ASSOCIATED STUDENTS CALIFORNIA STATE UNIVERSITY FULLERTON, INC.

	Marketing & Outreach Committee MINUTES
	September 27 th , 2017
CALL TO ORDER	Tori Hust, Chair, called the meeting to order at 1:36p.m.
ROLL CALL	Members Present: Ayala, Davis, Hill, Hust, Jakel, La, Wong
	<u>Members Absent</u> : None
	Officers Present: Martin
	<u>Officers Absent</u> : Allen
	*Indicates that the member was in attendance prior to the start of Unfinished Business, but left before the scheduled ending of the meeting. [According to the by-laws, a member of the board who does not remain until the scheduled ending for the meeting (2:30 p.m.) is considered not to be in attendance.]
	**Indicates that the member was in attendance for a portion of the meeting, but not in attendance prior to the announcement of Unfinished Business. [According to the by-laws, a member of the board who is not in attendance prior to the announcement of Unfinished Business is considered not to be in attendance.]
APPROVAL OF AGENDA	The agenda was approved as presented. (Hill-m/Wong-s)
APPROVAL OF MINUTES	The minutes for the September 13, 2017 meeting were approved as presented (Hill-m/Ayala-s)
PUBLIC SPEAKERS	None.
UNFINISHED BUSINESS	None.
REPORTS	
a. Chair	Hust reported the following:
	1) During our meeting, I will be providing updates on the unveiling of the Woolly Mammoth as it relates to promo items and the selection of names.
	2) Hust will be visiting the Irvine Campus soon and asked committee members to contact her if they wished to join her.
b. Associate Director, Marketing &	Martin reported the following:
Communications	1) All Day ASI is tomorrow 9/28/2017. He looks forward to a great and successful event.
	2) Martin has been having ongoing one on one meetings with Hust to discuss many projects/ideas and he looks forward to the discussion of the wayfinding system during the meeting today.

a. Discussion: Woolly
MammothHust stated that last meeting she had asked committee members to come prepared with
name suggestions for the Woolly Mammoth.

Hust and the committee shared the following names: Maxwell, Tantor, Fully, Millie, Marvin, and Tusky.

Davis stated the name should be gender neutral and Wong stated Millie probably would not be a good idea.

Martin provided an update for the fossil installation. The installer is on vacation. If installation is not complete by 10/20/2017, then the installation would have to wait until after Halloween. Martin also suggested that the committee should decide on three or four names they are all comfortable with to then present to students.

Hust asked the committee to decide on the three names they would be presenting to students for feedback. The committee discussed and the top three names decided on were: 1. The Fully Mammoth 2. Tantor the Mammoth 3. Maxwell the Mammoth.

Hust asked the committee how they would like to gather feedback from students on these three options. A couple of options were having Twitter polls and/or having the sticky note vote activity that was previously done when naming the now Grand Stair Studio.

Jakel stated that gathering student input was one option but that the name could also be selected internally.

Hill shared that Twitter polls would probably be best because they can reach out to both students and alumni. Martin stated we currently have 3,548 Twitter followers.

Hust liked the idea of just having Twitter polls to get feedback. This feedback will be reviewed but the decision for the official name would not necessarily be a direct reflection of the feedback.

 b. Discussion: Wayfinding System
Hust stated she has been working with Martin to really try to capture the idea of what the elevator wayfinding system would look like. Hust showed the committee a picture of some outside signage at CSULB and stated that this would be something like what the elevator wayfinding would look like from a design perspective. Hust asked the committee to provide feedback.

Wong liked the clean design but noticed the signage listed a lot of rooms. La asked if we would be including room number on our signage. Hust responded no and that actual room numbers would be included on the wayfinding signage on the actual floors in the future.

Jakel liked this type of signage for the entrance outside of the TSU. Hill agreed.

Martin asked the committee to think about what they would like listed on the exterior doors of the elevators. He suggested that maybe he, Hust and Hill can take a look around the building and list potential offices/areas to include. Hust asked if five highlights per floor would be a good number to include on the design. Ayala said it would depend on how many areas each floor has and suggested three to five per floor. Hill suggested talking to the Information and Services Desk to inquire about what locations students/guests ask directions to most often.

Hust stated she would work with Hill and Martin on this and will present more details at the next meeting.

ANNOUNCEMENTS/MEMBERS' PRIVILEGE

La announced that ASI Scholarships applications close on 10/9/2017. He encouraged everyone to spread the word. Awarded students would receive their scholarship award during Finals Week.

Jakel announced that there are still two vacancies in BOD for the College of Education. Applications will close on Monday. Two resolutions are being drafted to be sent to the BOD so if you would like to collaborate on these, please contact him. All Day ASI is tomorrow. Donuts and juice will be distributed at four locations on campus from 8am to 11am to promote the event.

Martin reminded everyone to wear their All Day ASI shirts tomorrow.

September 27, 2017

ADJOURNMENT

The meeting adjourned at 2:00p.m.

Tori Hust, Chair

Deisy S. Hernandez, Recording Secretary

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