



**ASSOCIATED STUDENTS, INC.**  
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Minutes  
Elections Commission  
Friday, October 30, 2020 9:30 AM  
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 9:32 AM by Cindy Romero, Chairperson.
- II. Roll Call  
**Voting Members Present:** Cindy Romero, Jocelyn Molina, Lola White, Rihab Shuaib  
**Voting Members Absent:** None  
**Non-Voting Members Present:** None  
**Non-Voting Members Absent:** None  
**Advisors Present:** Stephen Janes  
**Advisors Absent:** Adam Kasarda  
**Visitors:** Jessica Achugbue
- III. Approval of Agenda – Action Item  
M/Shuaib, S/Marin to approve the agenda as submitted.  
**VOTE: UNANIMOUS**
- IV. Approval of Minutes (October 16, 2020) – Action Item  
M/Shuaib, S/White to approve the minutes as submitted.  
**VOTE: UNANIMOUS**
- V. Open Forum – Agenda Items Only – None  
Time for members of the audience to address the Commission on specific agenda items only.
- VI. Unfinished Business  
A. Election Goals – Discussion Item  
The Commission will discuss and begin setting Goals for the 2020-2021 Academic Year.

There was a total of 2,015 votes with 12.5% of students participating in the voting last year. Janes shared that 10% is the standard minimum the Commission usually strives for. Molina suggested making 10% the goal due to the difficulties brought about by the pandemic. Janes shared that the voting goals play a role in the incentives the Commission invests in, as the prizes align with goal numbers. Shuaib asked if it is typical to see an annual increase; Janes said that he will try to analyze the trend in numbers in order to share this information with the Commission in the next meeting. White reminded the Commission that 15% or 1,500 was a goal discussed in the last meeting. Janes said that the marketing team could offer a prize for an amount even higher than the goal – for example, a prize for 1,800 votes even if 1,500 is set as the official goal. White noted that the online format may make it easier to increase voter turnout, as voting will be simpler for students online. The Commission decided on 1,500 voters as the goal for voter turnout. Janes shared that traditionally, the goal for candidate applications is to receive at least one per position, or approximately 15; a week-long extension is put in place if the goal is not met. Janes said that on average, 30-40 people pick up applications, and approximately 8 are initially received back. Shuaib suggested keeping the goal at 15, and shared that she believes that the removal of the signature requirement will help to draw more potential candidates. Commission members shared support for the notion of raising the goal to 20. Janes reminded the Commission that they should be recruiting potential candidates. The Commission decided to keep the official application goal at 15, with the hope to actually reach 20. Shuaib suggested prompting BOD members to ask professors for permission to do classroom presentations in the virtual setting; Romero said that she can begin putting together a Google Slides document to be used for this purpose. Janes said that he will meet with Romero to develop the presentation material.

## VII. New Business

### A. Elections Incentives – Discussion Item

The Commission will discuss incentives for the elections 2020 voting period. Janes shared that prizes given in the past include: video game consoles, Apple AirPods, sporting event tickets, campus parking passes, \$100 Amazon and gas gift cards. Janes suggested not making all of the prizes gift cards, but making one of the lower tier prizes a gift card. Eight prizes were given away last year. Shuaib shared support for high-quality headphones as a prize, as well as tickets for something happening in the local community. Shuaib suggested the idea of giving away jerseys from LA sports teams. Due to differences in team and sports preferences, as well as the uncertainty of sporting event attendance due to the pandemic, Janes suggested giving away a Ticketmaster gift card rather than tickets to a specific event. White reported that many students have been requesting Amazon and GrubHub gift cards; she also suggested looking into the Echo Dot. Janes shared that he believes the budget is \$1,200; he and Romero will look into the prizes to determine which items will fit together into the budget.

Janes suggested giving the winner of the sports jersey the choice of one of three jerseys.

IX. Elections Marketing Strategies – Discussion Item

A. The Commission will discuss marketing strategies to promote the release of elections applications and voting.

Janes displayed the updated Elections page in the ASI website, as well as the Google Form that will be used to express intent to receive an application and the drop box that Kasarda will use to manage received applications. An email will be sent to the entire student body when the application is available and another will be sent to remind about the deadline. Janes reported that the major loss in marketing is in the loss of tabling this year. Romero shared that, from her experience as the former CNBS representative, ASI college representatives have the advantage of being able to meet with college deans.

X. Reports

**Program Coordinator** – Janes reported that he is currently revising the candidate application according to decisions that were voted upon in the last meeting, which include getting rid of the signature pages and replacing them with a request for a letter of recommendation from someone in the CSUDH campus community and responses to additional questions. The announcements are prepared to be posted when the application becomes available.

XI. Open Forum – None

Time for members of the audience to address the Commission.

XII. Adjournment at 10:18 AM by Cindy Romero, Chairperson.

**“ASI REPRESENTS THE STUDENTS”**