



ASI STUDENT MARKETING & OUTREACH

October 26, 2020

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

4:00 PM – 5:00 PM

AGENDA

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

I. CALL TO ORDER/ROLL CALL

Present

Donna Walters
Alejandro Buenrostro
Karla Lozada
Dhruvisha Budhani
Adan Murillo
Corinne Jones
Kalena Michalec

Absent

Zachary Oakland

II. INTRODUCTIONS

Committee members introduced themselves, their position/student status, and a fun fact.

III. GENERAL MEETING GUIDELINES

Discussed general meeting guidelines for the ASI Student Marketing and Outreach committee meetings. The following expectations were created:

- Be respectful of time and opinions
- Try to stay on topic
- Open mindedness
- Raise hand feature
- Collaboration and have a time and place for input

IV. APPROVAL OF MINUTES

Minutes from the 10/12/20 meeting were approved.
5 in favor, 0 opposed.

V. DIRECTOR ANNOUNCEMENTS

Lobby Corps meeting will take place on October 29th at 4:30pm.

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



VI. CONTINUED BUSINESS

A. ASI Board's Strategic Priorities

The Chair provided a high-level overview of the 2020-21 ASI Strategic Priorities and where to find them on the ASI website. Committee members were asked to review the Strategic Priorities.

B. Fall student relations campaign

Updated new committee members that a survey would take place in the Fall 2020 semester with action taken in the Spring 2021 semester. Brainstormed ideas for potential survey topics and goals, which included the following:

- a. Qualitative questions
- b. Questions about economic hardships
- c. Alleviate financial hardships
- d. Demographic data, transfer students vs first years, BIPOC, financially burdened students, Students with Disabilities, Open ended to assess grievances
- e. International students and their hardships with time difference, cannot have off campus jobs. Students facing deportation/New Admits cannot enter the US or face deportation but needs at least 1 unit.
- f. Goal of the survey: Further understand the student's experience satisfaction/wellbeing/problems and how to alleviate such issues.
 - i. What issues do we not know about?
 - ii. How can administration better communicate with students?
 - iii. How can ASI be more accessible to students?
- g. Survey can be divided into sections: Academic, career, economic hardship, international, campus events/partners?
- h. Look into how we can distribute survey
 - i. If we created a survey, send to Noah to request it sends via Sac Send.
 - ii. Use Qualtrics – CSUS students have access.
- i. Survey can include questions on how we can best reach the student body. How do you engage?
 - i. Insta, Twitter, email, etc?
- j. Tool in the survey for dichotomous action/responses.
 - i. Divide pathways based on responses.
- k. Questions based on belonging and acceptance based on demographics.
- l. Financial questions based around the annual priorities.
 - i. Reach out to the department about this survey to see if we can collaborate with them. (Alejandro to reach out to the department for collaboration/survey questions)
- m. Keep the survey shorter. (Work with Dr. Dragna on survey best practices)
- n. Finance and campus climate surveys are normally done nationally by a third party.

C. Student survey

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



- a. What do you want your survey to achieve?
- b. Have a theme and then build out the questions after.
- c. Make sure that whatever we are asking, make sure we can follow through with resolutions.
- d. Be careful with the responses you get and what you can do as a result.
- e. Examples of good questions:
 - i. What is the best way we can reach students?
 - ii. Do you know about the ASI Scholarships and how to apply?
- f. Academia and Finances - potential questions.
- g. Academic, Career, and Campus Engagement – potential questions.
 - i. One or two questions about virtual learning.
- h. We can send out a Sac Send and outline the resources available to show students that we heard them.
- i. We can give them a resource/link.
- j. Transfer Student Advocacy Form – Demographic

VII. NEW BUSINESS

A. Secretary Appointment

Adan has been appointed as the Secretary for the committee.

5 in favor, 0 opposed

B. Transfer Student Advocacy Form – Demographic

Added as a potential question. Alejandro to forward the form and talk to Kathryn Webb regarding specific questions regarding the Transfer Student Advocacy Form.

C. Student Briefing Updates

Summarized the student briefing process to the committee. The Chair will keep the committee members informed of developments.

D. Review Previous Surveys (HHS)

The Chair to send the survey to the committee members for their review.

VIII. ANNOUNCEMENTS/UPCOMING EVENTS

No announcements were made.

IX. NEXT MEETING DATE

November 9, 2020

X. FUTURE AGENDA ITEMS

A. Finalize Theme & Goal of the survey

B. Potential Survey Questions

XI. ADJOURNMENT

The meeting adjourned at 5:02pm.

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