

University Student Union Board of Directors
of the California State University, Fresno Association, Inc.
USU Productions
September 9, 2013

- I. Committee Goals
 - a. Enrich the Fresno State student experience through quality events.
 - b. Promote school pride and have fun doing it.

- II. Past Events
 - a. Welcome Bash – 8/26/13
 - b. DJ Pierre Nooner Concert– 8/28/13 (60 attendees)
 - c. Now You See Me movie showing – 8/28/13 (400+ attendees)
 - d. Bulldog Wednesday – 9/4/13 (100 attendees)
 - e. USU Recreation Center Open House – 9/5/13 (400 attendees, usually 260)
 - f. ASI Football Tailgate (vs. Cal Poly) – 9/7/13

- III. Upcoming Events
 - a. SAFARI – 9/11/13 @ USU Balcony
 - b. Monsters University movie showing – 9/18/13 @ Field near Tennis Courts, 8pm
 - c. ASI Football Tailgate (vs. Boise) – 9/20/13 @ ASI Tailgating Area, 5pm
 - d. JJ Brown and Band Nooner Concert – 9/25/13 @ USU South Patio (“the Pit”)
 - e. National Student Day – 10/3/13 @ Kennel Bookstore Patio, 11am-1pm

- IV. Communications
 - a. Facebook page
 - i. 2,427 likes, up from 2,320 (5% increase) since June
 - ii. Steady increase in post interactions since August
 - b. Expanding onto other social media platforms
 - i. Twitter account (@usuproductions) has 244 followers
 - ii. Instagram account (usuproductions) has 160 followers

- V. Projects & Collaborations
 - a. Subcommittee (“USU Pit Crew”) implementation
 - i. Recruiting more active volunteers to participate in event planning
 - b. National Student Day – collaboration with Kennel Bookstore
 - c. Homecoming Events – meeting with Alumni, Athletics, ASI, KFSR, etc.
 - i. 40 Watt Hype Nooner – 10/16/13 @ USU South Patio (“the Pit”)
 - ii. Volleyball Bulldog Pride Zone – 10/17/13 @ Save Mart Center, 6pm
 1. Collaboration with Athletics, ASI (Ultimate Fan Booth)
 - iii. ‘Throwback’ Pep Rally with concert
 - iv. Football Bulldog Pride Zone (Homecoming Game, vs. UNLV), 6pm
 1. Collaboration with ASI (Ultimate Fan Booth)
 - d. Residence Hall Association
 - i. Met with Gloria Hernandez, President of RHA, to brainstorm collaborations
 1. Halloween event in the USU
 2. Milk & Cookies
 3. Finals Cram Jam- RHA helps promote, stress canines
 4. Leave Your Mark (Student Involvement recruitment)- promote
 5. Possible Movie in the Residence Halls area