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.