 E. Victoria St., Carson, CA 90747 ♦ Ph: 310-243-3686 ♦ Fax: 310-928-7141
asi@csudh.edu ♦ www.asicsudh.com

Minutes

Board of Directors

Friday, February 12, 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 12:02 p.m. by Jonathan Molina-Mancio, Chairperson
- II. Roll Call
Voting Members Present: Jonathan Molina-Mancio, Rihab Shuaib, Lola White, Daisha Campbell, Ev Campos Martinez, Cindy Romero, Ahmilliyon Marin, Ginelle Lourdes Calleja, and Jocelyn Molina-Mancio
Non-Voting Members Present: None
Non-Voting Members Absent: Khaleah Bradshaw, Laura Talamante and Kisha Calbert, and Marci Payne
Advisors Present: Rasheedah Shakoor, Michellena Lakey, Djeneba Ahouansou, Donisha Quiller, Matthew Smith, Stephen Janes, and Jesse Magana
Visitors: Yoara Cruz, Michelle Santos, and Ivan Lopez,
- III. Approval of Agenda – Action Item
*M/Shuaib, S/Calleja to approve the agenda with amendment to add CHESS Registration as New Business “A”.
VOTE: UNANIMOUS
- IV. Approval of Minutes (January 29, 2021) – Action Item
*M/Calleja, S/White to approve the minutes of January 29, 2021 as submitted
VOTE: UNANIMOUS
- V. Reports
College of Health and Human Services Rep. – Calleja announced the search committee for CHHS Dean started meeting.
College of Natural and Behavioral Sciences Rep. – Molina-Mancio met with Janes to discuss the CNBS Trivia Night event February 25th, 3:30 p.m. She encouraged everyone to attend.
Director of Legislative Affairs – Campbell and Janes finalized Virtual Town Hall Budget \$360 for giveaways. Incentives will be given to students participating throughout the event. Campbell noted the event will be promoted on ASI social media.

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Elections Commissioner – Romero stated the elections team is reviewing eligibility for 2021-2022 ASI General Election candidates. Romero will review the General Election Timeline and Process/Events at the next Election meeting.

Vice president of Finance – White is looking for one more student to serve on the AVP of Marketing and Communications search committee. Anyone interested see her for the times and dates.

Vice President of Academic Affairs – Molina-Mancio shared Academic Senate is devising a plan for the possibility of students returning to campus in the fall, they are investigating all factors to make campus safe. An announcement on university President Parham's Three-Year Review Assessment will be out Monday, February 15th. He further noted Academic Senate is voting to change the A-G requirements and discussion about the resolution is still in progress. Molina-Mancio further noted The Chancellor's Office is working on approval of the proposed Academic Calendar 2021-2022.

Executive Director – Shakoor noted the Presidential Scholar Committee is looking for Board member/student to serve on their committee for this semester. Members will review student applications and select the presidential scholars for the upcoming year March 26th. She further noted NSO involvement fair is asking for ASI participation. NSO also requested that ASI President congratulate and welcome our First-Year Students June 18th, Transfer Students July 3rd. She further noted that LSU purchased a campus wide registration for ACUI conference March 3rd – 5th, anyone's email ending in "csudh.edu" can register for free at the ACUI website by February 23rd. (Resource link: <https://www.acui.org/2021>)

University President's Designee – Smith announced invitations for the Strategic Town Hall February 18th, is out. Stakeholder meetings are soon coming, he hopes to get a variety of students' participation. Students can either reserve a spot to attend stakeholder meeting or complete a survey. Smith asked that ASI advertise this event on their website for students to take part in.

AVP, IT Finance and Auxiliaries – Payne shared that IT department will hold stakeholder meeting February 16th. Anyone with registration problems contact her.

ASI President – Shuaib received invitation from The President's Office to meet the Chancellor February 19th, 10:00 a.m. she extended invitation to Board members and hope they can all attend.

Accounting Manager – Quiller shared ASI staff is working on plans to reopen CDC. She signed to be note taker for the Strategic Stakeholder meetings. Quiller mentioned there were student parents interested in the CCAMPIS grant she is working on.

VI. Open Forum – Agenda Items Only

Time for members of the audience to address the Board on specific agenda items only. None

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VII. Unfinished Business

A. Board of Directors/Student-at-Large Appointment – Action Item

The Board will discuss and consider appointments for Board of Directors and Student-at-Large Interns.

*M/Shuaib, S/Romero to table Board of Directors and Student-at-Large Appointment.

VOTE: UNANIMOUS

VIII. New Business

A. California Higher Education Student Summit (CHESS) Conference – Discussion Item

The Board will discuss the California Higher Education Student Summit (CHESS) 2021 registration.

Shuaib provided CHESS conference expectations and announced 2021 CHESS registration is for Sunday, March 7th, 10:00 a.m. to 3:00 p.m. She disclosed the CHESS program schedule and noted the importance of the Board attendance at the sessions within the conference. She further noted should the meetings come in conflict with any Board members' class schedule, ASI has note to excuses your absence. Shuaib encouraged Board members to attend Legislative Affairs Committee meeting for more information. Ahouansou asked Board member to notify her if they cannot attend by 3:00 p.m. Monday, February 15th. White requested the March 7th, program schedule. Lakey clarified the Board can access their own copy on the CSSA website. Campbell asked the Board to view an email sent by CSSA addressing the pinpoints of advocacy. She noted the email will be reviewed at their Leadership Workshop alongside the homework Magana assigned them. Calleja asked if there needs to be formal documentation of the student meeting and Magana said they only need a synopsis.

B. Monthly Social Media Report – Discussion Item

The Board will hear the Social Media Report from Ivan Lopez, ASI Program Assistant for Social Media

Lopez made a general overview of social media engagement for Instagram, Twitter, and Facebook for the months of December 2020 and January 2021. In December 2020, Instagram received most visits out of all social media, 1,182 engagements. He further noted most popular posts were Success Breaks Giveaway and Holiday Contest Winners Announcement. Instagram demonstrated superior performance in comparison to Twitter and Facebook throughout the month of December. Lopez announced hosting more contests and giveaways on exclusive social media platforms is being considered. For January 2021, social media promoted major events like, Toro Fitness Fridays, and ASI Buys Your Books Giveaway. In January 2021, Instagram demonstrated exceptional

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performance compared to Twitter and Facebook with 1,624 engagements. However, performance increased in Instagram and Twitter for this month compared to December 2020. Shakoor inquired if they receive ASI website analytics. Janes noted he would include them in the next social media report. Molina-Mancio asked if they have attempted a different engagement approach with Twitter. Lopez noted he was open for suggestions on that. Shakoor asked if ASI has a LinkedIn account. Janes noted their ASI LinkedIn account exists but not much effort has been put into its development. Shakoor noted LinkedIn would be a designated platform for former staff and alumni to connect with ASI.

C. ASI Elections – Discussion Item

The Board will hear from Stephen Janes, ASI Program Coordinator and Cindy Romero, ASI Elections Commissioner on updates with the ASI Elections Process. Romero shared the elections classroom presentation outline was a competition between the Board members. Board members will have to present in different classrooms to encourage student voting in the upcoming ASI General Election. Board members who obtain the most presentations will win amazon gift cards according to 1st, 2nd, and 3rd place. Romero mentioned it was essential to inform students on upcoming Elections events that will get students familiarized with the candidates. All Students that vote will automatically be entered to win various prizes – Nintendo Switch Lite, credit towards a sports jersey from Fanatics, Apple Airpods, Amazon Echo Dot, and more. Romero noted the competition starts Monday, February 15th, until Friday, March 12th,. Students will receive various emails to encourage voting March 15th through 18th. Romero noted candidate need to log their presentations on the spreadsheet and send to Romero and Janes when finished. Janes noted to get in touch with professors in a timely manner and get an email confirmation after they are done with presentation to receive credit. Shakoor encouraged The Board to take advantage of the competition and the opportunity it provides. She noted ASI received the highest voting numbers last academic year and hopes it can be done again. Janes stated if the Board keeps the momentum going in this year's election presentations, they will achieve high voting numbers once again.

IX. Open Forum – Discussion Item

Time for members of the audience to address the Board.

White informed Shakoor of Calleja's participation in the Presidential Council Committee. Calleja is still awaiting a confirmation email from the Committee about her position. Shakoor mentioned she will send Calleja more information about the Presidential Council Committee and encouraged her to get in touch with Dr. Gayle Ball-Parker. Shakoor also advised the Board to register for the ACUI conference.

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IX. Adjournment
Meeting adjourned at 1:01 p.m.

Chair's Signature: _____ Date: _____

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