



ASI STUDENT MARKETING & OUTREACH

October 12, 2020

Zoom: <https://tinyurl.com/y6r3hwd6>

4:00 PM – 5:00 PM

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

The meeting was called to order at 4:00 PM.

Present

Donna Walters

Alejandro Buenrostro

Karla Lozada

Corinne Jones

Kalena Michalec (arrived at 4:25pm)

Absent

Zachary Oakland

Dhruvisha Budhani

Adan Murillo

II. INTRODUCTIONS

Tabled for the next meeting so new members can participate.

III. GENERAL MEETING GUIDELINES

Tabled for the next meeting so new members can participate.

IV. NEW BUSINESS

A. ASI Board's Strategic Priorities

Tabled for the next meeting so new members can participate.

B. Fall student relations campaign

Discussed ideas surrounding the Fall campaign. Several questions were presented, which included the following: Identifying the most important student needs, what information we are trying to collect, who the vulnerable populations consisted of, how to disseminate information, what the objectives for the committees were, how we can further support student clubs in a virtual



environment, how students could be engaged, and how students want to be engaged at this time.

C. Student Survey

The committee discussed possibly sending the survey during the Fall semester and executing action during the Spring semester, after receiving the results.

V. ANNOUNCEMENTS/UPCOMING EVENTS

- Scholarships are now open but close Friday, October 23rd.
- Discussed the committee's potential takeover of developing the Student Briefing Newsletter, if approved by the ASI Board.

VI. MEETING SCHEDULE

The meeting schedule was reviewed. Donna to reach out to absent members to confirm availability for these meeting dates.

VII. FUTURE AGENDA ITEMS

- VIII.** Transfer Student Advocacy Form - Demographic
Student Survey Questions
Student Briefing Updates

IX. ADJOURNMENT

The meeting adjourned at 4:51 PM.