

**ASSOCIATED STUDENTS
CALIFORNIA STATE UNIVERSITY FULLERTON, INC.**

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| Marketing & Outreach Committee MINUTES October 11th, 2017 |
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CALL TO ORDER

Tori Hust, Chair, called the meeting to order at 1:34p.m.

ROLL CALL

Members Present: Ayala, Davis, Hill, Hust, Jakel, La, Wong

Members Absent: None

Officers Present: Martin

Officers Absent: 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/Ayala-s)

APPROVAL OF MINUTES

The minutes for the September 27, 2017 meeting were approved as presented (Jakel-m/Wong-s)

PUBLIC SPEAKERS

None.

UNFINISHED BUSINESS

None.

REPORTS

a. Chair

Hust reported the following:

1) Wayfinding System: Hust, Martin and Hill walked around the TSU to see what should be highlighted and listed on the elevator wayfinding. More details to come under New Business.

2) The Woolly Mammoth has been completely installed. It looks great.

**b. Associate Director,
Marketing &
Communications**

Martin reported the following:

1) Visual Media Production Coordinator Position: The search has officially started for this position and hopes are to have this person hired in five weeks.

2) All Day ASI Feedback Survey: Received 150 responses. Good comments were received as well as information on areas for improvement.

3) The Woolly Mammoth has been installed. The next step is installing the landscape around the fossil.

4) All Night Study Themes: Marketing is currently in the process of brainstorming themes.

NEW BUSINESS

**a. Information:
Wayfinding**

Hust stated that more progress had been made in regards to the elevator wayfinding system. Hust shared the most current mock ups and read over what areas/offices would be listed for each floor.

Martin stated room numbers are not included because the future wayfinding at the actual levels would already include room numbers. Also, the naming of each level would also need to match to that of the new elevator buttons, ex: Upper Level, Main Level and Lower Level.

Jakel asked if we were obligated to have the Starbucks logo. Martin said no. Jakel suggested removing the logo.

The committee continued to provide feedback on the elevator wayfinding mock ups.

Hust stated they would consider all of their feedback and ideas.

**b. Discussion: Woolly
Mammoth Welcome
Party**

Hust stated three names were chosen and polling for these options would be starting soon. She is working with the College of NSM to set a date for the event. The TSCBOT will have participation at the event and she asked the committee on how the TSCBOT can contribute. Her ideas included promotional items and photo opportunities.

Martin stated that online polling could start now but knowing the date would be helpful in order to not drag out the polling timeline. Jakel had a concern for managing multiple voting issues. Martin stated he didn't think that would be an issue.

Hill suggested adding a diamond celebration, 60th anniversary aspect to the event.

The committee continue to provide feedback and ideas for name polling as well as for the day of the event. Hust stated she would continue to work with the College of NSM and keep everyone updated.

**c. Information: ASI
Elections**

Hust introduced Rachel Langenfeld, ASI Elections Commissioner, and stated she would be providing some information on the upcoming ASI Elections and how the TSCBOT can help promote.

Langenfeld introduced herself and share with the committee her plan/goals for Elections this year and how it will differ from last year. She suggested current leaders start promoting to students now.

Langenfeld answered questions from the committee regarding elections.

Allen arrived at 2:05pm.

Hust thanked Langenfeld for the information.

ANNOUNCEMENTS/MEMBERS' PRIVILEGE

Jakel announced that there is now a full ASI Board of Directors with no vacancies. Thanks for everyone who helped promoted the vacant positions. Upcoming events include All Day ASI at the Irvine campus 10/19/17 from 3-7pm. Please let us know if you can volunteer to help work the event.

La announced that scholarship applications closed and the only application still open is the Titan Dreamers scholarship, scheduled to close 10/16/17. Also, the ASI Student Research Grant application is now available.

Allen stated that it is important for ASI to start duplicating our main campus events at the Irvine campus. One great start would be having the All Day ASI event there, so please volunteer.

ADJOURNMENT

The meeting adjourned at 2:15p.m.



Tori Hust, Chair



Deisy S. Hernandez, Recording Secretary