Elections Committee Meeting Minutes February 12th, 2025

I. CALL TO ORDER at **2:10 PM**

II. ROLL CALL
     Present: Aditi Vaidya, Lulu Yang, Harshitha Sontika, Destiny Escatel, Elia Varela, Ashley Depappa, Heather Gardley
     Absent: James Carroll

III. ACTION ITEM - **Approval of the Agenda**
      Motion to approve the agenda of February 12th, 2025 by **E. Varela**, seconded by **L. Yang**, motion **CARRIED.**

IV. ACTION ITEM - **Approval of the Minutes of February 5th, 2025**
     Motion to approve the minutes of February 5th, 2025 by **H. Sontika**, seconded by **D. Escatel**, motion CARRIED.

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.
3:20

VI. UNFINISHED ITEMS:
     No unfinished items.
3:30

VII. NEW BUSINESS ITEMS:
      A. INFORMATION ITEM - Mandatory Candidate Sessions
      The Elections Committee will review the Elections Mandatory Candidate Sessions.
      A. Depappa announces that the mandatory candidate sessions will take place next week. Attendance is required for all individuals seeking candidacy for campaigning, and failure to attend results in automatic disqualification. The first session is scheduled for Monday from 5:00 PM to 6:00 PM in North Union 307,

with an online option available via Zoom. The second session will be held on Tuesday from 12:15 PM to 1:15 PM in the same room, also with a Zoom option. The Zoom link is provided on the elections page of the website. Additionally, the sessions will include introductions to the committee, offering candidates an opportunity to meet them. **A. Depappa** invites questions regarding the candidate sessions.

5:29

B. **INFORMATION ITEM - Candidate Success Workshop**
The Elections Committee will review the Candidate Success Workshop
A. Depappa announces that on Friday, the 21st, from 10:00 AM to 12:00 PM, a Candidates' Success Workshop will take place. This is a new initiative, as campaigners were previously left to organize their own campaigns independently. However, based on observations from previous years, **A. Depappa** believes additional support can improve campaign success. The workshop will offer several resources, including an opportunity for candidates to retake their headshots if they are not satisfied with their initial submission. It will also provide guidance on marketing strategies, social media utilization, and appropriate campaign locations in accordance with the elections code. Additionally, the event will serve as a networking opportunity for candidates seeking slate members, allowing those running individually to connect with others before the slate deadline later that evening. **A. Depappa** invites suggestions on any additional topics or training that should be included in the workshop. E. Varela mentions suggesting the candidates to use Canva.

8:32

C. **INFORMATION ITEM - Meet the Candidates Week/Forum**
The Elections Committee will discuss planning for Meet the Candidates Week/Forum.
L. Yang proposes a promotional strategy involving an Instagram teaser followed by a live session. The teaser will serve as a preliminary Q&A, allowing students to submit questions along with their names and specify whether they are directing their question to a particular candidate or asking a general question. This approach ensures that relevant questions are prepared for the live session. Regarding YouTube, **L. Yang** expresses concern that students may not be willing to watch a long video. Instead, she suggests recording the Instagram Live session from the

side and uploading it as an additional resource for those who prefer to watch it later. This plan aims to enhance engagement and accessibility for students interested in the election process. **A. Depappa** suggests improving upon last year's execution by utilizing Instagram Live's feature that allows posts after the session ends. She supports the idea of capturing additional footage separately and posting that as well. She acknowledges that Instagram Live may have limitations in terms of footage quality and editing. If a more polished presentation is preferred, cutting and refining the video for better transitions could be beneficial. However, she leaves the decision to Yang's discretion, emphasizing the importance of both ease of execution and presentation quality. **L. Yang** proposes another idea involving candidates' headshots and Q&A stories on Instagram. Each candidate would have a dedicated story where students can submit questions specific to them. To enhance engagement, candidates would be scheduled for individual Instagram Live sessions at different times. During their session, they would answer the pre-submitted questions. Afterward, the Live session would be posted, with the possibility of breaking it down into shorter videos for better accessibility. This approach ensures that all candidates receive coverage within a single day, potentially answering around ten questions each.

12:47

D. **INFORMATION ITEM - Marketing Brainstorm**
The Elections Committee will discuss marketing ideas for the Elections.
L. Yang shares a detailed marketing timeline for the ASI election and acknowledges that while several debates have passed, she has not yet accessed the Instagram account due to other responsibilities. Since it is now February 12, she plans to start posting Instagram story reminders about the remaining time left to apply, along with Q&A sessions to address any application-related questions and engage the audience. She also suggests posting videos submitted by board directors and potentially collaborating with other departments through joint posts to reach a wider audience. For candidate training days, **L. Yang** proposes creating behind-the-scenes Instagram Reels. These would feature engaging, edited footage highlighting the training process with captions like "Training starts today—Are you ready?" to build excitement. She plans to do the same for the second day to give the audience insight into the candidates and the election process, noting her personal enthusiasm for behind-the-scenes content. L. Yang mentions that she needs to edit the marketing documents to update missed dates and remove certain

510.885.4843

associated.students@csueastbay.edu
www.csueastbay.edu/asi

25800 Carlos Bee Boulevard
Old Union #314, Hayward, CA 94542

activities, such as tabling, due to weather constraints. She emphasizes that the document is shared, allowing others to review, add, or remove ideas based on feasibility and timeline constraints.

She proposes posting daily candidate teasers leading up to the voting date. These teasers could include quotes, introductions, or personal insights that candidates wish to share. To enhance accessibility, she suggests creating Instagram story highlights for each candidate, allowing viewers to easily find and engage with their profiles without scrolling through multiple posts. This would provide a more personal perspective of the candidates beyond their professional image.

Additionally, **L. Yang** introduces the concept of a "Voting Gram," which involves distributing QR codes linked to the voting form. These QR codes would be attached to small, candy-like giveaways, enabling students to scan and vote at their convenience without requiring in-person interactions. While the bows and candy would need to be assembled manually, the design and printable elements are ready for finalization. She invites feedback or additional ideas from the team. **A. Depappa** acknowledges Yang's work and offers her congratulations. She asks if there is anything the team can do to assist with gathering marketing materials. She inquires whether there are specific events or locations where support is needed for taking pictures or videos and seeks guidance on how they can help provide any necessary materials. She acknowledges that executing everything alone would be overwhelming but hopes the marketing team can assist with posting and engaging on Instagram. Additionally, she requests help assembling the Voting Grams by taping candies and adding decorative elements to enhance their appearance. **L. Yang** recognizes the short timeline but remains confident that the plan is engaging and achievable.

20:17

VIII.   SPECIAL REPORTS:
      No special reports.

20:20

IX.   ROUND TABLE REMARKS
A. Depappa thanks the team for their flexibility in the past week and expresses appreciation for their support. She asks that if anyone plans to attend any of the events next week, they let her know in advance so she can give them a heads-up on specific tasks where assistance might be needed. She mentions that she may be tuning in virtually for the

4

Monday session, while James will be attending in person. **A. Depappa** requests additional support on Monday, as James will be the only one present. She encourages the team to continue asking questions and reassures them that they are doing great**. A. Depappa** reminds everyone that if candidates have any questions, they should direct them to the email, which is checked daily with a typical response time of 24 hours or less.

X.   ADJOURNMENT at **2:32 PM**

Minutes reviewed by:
Chair of Elections Committee:
Rajat Bakshi

Minutes approved on:
2/19/2025
Date: