Student Marketing and Outreach
November 20, 2023
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 (4:02pm)**

II. **WEBSITE TEMPLATE PLANNING SESSION**
   - Voter events pod – updated
     - Older events can be unpublished – saves the content, easier than full removal
     - Volunteer pod – updated
     - Map link is not useable
     - Cash for Club is updated
     - Getting Involved pod
       - Used to recruit for ASI and elections, but outdated
       - ASI Panel – outdated, former ASI Boards
       - Could be renamed to Elections FAQs
     - Running for Office/Voter Information
       - Update to follow current elections code
       - Update banners
       - Can add drop down for position description
       - "Thinking of Running for Office?" Pod
         - Can be unpublished post election
       - Candidate forum page is outdated
         - Can be unpublished or removed
       - Discussion on how long voter booklet remains published

III. **THEMES AND POSTS FOR INSTAGRAM**
   - Have separate positions to run the Instagram and other social media platforms
     - Other option is to place this responsibility under the vice chair and/or secretary
   - Themes for the internal committees to post
   - Priority is for students to know ASI priorities
   - Have one Instagram page for ASI Board

- Schedule photoshoot for pictures to go on IG page
- Next meeting – plan what to post
- Can do giveaways for more engagement

V.   ANNOUNCEMENTS – N/A

VI.   ADJOURNMENT (4:58pm)

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.