Elections Committee Meeting Minutes January 29th, 2025

I. CALL TO ORDER at **2:15 PM**

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

III. ACTION ITEM - **Approval of the Agenda**
    Motion to approve the agenda of January 29th, 2025 by **E. Varela**, seconded by **D. Escatel**, motion **CARRIED.**

IV. ACTION ITEM - **Approval of the Minutes of May 3, 2024**
    Motion to approve the minutes of May 3rd, 2024 by **H. Sontika**, seconded by **A. Vaidya**, 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.
4:15

VI. UNFINISHED ITEMS:
    No unfinished items.
4:30

VII. NEW BUSINESS ITEMS:
    A. INFORMATION ITEM - **Review of the Elections Timeline**
        The Elections Committee will review the Elections timeline.
        A. Depappa explains the detailed timeline for the upcoming ASI elections and encourages board members to familiarize themselves with the process. The candidacy filing period is

ahead of the campaign period starting February 24th. The grievance filing process will also commence on the same day. Instead of a single open forum, there will be a Meet the Candidates week to provide flexible opportunities for student engagement. Voting will occur online from March 17th to March 19th, with polling stations available for assistance. Grievances will be accepted until March 21st at noon, and tentative results will be announced later that same day. Potential runoffs are scheduled for April 14th to 15th, with grievance hearings leading up to the verification and final results by April 17th. A celebration to congratulate new board members will be held shortly after. **A. Depappa** emphasizes that the timeline will move quickly and invites questions to ensure clarity. **J. Carroll** explains the concept of a slate in ASI elections, noting that it allows groups of 2 to 9 candidates to run together based on shared marketing strategies or philosophies. This approach offers candidates the opportunity to create campaign synergy by tabling and promoting themselves collectively. However, **J. Carroll** emphasizes that slates do not operate as voting blocks on the ballot. Even if students want to vote for an entire slate, they must still select each candidate individually for each position. This system, distinct from other campuses, focuses on marketing collaboration rather than altering the voting process. **A. Depappa** highlights key dates for the mandatory candidate training sessions in the ASI elections. The first session

events, such as the candidate success workshop and polling stations, and mentions the need for volunteers to assist with tables and voter encouragement during the voting period**. J. Carroll** explains the process for recruiting and managing volunteers for the ASI elections. **J. Carroll** emphasizes that volunteers should be directed to the appropriate point of contact, who will coordinate sign-up slots and delegate tasks. The volunteer role provides valuable experience and an opportunity for students to connect with ASI and learn more about its operations, though it is an unpaid position. **J. Carroll** clarifies that volunteers cannot be candidates in the election. Candidates must maintain a clear separation from the election execution process. While candidates are encouraged to promote their own campaigns and table independently, they are not allowed to assist in running or facilitating election-related activities.

19:11

C. INFORMATION ITEM - **Marketing Brainstorm**

The Elections Committee will discuss marketing ideas for the Elections.

L. Yang discusses marketing strategies for promoting ASI election candidates. One idea involves creating Instagram Reels featuring candidates, leveraging the platform's three-minute video limit to highlight impactful or engaging moments from candidate interviews. The complete recordings would be uploaded to YouTube for those interested in more in-depth content, while Instagram clips would serve as teasers to capture attention. **L. Yang** also suggests initiatives to encourage voter engagement, including distributing I Voted stickers at voting booths upon verification of participation. Additionally, James proposes hosting giveaways as another incentive to boost voter turnout. **L. Yang** invites feedback and additional ideas to enhance these efforts. **J. Carroll** opens up a brainstorming session for the group to discuss marketing strategies for the ASI election process. The focus is on three main areas: first, how to recruit candidates by expanding on the current efforts like emails, social media, and tabling; second, once candidates have applied, how to effectively market them, possibly through interviews, social media, or events that highlight their platforms; and third, how to encourage voting by promoting polling stations, potentially with incentives like stickers or giveaways. **L. Yang** will collect ideas from the group and refine them, providing more details through follow-up emails. The group is encouraged to think creatively and contribute their ideas for these stages of the election cycle. **A. Depappa** recommends a recruitment strategy where board members record short 10-15 second testimonials about why students should consider running for ASI. These videos could be shared on Instagram, showcasing personal experiences and encouraging others to get involved. **A. Depappa** emphasizes that being part of ASI isn't just about student government or policy work—it's an opportunity to be on the Board of Directors of a nonprofit organization, a valuable

experience for building a resume. By highlighting the professional and leadership skills gained from ASI involvement, **A. Depappa** believes this approach will help make the election more appealing and encourage students to run. **R. Bakshi** suggests adding an emotional aspect to the ASI recruitment messaging, highlighting that ASI acts as a voice for students. He emphasizes that sometimes students may feel disconnected from others,

tables, volunteers would have a wider reach and the opportunity to engage students who might not stop by a table otherwise. This proactive strategy could help increase awareness and participation.

29:14

VIII.   SPECIAL REPORTS:
No special reports.

29:19

IX.   ROUND TABLE REMARKS
A. Depappa congratulates everyone for successfully making it through their first official elections committee meeting. While they had one guest who briefly attended, it's expected that more guests might come in the future to listen. Acknowledging the fast pace ahead, **A. Depappa** reassures the committee that they'll have more practice with weekly meetings and that they'll be well-prepared