

University Student Union Board of Directors
of the California State University, Fresno Association, Inc.
USU Productions REPORT
November 7, 2012

I. Past Events

- A. **Nooners**- (3) Wednesdays @ 12 in the pit
- B. **Spirit Week** –Oct. 1-3
 - i. **Monday**: Kickoff.
 - ii. **Tuesday**: Get Involved. Invited various clubs and organizations to participate.
 - iii. **Wednesday**: Bulldog Wednesday. Focused on Fresno State Spirit.
- C. **Blimprov Comedy Show**- Oct. 18th
 - i. Attendance: 100+
- D. **Texting & Driving Simulator**- Oct. 24th
 - i. Attendance: 124 participants went through simulator and 200+ students passed by throughout the day
 - ii. Had students pledge to not text and drive
 - 1. Signed a Pledge
 - 2. Took a picture
 - iii. Simulator staff said we were one of the best colleges
- E. **Monster Mash**- Oct. 31st
 - i. Attendance: 200+
 - ii. Gave out free pumpkins, started a new marketing technique

II. Collaborations

- i. **Fresno State Talks Politics with Senator** –Oct. 4th
 - 1. Group: College Democrats
 - 2. Participation: Marketing, helped organized, at event
 - 3. Attendance: 40
- ii. **Sarah Panzau**-Oct. 16th
 - 1. Group: DAAWGS (Health Center)
 - 2. Participation: Marketing, , “I Pledge ” photo booth, trivia
 - 3. Attendance:50-60
- iii. **Cookies & Milk** – Oct. 17th
 - 1. Group: University Courtyard
 - 2. Participation: trivia at event
 - 3. Attendance: 200-300
- iv. **Oktoberfest**-Oct. 23
 - 1. Group: Health Center Organizations
 - 2. Participation: marketing, activity at event
- v. **Fresno State Opera**-Nov. 2 & 4th

1. Group: Fresno State Music Department, Opera Theater
2. Participation: marketing

III. Upcoming Event

- A. **Bulldog Wednesday**- Nov. 7th
- B. **San Francisco Bus Trip**- Dec. 1st

IV. Upcoming Collaborations

- A. **International Education Week** – Nov. 13-17th
 - i. Group: Continuing & Global Education, International Student Services & Programs, The American-English Institute
 - ii. Participation:
 1. Marketing
 2. Lunch time cultural performances
 3. Buttons: designed, created, made buttons that will be used like “passport”
- B. **Luna Fest**- Nov. 9th @ 6pm in the SSU
 - i. Group: Women’s Resource Center
 - ii. Participation: marketing, will have an educational piece at event
- C. **Movember Movement**
 - i. Group: Fresno State Movember Movement
 - ii. Participation:
 1. Marketing Movember Movement for Men’s Health
 2. Creating and organizing a kickoff event

V. Communication

- A. Facebook likes- . Up by 5.8%
- B. Features in Collegian:
 - i. Fresno State Talks Politics Senator Michael J. Rubio
 - ii. Blimprov
 - iii. Nooners
 - iv. Texting & Driving

VI. Projects/ Other

- A. **Spirit Survey**- We closed the Spirit Survey on Friday Nov. 1st. We have 562 online surveys completed, and many paper copies. Will have a finalized number at next Board Meeting.
- B. **Letters to Military**- At Monster Mash and our upcoming events we will have a table where students can write letter to military. We will send them to A Million Thanks Organization at the end of the semester.
- C. **Fresno State Talks Discovery, Diversity, Distinctions**
 - i. Nominations: Deadline is November 6th.
 - ii. Presented to; Presidents Lunch Group, ASI, Craig Honors Program, USU Productions, USU Board of Directors, Vintage Days, IFC, Panhellenic, Colloquium

- iii. Marketing:, OrgSync, Student Involvement Listservs, Facebook: Get Involved, USU Productions, Union, Fresno State.
 - iv. Selection Committee: Parmita Choudhury, Andrew Esguerra, Tamar Karkazian, Michael Caldwell, Dennis Neff
- D. ACUI Conference: USU Productions will be sending Denise Altounian & Priscilla Urias.

Submitted by: Tamar Karkazian