

Elections Committee Meeting Minutes March 4, 2022

I. CALL TO ORDER at **10:05 AM**

II. ROLE CALL

Present: Zhanserik Temirtashev, Jaulayah Hanzy, James Carroll, Anahi Ballesteros, Emilia Brettner, Marguerite Hinrichs

Absent: Erik Pinlac

Late: Michael Ryan Cesena

III. ACTION ITEM- Approval of the Agenda of March 4, 2022

Motion to approve the agenda of March 4, 2022, by **J. Hanzy**, second by **Z. Temirtashev**, motion **CARRIED**.

IV. ACTION ITEM- Approval of the Minutes

Motion to approve the minutes of February 25, 2022, by **J. Hanzy**, second by **E. Brettner**, motion **CARRIED**.

V. PUBLIC COMMENT – Public Comment is intended as a time for any member of the public to address ASI and/or the California State University, East Bay.
No public comment.

3:56

VI. UNFINISHED ITEMS

No unfinished items.

4:11

VII. NEW BUSINESS ITEMS

A. INFORMATION ITEM- **Candidates' Bios, Pictures, and Videos**

The Elections Committee will receive an update as to where we are with the candidates' bios and pictures from the Marketing Team. Zhanserik Temirtashev will provide a brief update on the Voter Guide. The Elections Committee will discuss and set a deadline for it should be completed.

Z. Temirtashev says I have drafted two versions of the candidate poster similar





to voter guides. I can share the screen right now and show it to you or I can file them in Google Drive for everyone to see. I have attempted to make the posters designed to catch the eye. Would everyone want to see them now?

J. Hanzy says we have the time to view it, so you share your screen.

Z. Temirtashev shares his screen with the members. This is the first draft which is simple, but I have added a frame around the poster and the picture. I need to work on the spacing and the bio is provided by the candidate so there were no edits to that. The second draft is bold with more colors and bold format. I decided to go for an art decoration theme and the wall of text readability. I included the picture at the bottom. I am hesitant about the location of the event so it will depend on whether this will be published online or around campus. I am open to feedback so if anyone has something they want to add, please let me know.

J. Carroll wants to make sure that you were able to get my note regarding the update about the corrected bio and so if you were able to make sure that the new bio was in for the candidates.

Z. Temirtashev states this is Ashmita's bio who is one of the candidates. I wanted to get everyone's feedback on the drafts before I started making them for every candidate. This is the first draft, which I decided to share it before I make it for other candidates. If everyone likes the drafts, then I will start for others. I am open to any suggestions about any design choices or something you would want to see.

J. Carroll says there is a subfolder about the bios because as of last week, there was an issue with one of the bios which has been corrected based on the email that I would sent out. All information in that folder is correct and ready for you to move forward. The posters will be posted online with a link on our Elections webpage and then we would post the direct link in the email that's sent to all the students about voting. The students can click on it and then it would be referenced at the top of the voter the ballot. We have to check the format because if the document is too big then it takes quite a time to download or load. I believe that would be a conversation held offline to ensure that it doesn't take a long time for someone to click on the link and load. What might be the best format to do that so people can see it and then depending on the format we may need to run that by accessibility services to confirm that the format is accessible and readable.

M. Cesena echoes what James has said, when I talked with Kris, the main thing with the second draft is the font having that shadow or that second layer to it. Kris has cautioned us on making sure to have clean font because some people if they do not have the best vision or it is harder to see it which is why we do not use size



6 font or size 4 font. The accessibility services have few rules especially for posting them online, which we have to abide by them to make sure it's legible and everyone can read the information.

J. Hanzy asks is there a document that Z use as a guide to what would be acceptable?

M. Cesena has reached out to them specifically, but I will email the group if I find a document for that particular topic.

B. Kitto agrees with the sentiment of the first draft. It is nice so is the second one but it is the backlight of the red text behind the black text. It caused me eye strain when I was trying to look at it so if you work to produce back shadowing try using a less intense color, like a more muted red. In terms of fonts and styles for the university, they do have a page that has everything listed in terms of typical fonts and styles.

E. Brettner prefers the first one more than the second one but that is my opinion.

A. Ballesteros says the second draft looks similar to 3D which makes me want to get the 3D glasses to see properly but the first draft is easier to look at.

J. Hanzy likes both of them. I love that you designed both of them and tried to be different from them but at the same time, you kept it simple. I do agree that the first one is probably the best because it looks cleaner, and I did like how you photograph the picture that made her look there instead of in a block.

Z. Temirtashev says I will continue working on them during the weekend and continue updating as I go along but is there a deadline that I should complete by?

J. Carroll says to complete it within the coming week because then we can start putting the posters out sooner than later. If we have them ready by next Friday, that would give us into the following week when we have the candidate forums and the information about the candidates would be out to coincide with. I wanted to mention that the photos for social media, Michael Ryan supervises that team that made the pictures for us that we can put on social media with the background. The link is in the folder for the subfolder that has the pictures, and he is waiting for one candidate to update their picture, but we will have it by next week.

Z. Temirtashev says that is doable for me. I will send a few drafts over during the weekend and we can discuss what options we have.

J. Hanzy thanks Michael for putting together the bios for us and your team. We appreciate that. Any more questions or discussions?

18:40



B. DISCUSSION ITEM- Meet the Candidates Forum/Debate Week

The Elections Committee will discuss the week of March 8th to March 12th. There are updates from Jaulayah Hanzy and Emilia Brettner.

J. Hanzy says I and Emilia have not met regarding this yet, but I did want to ask if anybody has any ideas. We are trying to put together a date for the time on the location and how we want to plan that. Please share your ideas so when we meet tomorrow, we can use the ideas to start with. I believe this is a chance for the students to get to know the candidates, meet them and give them a chance to talk about what their plans are or what they stand for when it comes to what they plan on doing? By doing this, the students will have an idea of whom they are voting for and for what position.

B. Kitto asks if the event taking place virtually or in person.

J. Hanzy says it's going to be in person. We have thought of ways to have it virtually in case some students want to attend but necessarily can't be in person. So, we will discuss if we want somebody to sign in on zoom and host that meeting so students online can be part of what's going on and still get a chance to meet whom they're going to be voting for. We have to set the date, time, and location and from the committee who can help and as well as getting volunteered?

B. Kitto says in terms of booking locations on campus, they need to be booked beforehand. I believe they want two weeks of beforehand notice and for some locations, some forms need to be filled out before.

J. Hanzy says thank you for letting us know. I and Emilia are meeting tomorrow evening to discuss things in concrete. This event would be during the week of March 14th through 18th. We will be setting a firm date soon.

J. Carroll says as Brandon said there are some additional steps when it comes to events in person. During pre-pandemic, we had the tables set out and a longer fashion for all the candidates to be able to sit behind and then we used Facebook live if there's a better suggestion there, but we used Facebook live to stream the event. Then the candidates responded to questions even though we did have students standing around. In those years, we did have food catered from our campus dining either a nachos bar or we get into food the reservation time. I have not been working closely with the in-person events so I will defer to Marguerite for any important highlights, but the main piece would be the group needs to figure out what would be the outside space that we can hold it which is going to draw attention. In the past, we did it 2 days during that week either in 1 day during UU hour or the other day was during lunchtime and often done either a Tuesday,



Wednesday, or Thursday but I will deflect to Marguerite because she has a better sense of the events about how that's been moving forward, particularly in this new post-pandemic time.

M. Hinrichs says Brandon being in the office is familiar with some of the challenges that we have run into. We do have to reserve the space which is going to require a Special Event Plan. James is right about food. It requires and puts limitations on us however if we can reserve the space similar to Student Life has tables that might help with the situation. We are here to support in that sense, but we are going to have to submit a reservation and I would say at least two weeks advance notice anything beyond that would be pushing it.

J. Hanzy says Dr. Marguerite, I, and Emilia will be meeting tomorrow evening and by Monday morning, we will have some information sent out so we can start with getting things served.

A. Ballesteros says from what I understand is we have to put in a notice two weeks ahead, but I believe it would be easier if everyone can give me their opinion to do it on the walkway. I think we need to reserve space for that.

M. Hinrichs says yes if we don't, we can get in trouble.

A. Ballesteros says I wasn't aware that you had to reserve that space and I have completed the volunteer forms. James, I added the information which you asked me to. When do we send them out and how is that going to happen?

J. Hanzy says because we have an event coming up which we're discussing. We should send them out because we are a small committee and need help with getting the word out about what we have going on. We need to meet students to help us set this up and take it down.

J. Carroll says if you have completed the forum then email it to the committee and then ask the committee to send that out through your networks of student orgs that you are part of. I would send that forum or the link to the forum out to all the committee members so they can send it to their student networks. We need 15 to 20 volunteers. As we are narrowing down the time, set up, and teardown of the events, we need to get that to Emilia so she can put together the time slots and the dates so students can sign in the dates and times that they can volunteer. We are working on the polling station sign-up plan so we will have that out to Emilia. As far as everyone working on the event, figure out what your needs are, and aside from the community members and a couple of volunteers and then we can put that in one forum for all five events. We will have three polling stations in the two



candidate forums and then that'll be the signup sheet which makes it is easy. This would be my best suggestion unless members have another idea.

A. Ballesteros says the dates are from March 14th to 23rd. I put for the week after for the candidate forum and then the dates from where we're having polling.

J. Hanzy says separate the dates so from March 14th to 18th is for the forums and then the dates for the polling, so students know about the dates.

A. Ballesteros says I would make another forum for that.

J. Carroll says to limit the confusion is to separate the dates. You could put that we're looking for volunteers during the week of in parentheses candidate forums, and then the three days of voting. I would use the same forum because it's going to get confusing while trying to collect the information in separate forums.

A. Ballesteros says I will do that. Please let me know the dates and I will add another other question on Google doc which says for candidate forum these are the dates for and for polling station these are dates.

J. Hanzy says we can go over it tomorrow during our meeting.

A. Ballesteros says I will send the forum after making the necessary edits.

J. Hanzy believes the walkway would be an ideal location for both days then at least for 1 day Emilia can finalize. I wanted to know everybody's schedule from March 14th through the 18th so we can see who available and what times is because, if possible, I do want a committee member to be there at all times even if that means that we are handing it in off to each other. We can take turns to be at the event. For example, if I had a class and I had to get to class but Z got out of class then we could swap positions so if I can get you guys this schedule for that week that would be good. I will be emailing you in the following week with possible dates or times that you could be available for the event.

Z. Temirtashev says it would be best if we create a group calendar. I can do that in Google Calendar and create a timeline so that we can look at and list our availability on there. Please tell me if this is something that interests anyone.

J. Hanzy says that would be a great idea because we can visually see the times that members are busy and available. Can you put this together possibly today or tomorrow and send the link out? Can you do this by no later than tomorrow night so we can prepare for this event and have concrete information to send out by Sunday or Monday?

Z. Temirtashev says I can do that. I will be sending the calendar tonight so do lookout for an email from me. I will invite everyone to a team calendar so we can



all put our deadlines and import the election timeline or the committee timeline so that everyone can see, and everyone can schedule for it.

J. Hanzy says the last thing I wanted to discuss regarding this topic is how we are going to promote this event and be known? I acknowledge that we didn't get many applications for the positions, but I want to get the student body involved which is my main priority for this entire process. To get students involved and feel connected to campus. Many students want to be involved on campus and this is the start of what they're looking for so. If it is all right with your professors, they can give you time before or after class to make a brief announcement about the candidate forum and you can take down a list of the names and emails of students who are interested in volunteering to help out with the event. Emails would be good student announcements and I am wondering if flyers can be made up. If we did make Flyers, would it hold with the candidate policy as far as putting them up where we can put them up and the limitations?

J. Carroll says for the posting policy the link is in the candidate's PowerPoint, that's the campus policy for posting which we have to follow. The team that is planning this, check out that link for the posting policy for the campus, and we can figure out if someone would need to make the flyer. Check with Michael Ryan but if the flyer is 8½ by 11, it might be able to be printed at the ASI office since it's an ASI committee and budget, but I am not aware of how ASI manages the printing of flyers. The flyers are going to be in low numbers, but I would ask members to consider if we are posting them, what are good locations to do that? where it would make sense and be worth it? If we are going to put them on hidden bulletin boards, you want to put them in the places where they are going to be seen. Another thing I would suggest is that there is the process to have them placed on our electronic signs so we can get the information and I will defer to Michael Ryan because I am unaware of the process since this would be an ASI group if we go through ASI to fill out the forum to have it posted. That is something Michael Ryan could advise the team on.

J. Hanzy asks Michael Ryan, do you have any suggestions for us? If not at the moment, we can email and keep each other in the circle with that about how that process goes. Thank you everybody for your comments and suggestions.

39:36

C. DISCUSSION ITEM- Election Marketing



The Elections Committee will discuss the plan for marketing the election, creating fliers for events, and how to get students on campus to vote.

J. Hanzy wants students to get involved and feel a part of a campus that is moving towards in person while including the students who want to stay online. Do we have any idea regarding how we can get students involved and get a turnout for voting? Students are getting interested in this election because we have a candidate forum of which many students can be part. Can we do an information table for one day before the elections?

B. Kitto says I am not fully knowledgeable about how the election process works but would it be possible to do a candidate spotlight on the ASI page? We have the candidates, and they can record a short video in which they describe their goals and themselves and then you could upload them on either Instagram or Facebook or their social media pages so you can get more promotion and students would know who's running, what they're going for and the dates.

J. Hanzy has the videos that the candidates will be sending in, and we can talk to other campus social media pages and get them to post those videos and promote the elections. I believe the best way to get the word out is by the word of mouth and getting students to talk about it which starts with us. We have to tell students so I'm looking for us to promote this and to get the word out. While promoting on social media, I believe we cannot post about only one person.

M. Hinrichs says it has to be neutral and we have access through student life. The committee has access to email all students. So, we can send out a series of student emails to all students regarding some of these events and programs.

J. Hanzy says that would be amazing. I can draft a mass email template about the voting and the candidate forum, and we can get that sent out there.

B. Kitto says as Marguerite said about the mass emails, I believe a good combination that would be along with the form and all that information if we do have those videos in time then including those in the email. Some students don't follow all the social media and don't know that we have these social media, but the mass email goes out to everyone because every student has the email.

J. Hanzy says that is true. Our biggest problem with emails is everybody has one but not everybody checks. I do want to get a mass email out there. It's in the plan and I will be working on it this weekend. I will be forwarding that to Brandon and Dr. Marguerite or where would that be sent out. can I get a timeline of how much in advance we would need to submit a request for the electric billboard promotion?



B. Kitto says when it comes to the electronic billboard, it could take at least 2 to 3 days in advance but sometimes it can take up to a week if you get it done towards the beginning of the week then you will see it posted by Wednesday. The deadline port is about 2 weeks maximum you can have posted on there. There are different types of signs on campus similar to the ASI sign. There is a format to follow to have it posted on electric billboards.

J. Hanzy says we can further discuss this tomorrow when I invite you in with the meeting with Emilia. Any more discussion or questions?

48:02

D. DISCUSSION ITEM- **Voting/Polling (March 21-23, 2022)**

The Elections Committee will discuss the voting process with an outside vendor and the polling stations.

A. Ballesteros says James and I started a Google doc that we have been going back and forth. James did have a rough plan for the dates to be Monday to Wednesday which would be March 21st to 23rd from 11:00 am to 1:30 pm. We are deciding on the campus location. What would be the best location in terms of foot traffic for the polling events where we would gain the most momentum? We are planning on two to four iPads, a tent, two tables, some printed voter guides where students can look at preferably laminated so it would be easy to disinfect and providing hand sanitizer wipes to wipe down materials to make students feel more comfortable and a frame that says ASI election vote with a QR code that would direct students to the elections page or the voter guide. We were planning some small snacks or ASI pencils or ASI bracelets which they can grab. The small snacks are going to be juice boxes, fruit snacks, and some things that we can get from Costco. James mentioned ASI presents popcorn and then ASI giveaways would be in reference. We are looking at breakdowns of time so from 10:30 am to 11:00 am would be setup time which means picking up tents and supplies from the ASI office, then 11:00 am to 1:30 pm would be the event hours and then 1:30 pm to 2:00 pm would be the cleanup time. The volunteers would be non-committee members and a 2 per hour timeframe. We want to make sure that we're receiving we're providing the right incentives and getting confirmation for all of that.

J. Hanzy says that sounds amazing. I love all of those ideas and I'm glad that you are getting far on planning this. Could we try to give out campus merch whether that's a shirt, a hoodie, or lanyard?



J. Carroll says there are state and federal regulations about giving out things at a polling station that could violate the law so we can't do raffles at a polling station, and it could cause some problems. What we can do is have candy that's students can take as they go or ASI pens, something that is small and low dollar value and doesn't appear to be given or raffled based on voting. If you wanted to look at raffling something as a giveaway for students who attended the forum that would be all right since it's not connected to voting. We will have to see what budget we would have so we would need to look at what ASI already has small-item giveaways that we could give away throughout the year. We have to decide the location of the polling station. Where do members think the best location would be so we can get those tables reserved.

J. Hanzy believes in front of the bookstore is where the most foot traffic is. We have a walkway but there is not enough foot traffic, and we would need to direct students there.

Motion to **extend** the meeting for five minutes by **J. Hanzy** seconded by **Z. Temirtashev**, motion **CARRIED**.

Z. Temirtashev says the walkway in front of the Arts and Education building that accessible to us and if we moved it a bit then we could get more foot traffic. I am not acquainted with the logistics of doing this, but we could set up one table in front of the library, near Starbucks but I am unaware of how that would work out.

J. Hanzy says in front of the library and what was the other suggestion?

Z. Temirtashev says there is a walkway in front of an Arts and Education building and I remember they were giving out free masks, so they had tables around the staircase. I am not aware if we could do the same considering that the area gets more foot traffic than the usual walkway.

J. Hanzy says we have to focus on what something students can get enough engagement and if we wanted to move this to a location where there isn't much foot traffic, but students would be willing to walk over and vote. I would say if the forum doesn't get much engagement, then we would have to focus somewhere that has foot traffic. We can table in front of the library so we can consider that.

M. Hinrichs says we should check with our TV studio. We have worked with them in the past to broadcast our candidate forum and they can assist us.

J. Hanzy says I will note that down and reach out to you regarding that. Thank you.

VIII. ROUNDTABLE REMARKS



No roundtable remarks.

1:00:50

IX. ADJOURNMENT at **11:06 AM**

Motion to **adjourn** the meeting at 11:06 AM, by **Z. Temirtashev**, second by **A. Ballesteros**, motion **CARRIED**.

Minutes reviewed by:

Committee Chair

Name: Jaulayah Hanzy



Jaulayah Hanzy (Mar 23, 2022 11:09 PDT)

Minutes approved on:

03-11-2022

Date:

