

Student Marketing and Outreach

December 4

In-Person Meeting 4:00 PM

Summit 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** – called to order at 4pm
- II. WEBSITE PLANNING SESSION**
 - Placed hold on website planning to focus on social media expansion
- III. INSTAGRAM PLANNING SESSION**
 - Could create video to summarize projects completed and future projects
 - Continue with board of directors IG
 - i.** Promote on main ASI IG
 - ii.** Will be more detailed
 - Make posts before the board meeting for students to attend, and after meeting to recap the meeting
 - Internal committees week – highlight the work being done
 - Introduce the board – what is the Board of Directors?
 - Photos for IG
 - i.** Formal board meeting
 - ii.** Working board meeting
 - Events for promotion
 - i.** Bingo event
 - ii.** Tabling
 - iii.** Information session where students can learn more about internal committees
- IV. ANNOUNCEMENTS** - none
- V. ADJOURNMENT** – adjourn at 4:44pm

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