



USU Board of Directors

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

PR and Marketing

9/9/2013

- I. Goals of the Committee
 - A. To come up with a thorough and comprehensive market plan, which will focus on marketing the student union but in effect will also be representative of the board itself.
 - B. Finding new demographics to market the student union to.
 - C. Be representative of the board itself 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. Projects
 - A. Reaching out to the residents at the dorms and to the international students through American English Institute (AEI) in order to market the student union with all its facilities.
 - B. Coming up with a new design for business cards/flyers, which will advertise our Facebook page.
 - C. Collaborating with the RHAs in order to promote the USU and join forces during certain events.

- III. Updates

At this stage (before we have our first meeting) I am waiting for several people to reply to my emails. I have met with Cheryl Chan, the director of AEI, and am waiting for her or one of her professors to contact me, so we can arrange a tour of the USU for the international exchange students. On Sunday (9/8) I am meeting with Gloria Hernandez from Residence Hall Association, to discuss marketing techniques/further possibilities for collaboration between our committee and RHAs. After my meeting with her I will send out an email to the committee members, delegating them certain tasks to complete before our first official committee meeting, however I want to get responses from Gloria and Cheryl before I sent out the email, just so we can move forward with a solid plan. In addition I have contacted Pat

from the Recreation center and invited her to our first committee meeting (9/23). She gladly accepted.

Pat from the Recreation Center will attend the meeting and give a 10-15 min presentation about the Rec center and its different facilities that we can market. After the presentation we will come up with strategies to market the Recreation center. By this meeting I would have heard back from Cheryl, and would have met with Gloria, thus we will move forward with planning collaboration and marketing to two new and different demographics – dorm residents and international students.

IV. Next Meeting
10/7 @ 3pm

Submitted by: Megi Hakobjanyan