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Minutes
Elections Commission
Friday, October 12, 2021 10:00 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. Meeting called to order at 10:15 a.m. by Sophia Arlantico, Chairperson
- II. Roll Call
Voting Members: Ricardo Ortega Martinez, Obioha Ogbonna, and Cindy Romero
Advisors Present: Adam Kasarda and Raven Emmert
Visitors: Natalia Garcia
- III. Approval of Agenda – Action Item
*M/Romero, S/Martinez to approve of the agenda.
VOTE: UNANIMOUS
- IV. Approval of Minutes (April 30, October 29, 2021) – Action Item
*M/Martinez, S/Romero to approve of the minutes from October 29, 2021.
VOTE: UNANIMOUS

*M/Ogbonna, S/Martinez to approve of the minutes from April 30, 2021.
VOTE: UNANIMOUS
- V. Reports
No reports.
- VI. Open Forum – Agenda Items Only
Time for members of the audience to address the Commission on specific agenda items only. None
- VII. Unfinished Business
 - A. Election Marketing Efforts- Discussion Item
The Commission will discuss marketing strategies and images for Elections 2022.
Emmert finalized the following dates for the Elections timeline:
 - Nov 1st -Board Elections Publicized
 - Nov 9th -Election Packets Available
 - Jan 28th -Election Packets Due
 - March 8th -16th –Candidate Forum, Commuter Outreach Publicity, Candidate Debate, Candidate Forum
 - March 21st –Elections Mixer
 - March 21st – 24th -Electronic Voting & Tabling
 - March 25th -Elections Results Announced

The official theme for this year's Elections cycle is "Make History Here" and the tagline is "Your voice your choice".

Emmert presented a Communications Plan tailored specifically for applicants.

The dates and assigned description of communication are:

Awareness: Daily/Nov 9, 2021 - Jan 28, 2022

Lead nurture: Bi-weekly/Date of inquiry- Jan 28th

Intent: Once/Jan 28th

Campaigning: Weekly/Feb 25th- March 24th

In addition, Emmert created a Communications Plan tailored specifically for voters. The dates and assigned description of communication are:

Awareness: Daily/Feb 25th -March 24th

Lead nurture: Daily-weekly/ Feb 25th – March 24th

Intent: Once/By March 24th

B. Elections Promotional Items & Giveaway- Discussion Item

The Commission will review the Elections Budget to consider possible giveaway and incentives

Several promotional items with pricing options were presented to the Elections Commission. The Commission's favorite items included t-shirts, tote bags, water bottles, air pod cases, or masks. The overall proposed budget for Elections is \$6,950.00. \$250.00 of that budget is allocated for promotional materials.

VIII. New Business- None

IX. Open Forum

Time for members of the audience to address the Commission. None

X. Adjournment

Meeting adjourned at 11:08 a.m.