



ASI STUDENT MARKETING & OUTREACH

November 8, 2021

4:00 PM – 5:00 PM

Gold & Green Room, 3rd Floor, Union

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- 4:02 PM**
- II. ROLL CALL- sign-in sheet**
- III. INTRODUCTIONS (if any)- Kayla introduced herself. She will be representing SEO in this committee from now.**
- IV. APPROVAL OF THE MINUTES FROM THE 10/11/2021 and 10/25/2021 MEETING.- Approved by majority**
- V. NEW BUSINESS**
 - A. Discussing about event options and moving forward with Committee
 1. Main Areas of Focus: Financial Wellness- a great presentation by San Du from Financial Wellness. She talked about various statistics and how Financial Wellness can help them gain the financial literacy.
 - Discussion about Basic needs resource fair, reaching out to on-campus resources and collaborating with board members on ASI priority 2.1.1 to host a basic needs resource fair.
 - timeline by SEO to set-up an event and market it has to be done by November 22nd and making a flyer needs 2-3 weeks and marketing together is about 4 weeks.
- VI. ANNOUNCEMENTS/UPCOMING EVENTS- None**
- VII. ADJOURNMENT- 4:55 PM**



Associated Students, Inc. of Sacramento State is committed to providing universal access to all of our events. Please contact Lisa Dalton at Lisa.Dalton@csus.edu or 916-278-6784 to request disability accommodations (e.g., ASL interpretation, wheelchair accessible seating) no later than five (5) business days prior to the event. Advance notice is necessary to arrange for some accessibility needs.