



ASSOCIATED STUDENTS, INC.
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Agenda

Elections Commission

Friday, January 24th, 2025, 10:00 AM
Loker Student Union Room (LSU) 113

- I. Call to Order 10:19 AM by Marcelo Cowo.
- II. Roll Call
Voting Members Present: Marcelo Cowo, Gyanan Kolasani, Janet Alvarez and Alexandra Huitzacua
Voting Members Absent: Michelle Gonzalez
Advisors Present: Raven Emmert, Kevin Truong and Melissa Neustein
Visitors: Imari Taylor
- III. Approval of Agenda – Action Item
*M/Huitzacua, S/Alvarez to approve the agenda of January 24th, 2025 as submitted.
VOTE: UNANIMOUS
- IV. Approval of Minutes (December 6th, 2024) – Action Item
*M/Huitzacua, S/Kolasani to table the minutes of December 6th, 2024 as submitted.
VOTE: UNANIMOUS
- V. Reports
- VI. Open Forum – Agenda Items Only
Time for members of the audience to address the Commission on specific agenda items only
- VII. Unfinished Business
 - A. Elections Communications Strategy – Discussion Item
The Commission will continue to review the proposed communications strategies for ASI Elections 2025-2026.

Emmert provided updates regarding the CRM. Alvarez noted that they hadn't received any responses from the contacts they reached out to, but those individuals would forward the email to the students. Cowo mentioned that most people did not respond. Gyanan indicated that he made a secondary follow-up but still received no response. Emmert acknowledged that this is our first experience with this process, so it's valuable feedback. She emphasized that we will use this feedback to improve our outreach efforts for next year. In addition, Emmert mentions the front

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desk will begin sending text reminders to candidates who have picked up applications. She will also continue the drip campaign, alongside social media posts.

B. Election Application Updates – Discussion Item The committee will discuss application updates.

Emmert mentioned that we have had 33 applications picked up so far and expect a few more to come in this week. Applicants can submit their materials either to the ASI office or through the Dropbox link. We usually receive the applications a few days before the deadline.

VIII. New Business – None

IX. Open Forum – Discussion Item

Time for members of the audience to address the Commission.

Truong noted that no food orders have been placed yet. With the upcoming events and savings from switching platforms, last year we offered boba, desserts, and paletas. He suggested keeping boba as a larger food item for the forums, potentially serving about 70. Emmert emphasized not giving away food items right away to encourage engagement, a strategy that Cowo and Huitzacua found successful in the past. The committee agreed on keeping boba available only at the end of events. Neustin proposed offering chip bags with toppings and Truong suggested a fruit stand with chamoy, lime, and tajin. Cowo highlighted ways to enhance student engagement at the mixer, while Neustin suggested rebranding it to include agua frescas or mocktails with the candidates.

X. Adjournment

Meeting adjourned at 10:54AM.

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