



USU Board of Directors

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

PR and Marketing

11/4/2013

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. A comprehensive brochure about the USU Student Union and what facilities are present on each floor
- B. A flyer about the Recreation Center and the Night Strike on Fridays
- C. A Facebook Business Card promoting the USU Facebook page
- D. Display Board for the University Student Union/Board of Directors
- E. Obtaining an email address

III. Updates

Once Shawna Blair approves both the Night Strike flyer and the USU brochure we will go ahead and meet with a graphic designer to come up with a design for both projects. We have skeletons for both the flyer and the brochure.

We now have created an official email for the USU Board, and the email is usuboard@mail.fresnostate.edu

Personally I started working on the display board which we will use for our tabling events and which will represent both the University Student union and the University Student Union Board of Directors. Right now we are at the preliminary stages of the Display Board.

IV. Next Meeting

12/2 @ 3pm

Submitted by: Megi Hakobjanyan