

Student Marketing and Outreach
February 12, 2024
In-Person Meeting 4:00 PM
Canyon Room, 3rd floor Union

The Student Marketing & Outreach Committee is responsible for producing and executing a student relations campaign through marketing research and promotions each semester, and when the ASI Board of Directors or the Student Marketing and Outreach deems necessary.

- I. CALL TO ORDER at 3:04pm**
- II. APPROVAL OF MINUTES – tabled until next meeting**
- III. INSTAGRAM PLANNING/PROMOTING UPCOMING EVENTS**
 - Photoshoot has been established for this Wednesday
 - Discussed some strategies used in the past to increase awareness about ASI
 - Bingo with the Board was posted on Instagram
 - Talked about internal committees that are currently active on campus and who is chairing each of them
 - Talked about giving the new instagram account a good start so that it stays active after the committee changes next semester
 - Promoting ASI SMO this week on Instagram
 - Promoting other ASI Board Members' highlights starting next week and so forth
- V. ANNOUNCEMENTS - none**
- VI. ADJOURNMENT at 4:57pm**

Associated Students, Inc. of Sacramento State is committed to providing universal access to all of our events. Please contact Harbir Atwal at h.atwal@csus.edu or 916-278-6784 to request disability accommodations (e.g., ASL interpretation, wheelchair accessible seating) no later than five (5) business days prior to the event. Advance notice is necessary to arrange for some accessibility needs.