

Elections Committee Special Meeting Minutes of April 21, 2014

I. CALL TO ORDER: Chair **Sood** calls the meeting to order at **11:19AM.**

II. ROLL CALL

Members Present

Riddhi Sood
Connie Liao
Nitish Mane
Bhavik Bhatt
John Zamora
Marguerite Hinrichs

Absent Members

Stan Hebert

Guests

Randy Saffold
Sean Rodriguez

III. ACTION ITEM- **Approval of the Agenda**

Motion: (Liao) to approve the Agenda.

Motion carries.

IV. ACTION ITEM – **Approval of the Minutes of April 11, 2014**

Motion: (Zamora) to approve the Minutes of April 11, 2014.

V. PUBLIC COMMENT

Public Comment is intended as a time for any member of the public to address the committee on any issues affecting ASI and/or the California State University, East Bay.

No Public Comment.

NEW BUSINESS

VI. DISCUSSION ITEM – **Marketing initiatives to encourage Students to run for ASI Positions.**

Chair **Sood** addresses the following:

- Made a list of places or suggestions that can be marketed to help have students run for office. For example Greek Council meetings; all the Greek organizations have a council and then they have a meeting. **Sood** further states that she was wondering if one of the committee members can go there and market the elections, although she still had to figure out when their meeting was scheduled.
- **Zamorastates** that the meetings are every other week on Monday's but the time is unknown.
- Chair **Sood** states that there are no more Rec Renewal meetings and the Dinner with the Directors is over as well. Regarding the Academic Senate meetings **Sood** sent Stan an email but he is out of the office today (4-21-14).
- **ED Saffold** states that the committee can have Katrina Mayol or Gaozong Yang make an


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announcement on behalf of the Elections Committee because they give a report at the Academic Senate meeting on what ASI has been up to. **Saffold** further states to send a message to Katrina and Gaozong.

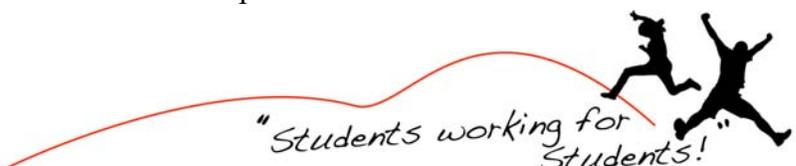
- Chair **Sood** states that she believes there is a RHA General Assembly either this week or next week (4-20-14/4-26-14 or 4-27-14/5-3-14) in which hopefully her or Connie can attend and speak there.
- Chair **Sood** suggests tabling on Earth Day (4-22-14).
- ED **Saffold** states that he might be able to get together some highlighted information on a half sheet by tomorrow (4-22-14) to hand out.
- Chair **Sood** states she is going to make some changes today (4-21-14) to the Elections Packets so she tells **Saffold** to make sure there are a few applications there for people to pick up.
- Chair **Sood** states that the Director of Environmental Affairs Kathy contacted her and said that she will have a table for the Elections Committee to promote elections. **Sood** then proceeds to asks if any committee members can table.
- **Mane** questions what time is the event.
- Committee answers 11am-2pm.
- Chair **Sood** states that they don't have to be there the whole time but she does want some representation.
- ED **Saffold** tells Riddhi if she gets it done by today (4-21-14) he can make sure that she will have at least 20 Elections Packets to hand out by the morning (4-22-14).
- Chair **Sood** states that she will have them to **Saffold** by 3pm today (4-21-14).
- **Mane** states that he can table from 10am-12pm.
- Chair **Sood** asks **Saffold** if he can make sure he leaves the copies with Sneh.
- **Mane** states that he was wondering about how Marguerite told the committee about the volunteers that she had who can help the Elections Committee. **Mane** further questions if they be able to help him with tabling.
- Chair **Sood** states that Marguerite is taking a Special Events class this quarter but she doesn't know when the class is held. **Sood** would have to go there and talk about the assignments to the class and it is too early to talk about that to them. But she can send out an email to Marguerite and she can send out an email to her students to see who wants to meet **Mane** down there although she can't guarantee they will show up. **Sood** further states to pick up the applications from Sneh and make sure to read the half page handout and the timeline. If anyone has any questions that **Mane** can't answer just tell them to email **Sood**.
- ED **Saffold** states that 90% of what people are going to ask is already on the packet, all **Mane** has to do it know the packet and then he will have the answers.
- Chair **Sood** states that the T4T concert is an initiative that the campus has been having since last year; Testing for Tickets. T4T is for sexual education and encouraging students to test for STD's and STI's. Student Health and Services was also doing sexual education and Housing has one as well. **Sood** further states that for T4T there will be an upcoming



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concert but she doesn't recall the date.

- **Zamorastates** that the concert will be April 26th at 1pm-5pm.
- Chair **Soodstates** that she talked to Marguerite and she thought that it was a good idea to tell students about elections at the concert, so they have a table booked for the Elections Committee.
- **Zamorastates** that he can go from 1pm-3pm.
- ED **Saffold** suggests that **Zamora** arrives 20min early to locate the table and he further states to make arrangements with Marguerite to have tickets for the committee members who are tabling to get in or have arrangements at the volunteer booth to get them in the event.
- **Liao** states that she can table from 3pm-5pm.
- Chair **Soodstates** that can be there from 3pm-5pm as well.
- Chair **Soodstates** that Smooth Transitions is another program that Student Life has and that they have a coffee hour every Thursday. It is a program outreaching to have transfer students get involved with the school. A lot times they don't really get transfer students in ASI so it's a great way to let them know what ASI is. **Sood** further states that their coffee hour is usually Thursdays in the morning and asks if **Mane** would be able to attend.
- **Mane** states that he can't because he has a midterm this Thursday (4-24-14) but he'll let **Sood** know about the other Thursdays.
- Chair **Sood** brings up the topic of tabling at the Career Fair.
- ED **Saffold** suggests that the committee makes sure that they are able to table at the Career Fair because it's not their event and it's not an event that Marguerite is running. The committee needs to get advanced permission as opposed to just setting up at their event.
- Chair **Sood** states running for office in the elections is a good career booster so it would be a good idea to inform students at the Career Fair.
- The committee agrees that it's a good idea.
- Chair **Soodstates** that she will contact AACE to see if they could do that.
- Chair **Sood** states that the Diversity Center is another part of ASI, so the Elections Committee can have applications and fliers posted at the center.
- ED **Saffold** states that they can do that for any ASI office.
- Chair **Sood** states she doesn't know much about any upcoming athletic games and she doesn't know if they should try and market at them.
- **Mane** states that there will be Intermural sport games happening this month (April 2014). There are many events that are going to happen in the RAW, so the committee can table there.
- ED **Saffold** states that tabling in the RAW is something the Elections Committee has never been done. He further suggests spending money on a banner for when they table or to hang on a building.
- Chair **Sood** questions if anyone can do research on which athletic games are coming up in the next two weeks; intermural and CSUEB sports.



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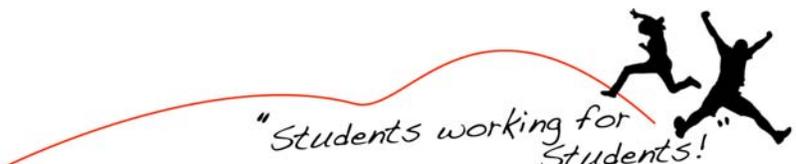
- **Zamora** volunteers to do research on upcoming athletic games.
- ED **Saffold** suggests marketing on bulletin boards next to classrooms instead of just having it outside the buildings.
- Chair **Sood** states that Stan wanted one of the committee members to work with the Pioneer Newspaper and she will try to get more information from him about it. The applications are uploaded on the ASI website, and they will hopefully be updated by tomorrow (4-22-14). **Sood** further states that she will talk to Marguerite about having one of the committee members added as an administrator on the Facebook elections page to make daily posts. She also questioned the committee's opinion on having an ASI Elections Instagram page.
- Chair **Sood** states she knows that ASI is going by one Facebook page and wonders if the Elections Committee can create a separate account.
- ED **Saffold** states that he encourages they do that because the Elections Committee is supposed to be very independent. Just make sure when they set these things up, set them up in a way where information is passed down to Marguerite and Sneh; like usernames and passwords. That way next year's committee can get in without a problem. They should also verify that none of those pages already exist.
- Chair **Sood** states that the list that she made is her action plan to market ASI elections.
- ED **Saffold** suggests that **Sood** starts to assign subcommittees and that are assignments given out to members in the committee.

20:25

VII. DISCUSSION ITEM – **Sub-Committee formation**

Chair **Sood** addresses the following:

- **Sood** questions if anyone has any ideas for subcommittees they should have.
- ED **Saffold** suggests volunteer recruitment and management. That could be thought of as a subset of marketing but there is more work to be done instead of just marketing work within this group. There is the distribution of the red boards, policing of the boards; to make sure people are putting materials up, and the people who have to do the video work. There are many things around volunteers that the committee needs to just have one person looking for.
- Chair **Sood** states that marketing is very vast, therefore they should distribute it in forms of different... ED **Saffold** interjects by adding subgroups like social media.
- ED **Saffold** states they should have someone on the candidate debate.
- Chair **Sood** and ED **Saffold** discuss what would be included in the tasks for the subgroup: making reservations, making streaming arrangements, prepping of candidates, prepping questions, finding a moderator, candidate education information meetings, polling stations, ballot/initiative preparation.
- Chair **Sood** states that she will send out this information to all the committee members.
- ED **Saffold** states that including volunteers is important because volunteers are needed on



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the committee to help assign the work to. If each person had a few volunteers that they could work with and complete something, each one can take responsibility for an area and move forward.

- ED **Saffold** suggests to the volunteer recruiter to call some of the people that were on the Elections Committee last year. Meet with Sneh and get email addresses from the people who served last year to see if anyone is willing to either volunteer or help the committee complete their work through advising.
- Chair **Sood** states that they need to talk about whether they want to pay their volunteers.
- ED **Saffold** state that that is a whole group discussion, a subcommittee is not needed to talk about that.
- Chair **Sood** states that so far there are five different subcommittees.
- **Zamora** states that he wants to take the Candidate Information/Education meeting.
- **Mane** states that he wants to take the Volunteer Management/Recruitment
- **Bhatt** states that he can do Candidates Debates.
- **Liao** states that she could do Ballot/Initiative Preparation.
- Chair **Sood** will take Marketing.
- Chair **Sood** states that she will make a document with potential tasks that they are expected to take over for the individual subcommittees.
- ED **Saffold** suggests emailing Sneh and seeing if she will help you coordinate the volunteers. If the committee does a general email to call for volunteers to help out with ASI Elections to all of the currently seated committee members who aren't on the Board. **Saffold** further states that when Marguerite sends out the applications do a call for volunteers during that time period as well.
- **Liao** states that if Riddhi could send her a list of all the days and times volunteers are needed she can forward it to the External Committee orientation team that she is apart of.
- Chair **Sood** states that she can try and she further states that she will email Marguerite to see if she can go to her class and see if she can get some volunteers from there too. **Sood** further states that at tabling events they can have signup sheets for volunteers.
- **Zamora** states that for tabling will the packet still be due Friday (4-25-14).
- Chair **Sood** states there will be a special committees meeting on Friday (4-25-14) where they can hopefully extend the deadline because things didn't come out the way they were supposed to.
- **Zamora** questions if for the tabling event they have on Saturday (4-26-14) will there be any Elections Packets.
- Chair **Sood** states that he should say that it's due this Friday (4-25-14) because they don't want to market that the deadline is being extended they want to market that they finish it by the deadline. Then they could do an all campus email stating that they extended the deadline if that's what they are considering.
- ED **Saffold** states that he would tell Marguerite if for any reason they cannot deliver the fillable form by this afternoon (4-21-14) don't wait, just send out the notice that it is



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available for people to download, print, and fill out. The fillable form can always come later; don't let it be the excuse as to why you delay it one more day.

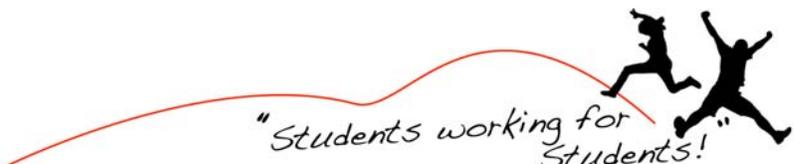
- ED **Saffold** states that for social media Riddhi should start posting on social media sites that this is available.
- Chair **Sood** states that she doesn't have administrative power for the Facebook page, but Marguerite has the information to get onto the Facebook page.

32:34

VIII. DISCUSSION ITEM – **Election Committee's Budget**

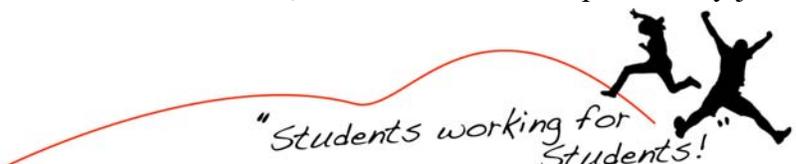
Chair **Sood** yields the floor to ED **Saffold** to address the following:

- ED **Saffold** states that the Elections Committee has a budget of about \$4500. The committee has options on how they want to use their budget, but most of it goes towards marketing. A final ad to go into The Pioneer is one of the larger costs; the committee needs to make sure that they take out a half page with the elections results to inform the campus of the winners. Last year there was a promotional barbeque the Elections Committee paid for, and also they decided to pay volunteers an hourly rate. **Saffold** further suggests that the committee gets an overview of the ideas that they want to do and try to assign hours and money to that to start looking at the budget. The banner that **Saffold** thinks the committee should get that would hang on the UU; which would be a permanent vinyl banner that they can reuse would be rounded up to cost about \$250.
- Chair **Sood** questions if the budget includes the committee member's stipends.
- ED **Saffold** states that their stipends have been done differently. In previous years the Elections Committee made it so no one received stipends and all that money was put towards the elections. Another year stipends were only given to the chair and the co-chairs and the rest of the money was used towards the elections. Last year everyone in the committee got a stipend, so it depends on how the committee wants to handle the budget. **Saffold** suggests that the committee makes their budget for marketing first and then make the decisions on how they are going to divide up stipends.
- Chair **Sood** suggests that they email Marguerite and see if she has a copy of the budget from last year (2013-2014) and see if they could use that as a draft.
- Chair **Sood** states regarding the budget she wants to see what things they are planning to do. The committee knows for sure that the final ad would be a big piece out of the budget. One thing that for her old experience that she's seen is not to spend too much in The Pioneer because not everyone reads it.
- **Zamora** states that instead of spending money in the newspaper they could make some banners and put them in The Cave or in different buildings so people can actually read them.
- Chair **Sood** refers to previously used ASI Elections fliers that they could use.
- Chair **Sood** questions the committee if they would want to have snacks at the Candidate Information meetings.



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- The committee states that they could have a little bit of snacks there.
- Chair **Sood** states that she was thinking about having four different candidate meetings.
- **Liao** questions if four different candidate meetings are necessary.
- **Man** states that he thinks there were only two candidates meetings.
- Chair **Sood** states that Candidates Information meetings are when the Elections Committee tells the candidates what they need to do for their campaigning. This meeting is very important because if they don't attend they will be disqualified. Marguerite was thinking if they only do two days students have classes but if there is four they have more choices to come in.
- **Liao** states that last year she believes they had three and one was in the evening.
- Chair **Sood** states that they should definitely have an evening meeting.
- Chair **Sood** states that they will have snacks for the candidate meeting, then maybe two barbeques, and the candidate debates. There was a candidate debate in housing and another time there was a candidate debate in the Union. **Sood** further reminds the committee that she suggested having candidate debates in both locations.
- **Saffold** states that they can have the two debates, but just have some time between the two dates since previously they talked about having them on consecutive days. By having some time in between debates it gives the candidates time to prepare.
- Chair **Sood** states that Marguerite suggested the days to be consecutive because it is a marketing tactic. If things are done right after each other they are keeping up with the momentum. **Sood** further states that when she gives Bhavik the information he needs for his subcommittee, he will hand off that information prior to the debates to the candidates.
- Chair **Sood** questions if the committee wants to have food at the debates.
- **Zamora** questions if the barbeque is for the debate.
- Chair **Sood** states no that the barbeque is something that they are doing outside the Union, more to be social. For students to come get free food, learn about elections, learn which people are running for which positions, and then the candidates will come out so the students can talk to them.
- **Mane** states that instead of putting snacks in the Candidate Education and Information meetings they could have them at the Candidate Debates so more people will go there.
- Chair **Sood** states regarding the education information meetings she doesn't think they will use over \$50 for food per meeting. **Sood** further states that they look at the projection for what they are going to use at everything and then decide if they want snacks.
- **Liao** states that for the debates it would be a good idea to have food because the committee is trying to attract outside people but for the information meeting the candidates have to be there regardless so it's not necessary to provide food for them.
- Chair **Sood** states that they could provide water at the candidate meeting, a barbeque, and food at the debates.
- Chair **Sood** states that they will possibly spend money on a banner.
- Chair **Sood** states that she and the co-chair, **Liao**, will talk about the stipends; they just do



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not know how they want to do it this year (2013-2014). **Sood** then proceeds to inform Connie that they can talk about it later, and that they will talk about it to the committee in a future meeting.

- **Bhatt** questions if they hire volunteers how much will they have to be paid.
- Chair **Sood** states that the committee still has to think about if they are hiring them. It would be based on how much money is left after all the expenses. **Sood** further states that spring quarter is the time where students try to fulfil their volunteer hours, so if the committee markets the right way they can get volunteers without having to pay.

49:30

IX. CLOSING ROUNDTABLE REMARKS

Sood: Urges Nitish and Bhavik to come to the meetings on time.

X. ADJOURNMENT

Meeting adjourned at **12:09PM.**

Minutes Reviewed by:

ASI Chair Elections Committee

Name: Riddhi Sood

Minutes approved on:

5/5/14

Date:

