



USU Board of Directors

University Student Union Board of Directors
of the California State University, Fresno Association, Inc.
Public Relations And Marketing Committee
November 5, 2012

- I. Goals
 - A. Raise awareness of the Board, the USU Facility, and it's services
 - B. Increase Facebook Likes of 1,200 by end of semester, currently at 994

- II. Projects
 - A. Facebook
 - a. Evaluated page, purpose of page, Bios of Board Members. Student photographer is volunteering to take pictures for Facebook/posters usage.
 - B. Currently modifying mission statement of the USU Board and seeking more input from Board Members
 - C. Public Relations still being structured and organize such duties
 - D. Table Events – Monster Mash very successful in engaging students in activities including “Liking Raffle”
 - a. . Next event – USU Productions – Bulldog Wednesday Nov 7

- III. Updates
 - A. Initiate overall campaign to promote overall practicality of USU and its features, through various vehicles with consistent theme.
 - B. Hydration station posters currently in department buildings, collecting contacts to present in target clubs meeting, giving away water bottles.
 - C. Water Bottles dispersed through Facebook contest, Union strolls, ect.

Submitted by: Estevan Gutierrez