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Minutes  
Elections Commission  
Friday, October 28, 2022 10:00 AM  
Zoom Meeting  
<https://csudh.zoom.us/j/4387912222>

*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 10:03 a.m. by Stephanie Vargas, Chairperson
- II. Roll Call  
**Voting Members Present:** Robert Cunningham, Ezinne Nwadiogu  
**Voting Members Absent:** Obioha Ogbonna, Edgar Meija-Alezano  
**Advisors Present:** Raven Emmert  
**Advisors Absent:** Marcus Jones  
**Visitors:** Jamie Ann Saturno
- III. Approval of Agenda – Action Item  
\*M/ Cunningham, S/ Nwadiogu to approve the agenda as submitted.  
**VOTE: UNANIMOUS**
- IV. Approval of Minutes (October 14, 2022) – Action Item  
\*M/Nwadiogu, S/Cunningham to approve the tabling of the minutes from October 14, 2022. **VOTE: UNANIMOUS**
- V. Reports  
**Elections Commissioner** – Vargas highlighted that Affinity/Resource Centers aren't allowed to publicly promote (I.e. bulletin boards) for other individuals when it comes to campaigning.  
**Marketing & Public Business Coordinator** – Emmert spoke on an update for the Election packets. From previous packet submissions, individuals were allowed to submit their packets in-person and virtually; however, now as school is the majority in-person, individuals must turn in their packets to the ASI office from now on
- VI. Open Forum – Agenda Items Only  
Time for members of the audience to address the Commission on specific agenda items only. None.

**“ASI REPRESENTS THE STUDENTS”**



VII. Unfinished Business

A. Election Marketing Efforts – Discussion Item

The Commission will discuss marketing strategies and images for Elections 2023 Marketing and Public Business Coordinator Emmert presented potential graphics for the 2022-2023 Elections. Two options were presented for the graphics; option 1 highlighted “You can’t spell ‘CSUDH’ without ‘U’” however due to branding, the updated CSUDH logo must be used in all marketing methods; option 2 is using “be the voice”.

As more designs are created for the 2022-2023 Elections, it will include more inclusive personalities and symbols to advertise our diverse student body at CSUDH. In later versions of the graphic, it will say “Vote via Toromail from March 20<sup>th</sup>-23<sup>d</sup>” as it prepares the voting season of the 2022-2023 Elections.

Emmert also presented promotional video campaigns which is a new method of marketing for Elections. Emmert highlighted that to get attention is to: show a face and intriguing title.

VIII. New Business

A. Elections Promotional Items & Giveaway – Discussion Item

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

Marketing and Public Business Coordinator Emmert showed potential merchandise to giveaway during the 2022-2023 Elections season. Items in discussion are: shirts, tote bags, double-sided pens, reusable water bottles, and lanyards. The final decision about these incentives will be made later. Considering these items and events planned for the 2022-2023, Emmert will provide and present the budget during the next meeting on December 9<sup>th</sup>, 2022.

IX. Open Forum

Time for members of the audience to address the Commission.

None.

X. Adjournment

Meeting adjourned at 10:35 a.m.