



USU Board of Directors

**University Student Union Board of Directors
of the California State University, Fresno Association, Inc.
PUBLIC RELATIONS & MARKETING COMMITTEE
REPORT
March 3, 2014**

I. Goals of the Committee

- A. To come up with a thorough and comprehensive marketing plan, which will focus on marketing the student union, but will also be representative of the board itself.
- B. Be representative of the board by wearing the board shirt and giving out information about the USU and the board to students at tabling events and/or during office hours

II. Old Business

A. Social Media Business Card

- Used to promote Board, Facebook page, and as a recruitment tool
- Jamila, Tamar, & Lauren have completed a final version of the card: one side displaying different things that students can find and do at the USU, as well as the semester hours. The other side displays the Board of Directors' email and Facebook page contact information
- Needs to be voted on for approval

B. Brochure

- Present comprehensive and thorough information of the various facilities and resources available for students within the USU
- Tamar, Lauren, Kristin, & myself have discussed the brochure previously and Tamar and Lauren have come up with a layout. A photographer will be given a list of items, which we would like to include in the brochure.

C. Facebook

- Items are being posted on a weekly basis and staying up-to-date
- Jamila has met with Tamar to discuss ideas for posts

D. Display Board

- Give a visual representation of who the Board of Directors are and what we do
- Has been put on hold

E. Promote Basketball

- Handbills have been passed out to students

- Facebook posts display dates for upcoming games
- Some board members attended the men's basketball game on February 15

F. Bagels & Donuts with Board of Directors event

- Scheduled for Monday March 10, 2014
- From 8-10 AM in USU lounge area
- Great recruitment opportunity to inform students about the USU Board of Directors and encourage them to apply!
- We will be providing free donuts, bagels, cream cheese, jam, coffee, orange juice, water and other small items to give away
- Donut cut out will also be provided for students to take pictures with

III. New Business

A. NA

Submitted by: Angelica Reyes