

**Student Marketing and Outreach**  
**February 26, 2024**  
**In-Person Meeting 4:00 PM**  
Canyon Room, 3rd floor Union

*The Student Marketing & Outreach Committee is responsible for producing and executing a student relations campaign through marketing research and promotions each semester, and when the ASI Board of Directors or the Student Marketing and Outreach deems necessary.*

**I. CALL TO ORDER at 4:01pm**

**II. APPROVAL OF MINUTES – tabled until next meeting**

**III. INSTAGRAM PLANNING/PROMOTING UPCOMING EVENTS**

- Main focus of the meeting is to keep the instagram alive
- APIDA center has agreed to collaborate with ASI student relations campaign and has agreed to provide some space to set up election flyers or ASI Bulletin boards
- Each internal committee makes a post about who the chair is and what they are currently working on
- For the website, the information has been updated and the ASI Board meeting videos have been updated as well
- Went over website changes
- Discussed all changes on mind that were to be implemented or got cancelled
- Requested the organization in charge to change the google maps hyperlinks to correct locations for each event
- The topic recruitment was discussed, it was brought up that the committee members and ASI board should approach department chairs and ask for their recommendation in students who may be a good fit for committee members
- Make a post for upcoming for scholarships
- Make a instagram post on how to join committees
- Reach out to clubs for recruitment
- Go out and ask students about how to incentivize the committee time spent
- Look at data regarding what students know about ASI and see if we need to make a survey regarding specifically committees
- Create a powerpoint regarding on how to join a committee

**IV. ANNOUNCEMENTS - none**

**V. ADJOURNMENT at 5pm**

Associated Students, Inc. of Sacramento State is committed to providing universal access to all of our events. Please contact Harbir Atwal at [h.atwal@csus.edu](mailto:h.atwal@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.