

Elections Committee Meeting Minutes February 5th, 2025

- I. CALL TO ORDER at **2:19 PM**
- II. [ROLL CALL](#)
Present: Aditi Vaidya, Lulu Yang, Harshitha Sontika, Destiny Escatel, Elia Varela, James Carroll
Absent: Rajat Bakshi, Ashley Depappa, Heather Gardley
- III. ACTION ITEM - **Approval of the Agenda**
Motion to approve the agenda of February 5th, 2025 by **L. Yang**, seconded by **H. Sontika**, motion **CARRIED.**
- IV. ACTION ITEM - **Approval of the Minutes of January 29th, 2025**
Motion to approve the agenda of minutes of **January 29th, 2025** by **E. Varela**, 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.
- 2:57**
- VI. UNFINISHED ITEMS:
No unfinished items.
- 3:15**
- VII. NEW BUSINESS ITEMS:
A. INFORMATION ITEM - [Review of the Elections Timeline](#)
The Elections Committee will review the Elections timeline.
J. Carroll provides an update to ensure alignment with the election’s timeline. The information session was held yesterday, with two attendees present. The next key deadline is the candidate submission on Friday, February 14th, 2025, at 11:59 PM. Mandatory candidate sessions follow on Monday, February 17th, and Tuesday, February 18th, with each candidate required to attend one. The next significant event is the optional Candidate Success Workshop on Friday, February 21st, offering candidates opportunities for headshots and other resources. J. Carroll invites questions or comments regarding the timeline.

5:05



B. INFORMATION ITEM - [Tabling Schedule](#)

The Elections Committee will review the Elections Tabling schedule.

J. Carroll addresses the group regarding challenges in tabling to promote elections due to weather conditions. Although tabling was scheduled for tomorrow from 12:00 to 1:00 and also for next Tuesday and Thursday, there is a 91% chance of rain tomorrow, making setup unlikely. **J. Carroll** emphasizes the importance of focusing on tabling next Tuesday and Thursday to remind students during the final week to apply for elections. He inquires about group members' availability to assist with tabling during the U hour on those days. **J. Carroll** explains that due to scheduling constraints, tabling is only feasible on Tuesdays or Thursdays since Mondays and Fridays are less suitable, and Wednesdays are occupied by board meetings. He asks again whether anyone is available to assist during the U hour on those days. Members of the committee mention that they have classes during the mentioned time frame. **J. Carroll** emphasizes that class attendance takes priority and acknowledges that if tabling is not feasible, alternative marketing strategies, including social media, will need to be explored. He highlights the importance of the Candidates meet week during the first full week of March, noting that candidate forums will need to occur during the U hour. **J. Carroll** urges committee members to adjust their work schedules, if possible, to ensure availability during that critical week. For the time being, tabling efforts are discontinued.

9:35

C. INFORMATION ITEM - **Marketing Brainstorm**

The Elections Committee will discuss marketing ideas for the Elections.

L. Yang provides an overview of marketing strategies available in the committee folder, referencing two key documents titled "Commune Marketing Ideas." These documents contain suggestions for recruitment period marketing, voting period marketing, and candidate-focused promotions. **L. Yang** outlines a detailed timeline that includes Instagram posts, story polls, countdowns, and character-based content to enhance audience engagement. Due to the cancellation of tabling efforts, social media is emphasized as the primary outreach platform. Additional strategies involve a final mass email, board member quotes and videos for Instagram, a Google form for student Q&A submissions ahead of "Meet the Candidates," and Instagram reels to promote events. **L. Yang** also mentions using QR codes during tabling to promote headshots for candidates and encourages members to review the documents in the folder for more information. **J. Carroll** expresses appreciation for the marketing materials and examples. He mentions existing images promoting the application process and propose emailing these images to key departments with high student engagement, such as SLIC, the R.A.W., UU, and DISARC. **J. Carroll** suggests asking these departments to share the images on their social media platforms and inquires whether this



approach seems reasonable or feasible. **L. Yang** suggests an alternative approach to sharing the images. Instead of emailing the images to departments, she proposes using Instagram's collaboration feature. By tagging the departments in a post, it will appear on both the original account's feed and the department's feed, simplifying the process. **J. Carroll** agrees to follow up. He suggests that she try sending it as a collaboration post to help reach a wider audience, especially those with significant Instagram followings, as this would be beneficial in promoting the content further. **D. Escatel** discusses the flyer initially created for tabling, noting that it will likely be canceled due to the change in plans. Instead, they support the collaboration idea to engage a larger audience. **D. Escatel** also proposes a new idea for marketing the voting process: a "voting candy gram." This would involve printing flyers with a QR code that links directly to the voting page, along with candies for distribution. While this would require a small budget for the candies and some labor to assemble, **D. Escatel** believes it's a creative and effective way to engage students by handing them out to people passing by. She seeks feedback or advice on the concept. **D. Escatel** mentions that she doesn't have access to the Instagram account yet and requests access, stating that it would be helpful for her to manage or contribute to the Instagram marketing efforts. **J. Carroll** acknowledges that **A. Depappa** has been working on some tasks and, although A. Depappa is out today, suggests that **D. Escatel** email her directly to get the access to the Instagram account. He assures that **A. Depappa** should be able to assist with this once she is contacted. **A. Vaidya** suggests adding the flyer to a visible location, such as near the elevators or in the core area, to ensure it catches people's attention. She proposes this as a way to make the flyer more accessible to students. **E. Varela** explains that when posting materials around campus, they need to use designated bulletin boards. She suggests dividing the work among the group, with each person placing posters in specific locations, such as Meiklejohn or the core building, to ensure the flyers are properly displayed. **D. Escatel** shares the flyer she created, explaining that she will need access to some photos, which she plans to request from **A. Depappa** via email. The flyer will include a direct link to their Instagram account, encouraging students to follow them with a brief explanation of why they should. **D. Escatel** also mentions the idea of offering a small treat, like candy, as an incentive for following the account, although since tabling is no longer an option, this may need to be adjusted. She suggests posting the flyer on bulletin boards around campus as an alternative marketing approach. **J. Carroll** clarifies the guidelines for posting materials on campus, emphasizing that only designated bulletin boards in academic buildings can be used for postings. He mentions that the list of these locations is available on the university communications website, and posting in places like elevators or on doors is not permitted. He raises a point about timing, noting that with just over a week until the application deadline, any flyer



marketing for applications would need to be fast-tracked. **J. Carroll** asks if the marketing is intended for the application period or for candidates and voting, and stresses that, if the focus is on applications, the flyers would need to be printed quickly and distributed to ensure they are posted in time. He expresses concern about wasting resources if the flyers cannot be put up in time and invites the group to share their thoughts on what should be prioritized with the limited time available. **L. Yang** expresses that, in her opinion, the current priority should be marketing the application process to encourage people to apply. She believes the focus should be on getting people to apply for elections and, later, on encouraging voting once the candidates are finalized. Given that tabling is no longer an option, she suggests concentrating on these two areas as they are the most critical at this stage. **J. Carroll** agrees with **L. Yang** and asks whether the group has the capacity to finish the flyer before the end of the day so that it can be printed and distributed quickly. He emphasizes that if the flyers are not put up in time, it would be a waste of money, especially for color copies. He stresses that it depends on whether the group has the time to prioritize getting them up in the next day or two. **D. Escatel** suggests that printing flyers may not be the best option given the short timeline for engagement. She agrees with **J. Carroll's** earlier idea of collaborating with others who already have a large Instagram following to maximize reach. **D. Escatel** believes that focusing on social media would be more effective, as printing flyers would likely waste money without enough time to properly distribute them. She emphasizes that using the resources they already have, like social media, is the most efficient way to engage the audience. **J. Carroll** asks if anyone knows when the next SLIC (Student Leadership and Involvement Center) newsletter is going out. **J. Carroll** suggests creating a simple, minimal image for the SLIC newsletter, avoiding large photos to keep it concise and not take up too much space. He proposes including a brief message, such as "Leads on your campus, apply to run for the ASI board, deadline February 14th," along with a QR code for the application. The idea is to use very little text and no photos, creating a small, straightforward graphic (likely using Canva) that can be easily included in the newsletter without overwhelming the layout. **D. Escatel** explains that her suggestion for an image is to make the content more visually engaging, as the text might be too heavy on its own. She believes that including a small, simple image would help attract people's attention and encourage them to read the accompanying description. The idea is to make the post more eye-catching while still conveying the necessary information about the ASI board and the application deadline. **J. Carroll** clarifies by asking if **D. Escatel** is referring to a Canva-designed image or a photograph when she mentions using an image, and he confirms that any Canva design would work. **J. Carroll** suggests that, right after the meeting, the group quickly mobilize to create the image for the SLIC newsletter. He emphasizes the importance of ensuring that the



image includes a link directly to the election’s webpage. The goal is to make the post more attention-grabbing and drive more traffic to the election information. J. Carroll mentions that it's important to find out from Jul when the newsletter will be sent out. If it's going out next Friday, it won't interfere with the deadline, but if it's sent out earlier next week, it could impact timing. He emphasizes the need to focus on Instagram interactions and building engagement for the candidates and voting, as social media will be a key tool moving forward. He also notes that the signboards should now have the election information posted, although he hasn't checked if they are up yet. The elections committee will now continue discussing the elections.

27:21

D. INFORMATION ITEM - Elections Code

The Elections Committee will discuss the Elections Code.

J. Carroll reminds the committee to review the elections code, especially the section regarding mandatory candidate sessions. These sessions will educate the candidates about what is and isn't allowed. He highlights the importance of understanding the process for handling grievances, as outlined in the code. He encourages committee members to read through the code if they haven't already, as it will help inform everyone on the rules and procedures. **J. Carroll** emphasizes that any concerns or issues will be handled collectively by the committee, so no individual member will have to make decisions alone.

28:39

E. INFORMATION ITEM - Upcoming Important Dates

The Elections Committee will discuss upcoming important dates and deadlines.

J. Carroll notes that the topic has already been covered in the earlier agenda item, and asks if there is anything additional to add, inviting questions from the committee.

28:59

VIII. SPECIAL REPORTS:

No special reports.

29:00

IX. ROUND TABLE REMARKS

J. Carroll expresses appreciation for the **A. Vaidya** serving as chair for the first time, acknowledging that it is not an easy task and thanking everyone who made motions and contributed. He offers his thanks for the efforts.



29:29

X. ADJOURNMENT at **2:48 PM**

Minutes reviewed by:

Chair of Elections Committee:

Rajat Bakshi

Minutes approved on:

2/12/2025

Date:

