

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

<b>Marketing &amp; Outreach Committee MINUTES November 8<sup>th</sup>, 2017</b>
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**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

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. (Ayala-m/La-s)

**APPROVAL OF MINUTES**

The minutes for the October 11, 2017 meeting were approved as presented. (La-m/Wong-s)

**PUBLIC SPEAKERS**

None.

**UNFINISHED BUSINESS**

None.

**REPORTS**

**a. Chair**

Hust reported the following:

1) Hust and Hill have been working on ordering the TSCBOT apparel and order should be received in time for the ACUI conference. Looking forward to the ACUI Conference as well.

2) Hust will be meeting with Erin Post from the Marketing department and also the Board of Directors for the College of NSM to discuss the mammoth unveiling event ideas. More details in New Business.

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

Martin reported the following:

1) New ASI Website is a priority currently since it is scheduled to launch in eight weeks.

2) The Marketing Department is working on All Night Study. More details in New Business.

3) He will be presenting at ACUI with two of his designers.

**NEW BUSINESS****a. Information:  
Wayfinding**

Hust stated she and Martin updated the mocks ups for the elevator vinyl designs by making all the text in the same font and now all of the office/department listings are in alphabetical order. Vinyl would be going up on all three floors on the main elevator. Depending on cost, there might be vinyl on the back service elevator. Hust will be connecting with Erin Post from the Marketing department on Thursday about the cost. Update on cost will be provided at the next meeting.

Jakel suggested not putting vinyl on the service elevator since it is mostly used by staff and not students. Hust agreed and said the main priority will be the main elevator.

**b. Information: Woolly  
Mammoth Unveiling**

Hust shared that the unveiling event has been scheduled for Wednesday, November 29<sup>th</sup> at 3pm. Please mark your calendars.

Hust will be meeting with Erin Post from the Marketing department and also the Board of Directors for the College of NSM to discuss the mammoth unveiling event promotional items and photo opportunities. Hust is still interested in pursuing Hill's idea of somehow incorporating CSUF's 60<sup>th</sup> diamond celebration to this event.

Hust stated more details to come after her meeting with Erin Post and the Board of Directors for the College of NSM.

**c. Discussion: All Night  
Study**

Hust stated that the theme for All Night Study is Mammoth Study and it is very Jurassic Park inspired. In regards to promotional items/giveaways that the TSCBOT can pass out are left over TSCBOT basketballs or possibly order new promotional items.

Hust asked the committee for their ideas.

Hill suggested a promotional item that was Jurassic park theme. He also added he had been asked to contribute funds to buy lapel pins shaped like a mammoth so that can be an idea.

Jakel shared the idea of having someone dressed like a T-Rex at the All Night Study events for pictures. These pictures can then be used for a social media contest or something like that. La suggested having a photo opportunity space with Jurassic Park themed props and a mammoth in the background.

Hust stated that aside from having promotional items and photo opportunities, she also wanted the committee's input on how the TSCBOT would take part in the event. Last year, members of the TSCBOT engaged the students who were in line for the giveaways by having them answer trivia questions. She thought bringing back this idea would be great as students seemed to have lots of fun and made the lines go by faster.

La stated he liked the idea. Hust said they would work on getting new trivia questions for this year.

Hust thanked the committee for their ideas and input.

**ANNOUNCEMENTS/MEMBERS'  
PRIVILEGE**

La announced that the Titan Dreamers Scholarship application would close 11/13/17 at 5pm.

Hill stated he would be emailing everyone a quiz related to TSCBOT so please look out for that.

Martin stated that the Woolly Mammoth Unveiling event would be in partnership with the College of Natural Science and Mathematics and it will be from 3pm to 5pm. Voting for the naming of the mammoth is being done via Survey Monkey and Twitter. Currently, 'The Fully Mammoth' is ahead of the game by about 13%. In regards to the elevator wayfinding, we will be asking the Building and Engineering department to replace the elevator labels next to the elevator buttons so that they match what the vinyl will say for consistency. All Night Study is from December 4<sup>th</sup> through December 14<sup>th</sup> and the Giveaway Nights will be December 4<sup>th</sup> and December 11<sup>th</sup>.

**ADJOURNMENT**

The meeting adjourned at 1:51p.m.



Tori Hust, Chair



Deisy S. Hernandez, Recording Secretary