



USU Board of Directors

**University Student Union Board of Directors
of the California State University, Fresno Association, Inc.
PUBLIC RELATIONS & MARKETING COMMITTEE
REPORT
April 7, 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
 - COMPLETED
 - Cards were passed out at Bagels & Donuts event
- B. Brochure
 - Still in progress with the Bowling Center's new system
 - Old photographs have been revised & new list is to be given to the campus photographer.
- C. Facebook
 - Items are being posted on a weekly basis & staying up-to-date
- D. Display Board
 - Mock was created for Bagels & Donuts event
- E. Bagels & Donuts with Board of Directors event
 - Event was very successful! Students responded very positively and gave us some feedback about the U.S.U.
 - Plan to continue event for the following year with a name change to 'Breakfast with the Board'.
 - More frequent tabling events will be made
- F. Promote Basketball
 - Season is now over
 - A marketing plan for next year will be created
- G. New name for Recreation Center in USU

- Few Options discussed:
 - o Bulldog Bowl & Gaming Center
 - o Billiards & Gaming Center
 - o Paws & Bowl Center
 - o Bowling & Gaming Center

H. Design For New Bowling system Flyer

- Create a new marketing plan
- The possibility of an opening event will be discussed with Patricia Thomason

I. New Business:

A. Suggestion/Comment Box

- Used at Bagels & Donuts Event & was very successful
- Plan to implement idea in U.S.U. & provide responses to students

B. Clear Display Boards next to Information Center

- New ideas for display:
 - o Minutes & Reports
 - o Responses to questions/suggestions made
 - o Group pictures of all leadership organizations
 - o Athletics & Spirit section
 - o Current & Upcoming Events

Submitted by: Angelica Reyes