

Salazar, Gustavo
Project List - MAR 6 2018

Admin:

- Update ASI budget & Inventory
- Analytical reports for social media & web pdf
- Machform integration to website (test student biweekly)
- Studio 47 online form submission for fall 2018
- Scheduling new Marketing Committee timeframe to incorporate Jourdan
- Developing marketing plan to distribute ASI promo items.
- Setting up Student Staff Professional Development material for summer training.
- Ongoing: placard development, student business cards.

Marketing:

Note: campaigns consist of: tabloid poster and postcards print and distribution as well as web and social media promotion.

- Elections: Elections marketing ongoing campaign which includes – UT Ads, poster updates, and social media posts.
- Referendum campaign setup
- Initiate Second round of Calendar of Events distribution on March 6.
- Student Debt Poster & shirt development.
Initiate press check for shirt.
- ASI Representative polo shirt setup
- ASI General Marketing: Promo event setup.
- Cal State LA health awareness Week campaign setup with T-shirt and promo items.
- Veterans tutoring poster – second draft

- Health Center – Safe Spring Break poster development
- HER story – Marketing plan development (poster, social media, campus wide distribution etc.)
- Leadership Summer training – Drafting possible conference style campaign.
- Completed:
- Cal State LA Walk in Shirt press check, 1400 name badge preparation and print.
- on press check – Housing table cloth & Voter Registration table cloth.