



ASI STUDENT MARKETING & OUTREACH

February 21, 2022

4:00 PM – 5:00 PM

Capital Room, University Union

MINUTES

The Student Marketing & Outreach committee is responsible for producing and executing a student relations campaign through marketing research and promotions.

I. CALL TO ORDER-4:08 PM

II. ROLL CALL

a. INTRODUCTIONS

Those in attendance introduced themselves.

- Michael Barajas
- Benji
- Alyssa Rendon
- Salma Pacheco
- Alec Tong

III. APPROVAL OF THE MINUTES FROM THE 11/22/2021 MEETING were tabled as there were only two voting members.

IV. NEW BUSINESS

a. Discussion on 'Basic Needs Resource Fair'

Currently March 1 – Ballroom II & III 1:00-3:00 PM are reserved. Partners are concerned regarding it being in person, or indoors.

Would like students to be able to happen upon it. Would like to do CalFresh Day at the same time. This is a requirement of the Chancellor's office.

Sacramento 211, Co. of Human Assistance, Sac Jobs, Food bank, Crisis nursery, and Cal Fresh. Sacramento Mental Health, (ASI Food Pantry (tabling), Swipe Out Hunger – should they do the screening of students who attend?)

Would like ASI to provide student ambassadors to welcome students who are coming to the event in the library quad. They would also need to support for marketing – maybe KSSU DJ.

Due a survey to get food - \$300 incentives for the Student Marketing & Outreach. Marketing could include promoting the agencies that would be attending. Any student who attends the event could receive a burrito. You can get an extra ticket for the screening --- not required to complete it. Can incentive with gift cards and also have students encouraging students.

April 12 possibly 10:00-2:00 PM; 1:00-3:00 PM easier for the agencies. Maybe 11:00-1:00 PM for coverage. April 14 as back up. And maybe March 29 right after spring.

KSSU radio, food be served, chairs /tables, grab and go burritos. Balloon Arch. Give away shirts. CARES will absorb all the costs with their budget.

Add listening circles or put that as a survey question. Do survey while they are at the event and SMO. Qualtrics with a QR code.

Open ended questions, or make it easy – 5-7 at the most. Feedback at the end.

What CARES would like from ASI/committee:

CARES event with students volunteering.

Marketing the event and de-stigmatize for them to attend.

Possibly work with SEO and Student Affairs marketing.

Wait to cancel reservation until Danielle - 6 on campus resources and 4 off campus resources. Need to know at least a week in advance.

- b. Explained project to new members. Date: Tuesday April 12th 1-3pm in library quad. Set up, beginning at noon and clean up at 4.
- c. Surveying March 7th brainstorming. Students to come up with 2 questions
 - i. Questions such as; was the resource fair beneficial, does the student need help right now, would you recommend the services that you acquired about, was the resource fair helpful.
 - ii. 5 Questions and 1 comment box.
- d. Discussed ways to market
 - i. Canvas pages
 - ii. IG boost
 - iii. Tell Professors so they can help spread the word
 - iv. Testimonials from one of BOD priorities
 - v. Go to pop-up and spread the word.

V. ANNOUNCEMENTS/UPCOMING EVENTS

Budhani- ASI Board meeting this Weds.

Looking for student to serve on committees – need two more students.

Munoz – Will have a CAL Fresh student position and they may want to serve on committees. They can post on their social media page.

Koroush-Event brief via email

Send project request form to SEO by March 14th with memo

VI. FUTURE AGENDA ITEMS

Wait to hear back from CARES

Discuss the questions for the survey.

VII. ADJOURNMENT-5:00 PM

