



USU Board of Directors

University Student Union Board of Directors
of the California State University, Fresno Association, Inc.

Public Relations and Marketing

10/07/2013

- I. Goals of the Committee
 - A. To create a thorough and comprehensive marketing plan, which will focus on marketing the University Student Union but in effect will also be representative of the USU Board of Directors itself.
 - B. To reach out to new demographics of students to market the Student Union.
 - C. To represent the USU Board of Directors by wearing the official shirt when giving out information about the USU and the USU Board of Directors to students at tabling events and/or during office hours.

- II. Projects
 - A. Developing a new plan for managing the University Student Union Facebook page and creating a business card to hand out to students promoting the Facebook page
 - a. Supervisors: Tianna Arredondo and Jamila Ahmed
 - B. Creating a flyer promoting the Recreation Center, especially Night Strike Bowling on Friday nights
 - a. Supervisors: Jonathan Rodriguez, Jessica Lopez & Megi Hakobjanyan
 - C. Creating a comprehensive brochure about the University Student Union facilities and services for students
 - a. Supervisors: Angelica Reyes, Kristin Lacey & Megi Hakobjanyan

- III. Updates

Patricia Thomson attended our first official meeting and gave us great insight about the Recreation Center and also asked for our help with promoting several events for the students. One of those is Night Strike Bowling, which takes place every Friday night. Another thing to advertise would be the watch parties for sports, as the Recreation Center always has the games on TV. In addition, Bulldog Wednesdays were discussed, and Pat agreed to give a bowling discount to any student that wears his/her Fresno State Gear and goes bowling on Homecoming day (10/19). Andrew Esguerra, the Director of USU Productions, will be working on

incorporating this with the rest of the Homecoming events, and will let our committee know if we need to pass out any flyers or any advertisement regarding this promotion.

Since the last meeting, there are three main projects that the committee has started working on: the Facebook page along with a promotional card to go with it, the flyer advertising the Recreation Center, specifically Night Strike Bowling, and the a comprehensive brochure about the Student Union. Committee members have been selected as supervisors for each project, and we will be meeting separately until our next official meeting.

Besides these projects, I have contacted Paul Yunouye from the International Student Services and Programs (ISSP) office about ways to market the University Student Union to international students. He suggested that we give a tour to the international students during their January orientation.

As I mentioned in the previous report, I had my meeting with the Residence Hall Association (RHA) Gloria Hernandez and am very happy to report that we will be collaborating a lot this semester. The brochure idea stemmed from my meeting with her, because she mentioned that many people (including the Resident Assistants) are unaware of the available facilities and services in the University Student Union. Gloria also informed me that she will help us anytime we need to spread flyers, surveys, or posters to the residents in the dorms. One thing that we can help the Residence Hall Directors with is providing small gifts (ex: water bottles) as prizes for raffle winners during their events. This way they will have prizes to give out, and the USU Board of Directors will be introduced as the donor.

IV. Next Meeting 11/4 @ 3pm

Submitted by: Megi Hakobjanyan