



USU Board of Directors

University Student Union Board of Directors  
of the California State University, Fresno Association, Inc.  
Public Relations And Marketing Committee  
September 10, 2012

- I. Goal: Raise Awareness of the Board, its role, and the USU Facility
  - A. Increase Facebook Likes of 1,200 by end of semester, currently at 939

- II. Projects

- A. Water Bottle / Water Fountain Project
  - B. Table Event at Bulldog Wednesday – Positive Feedback for Transparency
  - C. USU Open House – Future Collaboration
  - D. Finalizing Position of the Board and the Facility that's more relevant to students

- III. Updates

- A. Members of a Public Relations Club will visit our Sept 24 Meeting
    - a. Provide roles and duties
    - b. Bring Information to Following Board Meeting
  - B. Water Bottle / Water Station Project
    - a. Kennel Bookstore Partnership
    - b. To Present our final plans within month
  - C. Reviewing Mission Statement
    - a. To ensure proper alignment of projects and the role of the Board

- IV. Next Meeting

Next Public Relations and Marketing meeting on Sept 24, 2012

Submitted by: Estevan Gutierrez