



USU Board of Directors

University Student Union Board of Directors
of the California State University, Fresno Association, Inc.
Public Relations & Marketing Committee
April 8, 2013

I. Goals

- A. Raise awareness of the USU Board of Directors and its mission.
- B. Raise awareness of how student fees are used to maintain the USU and SSU.
- C. Promote the student-valued services and programs we provide.
- D. Increase likes on Facebook page to 1,200 by end of semester- currently at 1,134.

II. Projects

A. Office Hour Goals

a. Facebook Theme Days

- 1. Page has a boost in new likes and gains in average views of our posts recently.
- 2. Distribute our USU water bottles as prizes for interacting with our page.

b. USU Rounds

- 1. Conversations with students on a topic of the week (i.e. basketball tickets).
- 2. Distribute our USU water bottles as giveaways for feedback.

B. Tri-Fold

III. Updates

- A. Working on language and design for plaques above the Hydration Stations.
- B. Working on design for suggestion box feedback area in the East Lounge.
- C. Discussed roles and logistics of PR component of the committee. Project to be implemented later this month.
- D. Office hour reports for our committee are to be CC'd to Hien to review whether office hour duties were completed.

Next Meeting: In-Week, TBD.

Submitted by: Andrew Esguerra