



USU Board of Directors

University Student Union Board of Directors
of the California State University, Fresno Association, Inc.
Public Relations And Marketing Committee
October 1, 2012

- I. Goals
 - A. Increase Facebook Likes of 1,200 by end of semester, currently at 960
 - B. Raise Awareness of the Board and the USU Facility

- II. Projects
 - A. Hydration Station
 - a. Work on posters, possible presentation in specific student clubs and meetings
 - B. Water Bottle Project
 - a. Videos promoting sustainability, FaceBook contest giveaways of water bottles
 - C. Working Mission Statement
 - D. Ms. Jordan is assisting with a survey of attitudes or psychographics to find relevant audience

- III. Updates
 - A. Revising the Mission statement
 - a. Ensuring mission statement is within scope of the USU Board of Directors
 - B. Spirit Week Table Events
 - a. Raising awareness of the bowling center with miniature bowling game, and increasing transparency with trivia about student fees
 - C. PR Representatives Summary
 - a. Rotating roles of duties, but recommend one person in charge of public relations affairs, personal contact is vital for positive perception

- IV. Next Meeting

Monday, October 15, 2012 in USU 310

Submitted by: Estevan Gutierrez