

Internal Affairs Committee Meeting Minutes November 08, 2024

- I. CALL TO ORDER at **11:45 AM**

- II. [ROLL CALL](#)
Present: Deepthi Bhimanapati, Nikhil Chowdary Nettem, Kushal Reddy Reddipally, Isabelle Lens, Dharmi Kanth Cigiri.

- III. ACTION ITEM - **Approval of the Agenda**
Motion to nominate **Kushal Reddy Reddipally** as the vice chair of Internal Affairs Committee by **N. Chowdary Nettem**, seconded by **D. Kanti Cigiri**, **motion CARRIED** by 4 YES.
Motion to approve the agenda of November 8th, 2024 by **D. Kanti Cigiri**, seconded by **K. Reddy Reddipally**, **motion CARRIED**.

- IV. ACTION ITEM - **Approval of the Minutes of February 20, 2023**
Motion to approve the minutes of February 20, 2023 by **I. Lens**, seconded by **D. Kanti Cigiri**, **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.
2:26

- VI. UNFINISHED ITEMS:
No Unfinished items.
2:23

- VII. NEW BUSINESS ITEMS



A. INFORMATIONAL ITEM - Social Media Strategy

The ASI Internal Affairs Committee members will be informed about the social media strategy

D. Bhimanapati provides an overview of recent efforts to enhance the visibility and positive perception of the Associated Students, Inc. (ASI) and strengthen student connections to its initiatives. The strategy centers on maintaining an active social media presence, particularly on Instagram, to inform students about ASI-sponsored events, Board of Directors meetings, and various campus updates. Regular posts highlight student spotlights, campus news, and ASI-funded activities, demonstrating ASI’s support in enriching campus life.

Before each Board meeting, ASI posts countdowns inviting student participation, and afterward, shares key resolutions and decisions made by the Board, ensuring transparency and keeping students informed. Additionally, “Pioneer Pride Tuesday” posts promote school spirit weekly. On Thursdays, ASI engages students through interactive content, such as polls about campus preferences, to foster community engagement and collect student feedback.

D. Bhimanapati also plans monthly educational posts covering topics like mental health, Title IX, career resources, and academic support. Behind-the-scenes content showcasing event preparations is also planned to give students an inside look at ASI’s event coordination efforts. **D. Bhimanapati** aims to post daily from Monday through Friday, covering event updates, Board news, and interactive content to ensure consistent student engagement and awareness.

K. Reddy questions why ASI’s social media presence is focused primarily on Instagram, suggesting that expanding to other platforms like Facebook, LinkedIn, or Twitter could increase reach and engagement. **K. Reddy** notes that Facebook appears to be less active compared to Instagram and implies that leveraging multiple platforms like LinkedIn could enhance ASI’s visibility and effectiveness in connecting with a broader audience.

D. Bhimanapati clarifies that ASI currently shares content on both Instagram and Facebook by cross-posting, though Instagram remains the more active platform due to student preferences. **D. Bhimanapati** acknowledges LinkedIn as a valuable platform that students frequently use, agreeing that expanding ASI’s presence there could be beneficial. **I. Lens** suggests creating promotional videos for Instagram to give students a preview of events, making the content more interactive and engaging. **I. Lens** also supports the idea of sharing

behind-the-scenes content, noting that aligning it with current trends could further enhance student interaction on Instagram. **D. Bhimanapati** expresses enthusiasm for **K. Reddy's** suggestion to expand ASI's presence to LinkedIn, considering it a potential project for the team to develop. **D. Bhimanapati** also agrees with **S. Lens** on the value of creating more video content, noting previous success with trend-based videos to promote events like the Board of Directors meetings, which attracted substantial student engagement. **D. Bhimanapati** supports continuing this approach and invites further feedback from the group.

9:28

VIII. SPECIAL REPORTS

No Special Reports

9:33

IX. ROUND TABLE REMARKS


D. Bhimanapati congratulates the Internal Affairs Committee on their first meeting of the year, expressing happiness and optimism about future collaboration. She looks forward to working together to explore ways to support and enhance the campus experience for students, conveying genuine excitement about the journey ahead with the committee members. **K. Reddy** expresses gratitude to **D. Bhimanapati**, acknowledging her efforts and positive impact on campus initiatives. **K. Reddy** looks forward to learning more about campus developments under her guidance and reiterates appreciation for her support.

X. ADJOURNMENT at 11:55 AM

Minutes reviewed by:

Chair/ VP of Internal Affairs

Name: Deepthi Bhimanapati


Deepthi Bhimanapati (Nov 21, 2024 11:29 PST)

Minutes approved on

11-20-2024

Date:

