Chair, Naeemah Charles, has called a meeting of the Marketing & Communications Council Committee on Friday, October 23, 2015 at 9:00 a.m. in the Delmy E. Rodriguez T-152 conference room of the Cesar Chavez Student Center.

I. Call to Order
Meeting was called to order at 9:30 a.m.

II. Roll Call:
VP External Affairs - Present
VP University Affairs - Excused
VP Internal Affairs - Present
Junior Rep - Unexcused
HSS - Present

III. Approval of Agenda
Motion to approve agenda for October 23, 2015
Moved by VP Internal Affairs, seconded by HSS Rep.

Change date in the first sentence to reflect the current date.
Change Development Arm discussion time sensitive for 10:30 am.

No opposed. No abstentions. Motion passed.

IV. Approval of Minutes
Tabled

V. Announcements (2 minutes each). Please submit literature to Chair when meeting begins.
None

VI. Public Comment
None

VII. Closed Session Pursuant to Education Code 89307 of the California Code for the purpose of considering the appointment, employment, and evaluation of performance, discipline, or dismissal of an employee.

VIII. Old Business
a. Voter Registration Event Drive Debrief
VP External Affairs opened up the discussion to the committee on how the recent event went. VP Internal Affairs stated that it seemed that a large amount of people were there at the beginning, and that campaigns were asking if tables were reserved so next time it may be more prudent to e-mail them all notifying them that tables are all open. HSS Rep noted that students seemed very interested in the event. He also stated that having a vegetarian option for the tacos might have been a good strategy. Raul Amaya asked if we had a breakdown of what number of voters were registered that day and what were registered online. VP External Affairs noted that on paper 130 students were registered during the event. She added that from October 5th to the 18th, 684 students were overall registered to vote. Marketing Director Mayra Saldaña noted that there is room for improvement from the event. VP Internal Affairs noted that the board participation in the event was not as high as had been hoped. The committee agreed that the Government Relations arm of the university could have participated at the event and may have been beneficial. The Marketing department suggested that if BOD members attend they event that they share the media put up by marketing on social media accounts. The committee agreed that the event could have run longer. VP External Affairs stated that the final
count for the whole voter registration program beat the goal of 1,500 with 1,718 students registered overall. Saldaña noted that there was a proposition to have sustainable initiatives at the same table as AS and that this became an issue, so if possible it would be good to have a memo sent out by President that AS cannot take a position on issues that even our programs support. Saldaña suggested that if this is going to be an annual event, we should make it a line item in the budget.

b. Marketing Strategic Plan Update
VP External Affairs noted that Interim Executive Director Barnes sent notes and asked that the final draft for the marketing strategic plan be due on November 13th rather than next week, as many questions have come up regarding direction and protocol. She added that because this is a strategic plan, this is a long-term goal development plan and that it shouldn’t be rushed. Saldaña explained that the intent was to bring the final draft last week but the meeting was cancelled and that the portion of the plan presented today will focus on the social media arm to give a better idea that the plan is nearly finished but it may not give the BOD and the committee the amount of time needed if this were to be approved at the Board meeting next week.

c. Board Outreach Campaign
VP External Affairs noted that these discussions are happening so that the board will have more options to be present on campus. Raul Amaya noted that the new website may give access to the business office so that they can post current agendas. VP External Affairs also suggested having BOD meetings advertised on the TV screens in the building. HSS Rep noted that having more of an AS presence on the San Francisco State University website would get more students aware of AS on campus.

IX. New Business

a. AS Website draft
Media Relations Assistant Gabriela Ballesteros walked the committee through the Social Media draft, explaining suggestions made to the current draft from Barnes. She explained that the plan includes goals for growth as well as highlighting and increasing the visibility of the board. Saldaña noted that it is important to look at the demographics of what is a more active platform. She added that now the important thing to look at is how to cross promote other programs and services that have other social media profiles of their own.

The Marketing Department Webmaster, Camille, presented the new AS website draft to the committee. She explained that as of now about 90% of the content has been transferred, and the overall goal is to focus on responsiveness, so optimizing for mobile use is the next step. The committee suggested possibly adding a subscribe button for e-mails and newsletters. Saldaña noted that they are researching the implementation of this. VP External Affairs stated that she would add this to the agenda for next week’s BOD meeting.

b. Development Arm Discussion
VP External Affairs explained that Katherine Day has been working diligently on the development and funding piece of AS, and how it will pertain to this Council. Day explained to the committee how Marketing and Development interconnect as well as what development means to the organization. She further stated that development can be seen as a way of best utilizing student funds given to AS. Day presented the four questions: What does AS do? What makes AS special? Whom does AS help? How does AS do that? She explained that the goal is for every staff member at AS to be able to answer these questions.

Day presented to the committee a chart showing the Donor Cultivation Cycle, emphasizing that AS can’t just ask for money without a context, and the importance of transparency of funds from donors. Acquisition, cultivation, solicitation, and stewardship are the 4 steps in the cycle. Day presented a theory of change for non-profit marketing, explaining that the goal emphasizes, “We have the community support we need to achieve our mission.” The committee agreed that pitching some of these strategic questions to the board in order to get their input would be a strong strategy. Amaya strongly expressed the value of how important development is to the marketing department.

c. AS Semester Newsletter
Tabled

d. Elections Marketing Campaign
Tabled
X. Reports
No Report

XI. Adjournment
Motion to adjourn the meeting at 11:05 AM
Moved by HSS Rep, seconded by VP Internal Affairs.
No opposed. No abstentions. Motion passed.

Approved by Naemah Charles:

Respectfully Submitted By John Teague: