

**I. Committee Goals**

1. Increase collaborations with campus organizations to facilitate quality events.
2. Effectively promote events by working with other organizations and increasing social media clout.

**II. Past Events**

1. October Bulldog Wednesday – 10/2/13 (90+ attendees)
2. Future Class Nooner Concert – 10/2/13 (100 attendees)
3. National Student Day – 10/3/13 (450+ attendees)
  - i. Collaboration with the Kennel Bookstore that was featured on Fresno State Focus.
4. Rise the Ruler Nooner Concert – 10/9/13 (80+ attendees)
5. Be The Change – 10/10/13 (100+ attendees)
  - i. Event hosted and organized by United Student Pride.
  - ii. USU Productions hosted an informational table with games pertaining to LGBT community trivia.
6. 40 Watt Hype Nooner Concert – 10/16/13 (150 attendees)
7. Volleyball Bulldog Pride Zone (vs. New Mexico) – 10/17/13 (100+ attendees)
  - i. Collaboration with Athletics, ASI (Ultimate Fan Station), Vintage Days
  - ii. Timeout and Victor E. present
8. Homecoming Pep Rally with Tone Lōc concert – 10/18/13
  - i. Assisted with set up, served as stage and event facilitators.
  - ii. Bulldog Beat groups present, as USU Productions had requested.
9. Homecoming Football Bulldog Pride Zone – 10/19/13 (200 attendees)
  - i. Collaboration with ASI (Ultimate Fan Station), Vintage Days
  - ii. Bulldog Marching Band present.
10. Zombie DAAWG Fest – 10/23/13
  - i. Hosted by the Drug And Alcohol Awareness Guides based in the Student Health Center as a part of National Collegiate Alcohol Awareness Week.
  - ii. USU Productions ran activity tables that included upcoming event promotion, a ‘zombie photobooth,’ and a zombie dart game.
11. Milk & Cookies – 10/23/13
  - i. This event was hosted in the University Courtyard Atrium as collaboration between the Student Health Center and the Residence Halls Association during National Collegiate Alcohol Awareness Week.
  - ii. USU Productions ran a ‘pledge photobooth’ that focused on alcohol safety and promoted upcoming events at our activity table.
12. Underwater Track Team Nooner Concert (100+ attendees)
13. Despicable Me 2 movie showing (240+ attendees)
14. The Red Coats Nooner Concert (100+ attendees)
15. Fright Festival – 10/30/13 (300+ attendees)
  - i. Collaboration with Residence Halls Association, who served nachos, ran activities, and promoted.
  - ii. Vintage Days was present, who ran several activities.

**III. Upcoming Events**

1. Bulldog Wednesday: Movember Kick off – 11/6/13 @ Free Speech Platform, 12pm-1pm
  - i. Fresno State Movember Movement to promote Movember activities and men’s health issues awareness, in conjunction with Health P.A.W.S.
  - ii. ASI to host a Swap Stop, where students can receive a free Fresno State shirt in exchange for apparel from another school.
  - iii. Unleashed, the student movement intent on packing the Dog Pound at athletics events, will be promoting upcoming basketball games.
2. Spirit Bowling Special – 11/6/13 @ USU Recreation Center, 1pm-4pm

- i. Students wearing their Fresno State gear get a special deal: \$3/two games, shoes included.
- 3. International Education Week – 11/12-14/13, @ USU Pit, 12pm
  - i. USU Productions is scheduling presentations by cultural performing groups on campus.
  - ii. Performance groups and their order are currently being determined.
- 4. Random Acts of Kindness Week – 11/11-15/13, TBD
  - i. USU Productions has been asked to help with Random Acts of Kindness Week activities by the organizers, the Richter Center’s S.E.R.V.E. committee.
  - ii. Our role beyond promotioning has not yet been determined.
- 5. National Association for Collegiate Activities (NACA) Conference – 11/14-17/13 @ Ontario, CA
  - i. USU Productions will be represented by three USU Productions coordinators, two graduate assistants, and Shawna Blair.
- 6. The Big Payoff – 11/14/13 @ University Courtyard Atrium, 5:30pm
  - i. Event is hosted by Residence Halls Association, primarily for University Courtyard residents.
  - ii. Objective is to promote the importance and utility of education, motivate students to perform their best through the end of the semester. USU Productions will be running activities that fit this theme and promote upcoming events.
- 7. Karaoke Night – 11/21/13 @ The Bucket, 7pm-10pm
  - i. Food and drink specials will be offered.
  - ii. First 30 students receive food vouchers.

#### IV. Communications

- 1. Increasing social media presence:
  - i. Facebook page has 2,659 likes (up from 2,564 on September 27<sup>th</sup>)
  - ii. Twitter account has 336 followers (up from 303 on September 27<sup>th</sup>)
  - iii. Instagram profile has 302 followers (up from 251 on September 27<sup>th</sup>)
- 2. Building working relationships with campus organizations to help promote events:
  - i. The Collegian
  - ii. Bulldog Blog
  - iii. Theater Arts Department
  - iv. University Communications
  - v. University Courtyard
  - vi. Residence Halls Association

#### V. Projects

- 1. Subcommittee (“USU Pit Crew”) & Volunteer Team recruitment:  
In the process of contacting interested Emerging Leaders Retreat attendees, along with other volunteers, to discuss their availabilities and/or committees they might want to work with.
- 2. Calendar of Events:  
The Assistant Director and P.R. & Marketing coordinator are collecting all event information for each month to create an events calendar to be distributed to various campus entities, including our Volunteer Team and Pit Crew members. All event information is submitted by the first of the month and the calendars are published shortly after.
- 3. Year-End Portfolios:  
Every committee is tasked with collecting various items, including marketing materials and contact information, related to their projects throughout the year to create an informative portfolio for the incoming committee members next fall.
- 4. Coordinator One-on-Ones:  
The Director and Assistant Director are meeting with every coordinator to discuss their experience, performance, and upcoming projects related to USU Productions.