



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
Elections Commission
Friday, March 21, 2025, 10:00 AM
Loker Student Union Room (LSU) 113

- I. Call to Order at 10:15 AM by Michelle Gonzalez, Chairperson.
- II. Roll Call
Voting Members Present: Michelle Gonzalez, Marcelo Cowo, and Alexandra Huitzacua
Voting Members Absent: Gyanan Kolasani and Janet Alvarez
Advisors Present: Raven Emmert, Kevin Truong and Melissa Neustein
Visitors: Imari Taylor
- III. Approval of Agenda – Action Item
*M/Cowo, S/Huitzacua to approve the agenda of March 21, 2025 with added amendments.
VOTE: UNANIMOUS
- IV. Approval of Minutes (February 7, 2025) – Action Item
*M/Cowo, S/Huitzacua to approve the minutes of February 7, 2024 as submitted.
VOTE: UNANIMOUS
- V. Reports
Program Coordinator – Truong has picked up the friendship bracelet beads for the elections mixer. The order has been confirmed for catering.
Marketing and Public Relations Coordinator – Emmert mentions the ballot has been finalized and tested thoroughly. All candidates have sent their bios and headshots, there are 14 candidates.
- 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.



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Emmert mentions over the last two weeks they've been pushing out emails about different elections events happening. She mentions in regards to open rates on these emails yesterday was a 56% open rate, one. They have also been sending canvas notifications out as well. She will let them know today a carousel post will go live with all of the candidates, their headshots, and the positions they are running for. They've been in touch with IT to make sure it's being whitelisted so it won't go to anyone's spam folders. Next week there will be 10 emails scheduled about reminding them to vote, when they vote they will no longer receive an email. There will be 3 emails going out a day to remind them.

B. Event Updates – Discussion Item

The Commission will discuss Election events.

Truong mentions for all the election events they had 196 total in attendance across all events. Next week they will be tabling Monday through Thursday on the East Walkway from 11:00AM -12:30PM. There is also commuter outreach. There are 12 people signed up for the mixer.

Emmert mentions for

500 votes = \$100 gift card

1,000 votes = parking pass

1,500 = parking pass + \$100 gift card

Watch, parking pass, both

The goal of the mixer is to be communal and ultimately just people have a casual conversation with the candidates and get to know each other.

VIII. New Business

A. Candidate Status Updates – Discussion/Action Item

The Commission will discuss and consider candidate's status

*M/Huitzacua, S/Cowo to table the Candidate Status Updates.

VOTE: UNANIMOUS

IX. Open Forum – Discussion Item

Time for members of the audience to address the Commission.

X. Adjournment at 10:58AM.