



**STUDENT MARKETING AND OUTREACH  
OCTOBER 7th, 2024  
4:00 PM- 5:00 PM  
CAPITAL ROOM 3<sup>RD</sup> FLOOR UNIVERSITY UNION  
AGENDA**

*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 4:00 pm**
- II. ROLL CALL**
- III. APPROVAL OF MINUTES 9/23/24**
- IV. INTRODUCTIONS**
- V. NEW BUSINESS**



- i. Strategic Planning for the Fall Semester**
- ii. Consolidating the Basic Needs Center promotion and the logistics of the food**
- iii. We don't want to confuse students with the Food Pantry**
- iv. We need all the pieces to promote the Basic Needs Center we need information to be able to promote to students**
  - v. Great collaboration requires full information**
  - vi. Conduct Market Research among students**
  - vii. Student relations campaign**
  - viii. Work on Food Pantry Promotion Script and Outreach**
    - i. Reach out to Ryan Choi about the video**
    - ii. Two students in a competition**
    - iii. "fast forward"**
    - iv. An MC would explain the premise of it**
    - v. Going from the Food Pantry to the Cove**
    - vi. Do a Fast Forward**
    - vii. Show them cooking and the timer going off when they start cooking**
    - viii. Judges will determine who wins**
    - ix. Meet, Find the People, Filming**
- ix. Work on video promotion**

## **VI. ANNOUNCEMENTS/UPCOMING EVENTS**

## **VII. ADJOURNMENT**

- i. The next meeting is on October 21<sup>st</sup>, 2024.**
- ii. Meeting adjourned at 4:58 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](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.