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 15th: 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.)
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 19th and close March 19th
  https://asi.csus.edu/asi-scholarships

V. NEXT MEETING DATE
February 22nd, 2021

VI. FUTURE AGENDA ITEMS
-Drafting survey questions

VII. ADJOURNMENT (4:55pm)