



University Student Union  
Board of Directors

University Student Union Board of Directors  
of the California State University, Fresno Association, Inc.  
Public Relations and Marketing Committee  
December 3, 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 1,006

II. Projects

- A. Finalized Mission Statement to bring for USU Boards approval
- B. Redesign Tri-fold promotion board used for table events
- C. Initiate and brainstorm new campaign for Union
- D. Facebook
  - a. Waiting on word for pictures from volunteer
  - b. Contest for water bottle giveaway – suggestions?

III. Updates

- A. Involve Chair of Personnel in future meetings to focus on selling points during recruitment period.
- B. Discussing roles and duties of PR aspect.
- C. Met with ASI Senator of CSB to discuss working on a hydration station initiative and Boards role, further updates to follow.
- D. Next Mens Basketball game at HOME
  - a. Dec 6 WED @ 7pm vs. San Diego Christian
  - b. Dec 12 WED @ 7pm vs. No. 23 Colorado
  - c. 2,000 free Mens Basketball Tickets each home game at Information Center with valid student ID

Next Meeting: In-Week – December 5, 2pm.

Submitted by: Estevan Gutierrez