

**Elections Committee Meeting Minutes of April 10th, 2015**

1. CALL TO ORDER: Chair **Yusufi** calls meeting to order at **9:05AM.**
2. ROLL CALL

Present Members Absent Members Guest

Jalila Jones Jordan Leopold

Anjila Yusufi Marie Ibarra

Asha Ravi Mohammed Lil Brown-Parker

Ishita Thanki

Stan Hebert

Marguerite Hinrichs

Erik Pinlac

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

**Motion: (Mohammed) to approve the agenda.**

**Motion Carries.**

1. ACTION ITEM – Approval of the Minutes of June 2, 2014

**Motion: (Thanki) to approve the minutes of June 2, 2014.**

**Motion carries.**

1. 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.

1. ACTION ITEM - **Social Media**

Chair **Yusufi** addresses the following:

* There is an Instagram and Facebook page for ASI Elections.
* On Facebook everyone on the committee should be able to edit the page.
* The role of the person in charge of the Social Media is to post about any deadlines approaching and things related to elections.
* The person in charge will be posting twice a day as the deadline for voting approaches.
* Dean of Students **Hebert** states that the committee is on a critical time since the deadline to submit applications is next Wednesday. It is very important to be specific about our messaging. It is important to have a campaign that encourages students to participate. We will need not only social media but also the internet.
* **Thanki** asked if there is any way of sending a mass email about elections to all students.
* Chair **Yusufi** states that there was a mass email sent out by Student Life and Leadership about elections already. Some colleges have also already sent out an email. Chair Yusufi has contacted all the Deans for all four colleges but have not received a respond.
* Dean of Students **Hebert** states that he would like to call on some experienced board members for suggestions to generate nominations between now and Wednesday.
* **Brown-Parker** suggests that tabling is a grand way to invite students to apply. Students will have the opportunity to ask questions and have a one-on-one if they would like to know more about a position and they can be directed to the right people.
* **Leopold** agrees with **Brown-Parker** and states that he believes it is more inspiring and relevant to table, connect with students and be able to answer any questions that they have. There is a misconception that students can only run for elections if they have previously served. However it is not like that. Students can run if they are Freshmen or if it is their last year at CSU East Bay. He states that there can be an effort made at housing or flyers can be passed out at the unions in order to promote for elections and get students involved.
* **Ibarra** states that another thing that has been done is to get in contact with the deans of the colleges and ask if they can identify anyone that can be a great fit for a position. Because of time, **Ibarra** suggests that committee members look at their classes and ask their professors for any recommendations of students that they can see as potential student leaders.
* Dean of Students **Hebert** states that every member of the committee should have applications with them at all times because they never know when they are going to encounter a student interested in applying. He states that contacting faculty is also a great idea. He states that the committee does not want any students to not apply because they think it is too difficult.

**Motion: (Mohammed) to designate Thanki as the person in charge of Instagram and Facebook ASI Election social media pages.**

**Motion carries.**

**16:08**

VII.DISCUSSION ITEM – **Marketing Strategies**

Chair **Yusufi** addresses the board of the following:

* Marketing Strategies suggestions so far
  + Tabling
  + Having professors recommend some of their students
  + Committee Members announcing elections in the beginning of their classes
* Interim Executive Director **Pinlac** suggests going to hot spots on campus for example, the cave
* **Thanki** suggests reaching out to the presidents of clubs and organizations on campus so that they can promote it in their meetings and whatever events that they are having.

* **Hinrichs** suggests emailing all club leaders encouraging them to run and also contacting campus advisors. **Hinrichs** would like to clarify if marketing strategies being suggested is to get people to apply.
* Dean of Students **Hebert** states that in fact the marketing strategies are for getting people to apply.
* **Hinrichs** then suggests that the committee can also visit and advertise at the dinning commons and possibly table there for one hour. The RAW plaza is another place to advertise as well since there is a lot of traffic there as well. She states that there should be tabling strategies as well. There needs to be something to attract students to the table.
* **Brown-Parker** states that for tabling the committee has to find out who is going to be available for tabling. If as a committee there is not enough people to table she suggests that the committee reaches out to others to help, because it is the bodies that the committee needs. There cannot be one lone ranger at the table because then there will be opportunities missed to talk to other students if you are attending to one.
* Chair **Yusufi** states that she will send out a document with the places and times that the committee can table. After everyone inputs when they will be available to table and the document is reviewed then Chair **Yusufi** will reach out to others for help if needed.
* Interim Executive Director **Pinlac** states that he would like to get the board and encourage them to go out there to help with the marketing. College Senators do have a requirement to table so Interim Executive Director **Pinlac** suggests that the committee try to coordinate something with the College Senators so that they are not alone tabling.
* **Leopold** asked how often there is an update given on the number of students that have applied.
* Dean of Students **Hebert** states that he has casually been informing the committee but if the committee would like a more formal update of how many students have applied by the end of each day then he can certainty do that.
* **Leopold** states that if the number of applicants is not high by April 14th the committee should consider extending the deadline a day or two.
* **Hinrichs** states that she is concern with the timeline. She also states that marketing strategies are being discussed but there are no marketing materials. The only thing that is being used is what has been used in years passed. She states how there are no posters, flyers, or graphic designs that can be used to promote. She states that there are no visual elements that help promote elections and that would encourage students to apply. She strongly believes that that needs to get done today and if the committee needs ideas the ASI Elections Facebook page has visuals that have previously been used. She states that there is no time to come up with a new marketing message and she already used the one that was used last year. She states that she has a social media strategy plan that **Mohammed** can use.
* **Brown-Parker** stated that she was under the impression that there were banners for elections and asked if those banners are still available or if they are outdated.
* Chair **Yusufi** stated that there are banners that encourage students to vote but not to apply.
* **Jones** states that she strongly believes that the deadline for the application should be pushed back because she has had students come up to her thinking that the application is to apply to work for ASI to serve as a board member. She suggests that the deadline be extended until Friday, April 17 because there is a limited time with limited information to give out to everyone.
* Interim Executive Director **Pinlac** states that there is a second deadline that allows for positions that were not applied for and that also allowed students to change the position they were running for.
* **Hinrichs** believes that the committee should focus on getting all the positions filled.

**Motion: (Jones) to extend the ASI candidacy application deadline to April 17 at 5PM.**

**Motion carries.**

* **Hinrichs** states that students seem to be confused as well because she did not list the positions that are available to apply for since she did not know which positions are available being that there are some changes going on with the board. She would like to be sure of what positions are available before she sends out another email because last year she did make a mistake and sent out the wrong information.
* Chair **Yusufi** states in the application packet there is a list of the positions available.
* **Hinrichs** states that she agrees that students are getting confused with application thinking that it is job application when it actually is a candidacy application.
* Chair **Yusufi** states that the descriptions for all the positions are in the application packet. She suggests that the committee familiarizes themselves with the positions so that when tabling they are able to speak about the position.
* Interim Executive Director **Pinlac** stated that the committee should invite all their friends to like the ASI Elections Facebook page; he himself has already added his friends.
* **Jones** stated that she is in contact with the Pioneer Newspaper and so she is trying to see what can be done about sending out the list of deadlines and the importance of the candidacy form and what it entitles. She will be sending out an email to everyone once she talks with the Pioneer Newspaper.
* Interim Executive Director **Pinlac** states that the committee marketing budget is $600 as stated in a previous meeting. He is aware that the ASI marketing team has a fund for newspaper but is not sure how much of that budget has been used but that can be something that can utilize if there is going to be advertisement through the Pioneer Newspaper.

**41:55**

VIII. DISCUSSION ITEM — **Open Forum**

Chair **Yusufi** states addresses the following:

* Last year there were two open forums where mainly the candidates were the ones that showed up.
* They also had a live stream through the Pioneer News and students were able to look at them online.
* **Leopold** suggests bringing the open forum to the students. If possible he suggested having open forum at the Agora stage and making the area attractive by having banners, balloons, and giveaways.
* Chair **Yusufi** stated that last year the candidates were given 4-5 questions to answer and direct to the public, the public also had a chance to ask questions if they wanted to. The open forums do not run as debates where candidates go head to head.
* **Leopold** asked if there was intent to have a debate after the candidates gave their speech.
* Chair **Yusufi** stated that last year there were not many students who attended the open forum held at Lassen Hall and once there was no more food people left. With the other forum that streamed live there was no interaction with students and so they did not have the ability to interact with the candidates.
* Dean of Students **Hebert** states that here is a benefit to having an open forum live in public. All students would be heard. The committee can consider having a debate for one position, for example the position of President.
* Chair **Yusufi** states that last year the open forums where a bit long and it was not clear if students were paying attention.
* Open Forum is stated on the application to be the week of April 20th through the week of April 27th. There are no specific dates to when the forums will be taking place. Last year there were two big open forums and then small events going on.
* Chair **Yusufi** asked if there is enough budget to do the same as last year, 2 open forums and small events throughout the week. What she would really like to have happen is have one big open forum at Agora Stage just like **Leopold** suggested and if successful there would not be a second forum needed.
* **Leopold** states that it is important to push out the updated timeline to students as soon as possible.
* Dean of Students **Hebert** reminds the committee that open forum falls on Earth Week and it is important to coordinate appropriately so that there is no conflict between any other key events that ASI is hosting. Mandatory candidate meetings would have to be held on Monday or Tuesday (April 20 or April 21) now that the new candidacy forms deadline was pushed. Campaigning would be starting then on Wednesday April 22nd. Open forum would then be held on April 23rd and April 24th

**Motion: (Jones) to make the candidate mandatory meeting on Monday April 20th, 2015 and Tuesday April 21, 2015.**

**Motion carries.**

**54:50**

**Chair Yusufi tables the DISCUSSION ITEM – Shirt Distribution and DISCUSSION ITEM – Button Distribution to next week’s meeting.**

XII. ROUNDTABLE REMARKS

**Pinlac**: If the committee needs extra meetings or if they need working sessions they can work those out throughout the week as well. It is a lot to get done in one day during a one hour meeting.

**57:05**

XIII. ADJOURNMENT

Meeting adjourned at **10:03AM**.

Minutes Reviewed by:

**Elections Committee Chair**

**Name: Anjila Yusufi**

Minutes Approved on:

**4-24-15**

**Date**: