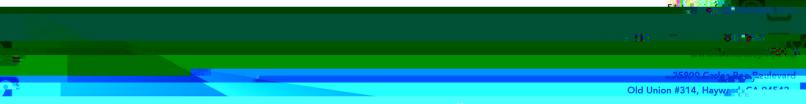**Elections Committee Meeting Minutes February 12th, 2025**

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**

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

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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

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 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

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

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:

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