



**STUDENT MARKETING AND OUTREACH
FEBRUARY 10TH, 2025
4:00 PM- 5:00 PM
SUMMIT ROOM 3RD FLOOR UNIVERSITY UNION
MINUTES**

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

- i. Meeting called to order at 4:07 pm

II. ROLL CALL

III. APPROVAL OF MINUTES 01/27/25

- i. The minutes were approved.

IV. INTRODUCTIONS

V. NEW BUSINESS

- i. Discuss Collaboration with Women's Resource Center
 - Bingo Night possibility on feminist leaders
 - Instagram collaboration, and we can do a scavenger hunt-like event to allow students to learn things about the women's resource center
 - Discuss women in ASI, women in leadership roles, etc.
 - Event that entices students to come in and have ASI Resources tabling in the back
 - After the event, we can have a survey asking how we can better serve women, student parents, etc.
 - We can have a guest speaker and a panel of influential Women in Sacramento and have someone moderate it
- ii. Update on Video Promotion for Food Pantry
 - The committee chair will reach back out to SEO to get updates on the video

VI. ANNOUNCEMENTS/UPCOMING EVENTS

- i. The next meeting is on Feb. 24th

VII. ADJOURNMENT

- i. The meeting adjourned at 4:40 pm.

Associated Students, Inc. of Sacramento State is committed to providing universal access to all of our events. Please contact Harbir Atwal 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.