

University Student Union Board of Directors  
of the California State University, Fresno Association, Inc.  
Public Relations & Marketing Committee  
May 6, 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 1,153).

II. Projects

A. Office Hour Goals

a. Facebook Theme Days

- 1. Page has a boost in new likes and gains in views of our posts.
- 2. Our page is being updated frequently with more creative, engaging content.

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.
- 3. Will promote USU Board projects such as the furniture and new scoring machines in the bowling center, and the Hydration Stations.

B. Tri-Fold

- 1. Will be ready for all the USU Productions events in the fall.
- 2. Organized better to promote the functions of the USU Board.

C. Display Cases

- 1. Have met to discuss content, design, and ideas on how to implement, and keep content current and engaging.
- 3. Will have areas for Student Involvement, events, and student feedback.

D. Plaques for Hydration Stations

- 1. Have met to discuss content and design; will create a graphic of suggestions.

III. Updates

- A. Tabled implementing roles and logistics of PR component of the committee this semester.

Next Meeting: In-Week, TBD.

Submitted by: Andrew Esguerra