



USU Board of Directors

University Student Union Board of Directors
of the California State University, Fresno Association, Inc.
Public Relations and Marketing Committee
March 4, 2013

- I. Goals
 - A. Interact with students to increase awareness of student-valued services, the USU Board of Directors, and projects that use student fee dollars.
 - B. Increase Facebook page likes to 1,200 by end of semester; currently 1,090

- II. Projects
 - A. Redesign Tri-fold promotion board
 - a. Primarily to focus on the student services of the USU
 - B. Committee members will target one of two audiences for PR
 - a. Students will be targeted with information about services and USU Productions events
 - b. Student organizations will be encouraged to use the USU for events
 - C. Facebook Page
 - a. "Theme Days" will make our page more animated, useful
 - i. i.e. Movie Mondays, Thoughtful Thursdays
 - b. Reward student feedback with USU water bottles
 - c. Feature Board members on the page
 - D. Relaunch Suggestion Box Initiative
 - a. Suggestion box "mascot" tours USU
 - b. Interact with students for feedback, promote USU services
 - c. Promote recruitment for the USU Board

- III. Updates
 - A. Named Hien Hyunh as committee Vice-Chair.
 - B. Encouraged committee members to sign up for campus-wide committees through ASI to represent students.

Next Meeting: In-Week – TBD.

Submitted by: Andrew Esguerra