



**ASI STUDENT MARKETING & OUTREACH**

**February 8<sup>th</sup>, 2021**

**4:00 PM – 5:00 PM**

**<https://csus.zoom.us/j/89669978670>**

**AGENDA**

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

**SEE MINUTES BELOW**

**(If you need accommodations, please call 916-278-6784.)**



**I. CALL TO ORDER/ROLL CALL (4:02pm)**

Present

- Samantha A. Elizalde (Chair)
- Karla Lozada
- Dhruvisha Budhani
- Corinne Jones
- Alejandro Buenrostro

Absent

- Kalena Michalec
- Adan Murillo
- Zachary Oakland

**II. NEW CHAIR WELCOME**

*-Samantha A. Elizalde: Gives introduction of new position of ASI Executive Vice President and new chair of the Student Marketing and Outreach Committee*

**III. NEW BUSINESS**

A. Moving Forward with Committee

i. Project Type

*-Chair goes over what was discussed during the last meeting and confirms what the committee will be continuing with.*

*-Project Types:*

*Survey*

*Social Media Campaign: Done through Instagram*

*Open Forum*

*-Committee decides to continue with a survey*

*-Survey can be done through Google Forms Survey or Qualtrics Survey*

*-Proposal of incentives (can tie to strategic priorities and request funds from that budget or from SEO budget for committee)*

*-Survey Timeline:*

*Feb 22nd: Committee finalizes survey questions for review*

*March 1st: Survey opens and promotion begins*

*March 15<sup>th</sup>: Survey closes at 12pm and committee reviews responses at 4pm*

*-Question Ideas:*

*Close ended questions*

*General Questions*

*One free response question: "Do you have any concerns that were not mentioned in this survey?"*

ii. Main Areas of Focus

*-Productivity*

**(If you need accommodations, please call 916-278-6784.)**



*-Mental Health  
-Social Connections*

#### **IV. ANNOUNCEMENTS/UPCOMING EVENTS**

*-ASI Elections --- all ZOOM links can be found in the ASI calendar here: <https://asi.csus.edu/event-calendar>*

*Students who are interested in learning more about ASI and running for office are encouraged to attend:*

##### ***ASI Elections Information Sessions***

- Tuesday, February 9 from 11AM*
- Wednesday, February 17 from 1PM*
- Monday, February 22 from 12PM*

*The deadline to apply to run for office is Friday, March 5 at 4:00 PM, and all applicants must have attended one(1) Mandatory Candidate workshop (scheduled for February 24 and February 25). More information can be found on the ASI Website here: <https://asi.csus.edu/running-office>*

*-ASI Scholarships open February 19<sup>th</sup> and close March 19<sup>th</sup>  
<https://asi.csus.edu/asi-scholarships>*

#### **V. NEXT MEETING DATE**

February 22<sup>nd</sup>, 2021

#### **VI. FUTURE AGENDA ITEMS**

*-Drafting survey questions*

#### **VII. ADJOURNMENT (4:55pm)**

**(If you need accommodations, please call 916-278-6784.)**