

Los Medanos College Associated Students
Special MEETING: Wednesday, September 8, 2021
TIME: 2:10-3:10 PM
LOCATION: LMC Pittsburg Campus, Student Union 2nd Floor Conference Room

AGENDA

<p>President: Luisa Velazquez Vice President: Vacant Treasurer: Vacant Commissioner of Campus Events: Vacant Commissioner of Publicity and Outreach: Vacant Senators: Nicholas Sessions, Jeffrey Bui, Tamna Bhargav, Lynny Cano, and Sheena Dugao</p> <p>Minute Taker: Vacant Advisor: Teresea Archaga, Director of Student Life Guests:</p>				
CURRENT ITEMS				
Item #	Topic/Activity	Lead	Time	Outcome
1	Call meeting to order Establish Quorum	L. Velazquez	2:10-2:11 PM	Information
2	Approve Agenda	L. Velazquez	2:11-2:14 PM	Information/Discussion/Action
BUSINESS REPORTS				
4	<i>Public Comment</i> Senators may respond as summarized below: (no more than 2 minutes on each item) Senators may briefly respond to statements made or questions posed by persons making public comment; The public may ask questions for clarification or make a brief announcement; provide a reference to senate or other resources for factual information; request senate to report back to the public at a later meeting; and/or request an agenda item for future agenda. (Government Code Section 54954.2(a))	L. Velazquez	2:15- 2:20 PM	Information

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5	Officer/Senator Reports and Updates LMCAS membership will share updates they have and or activities they have participated in since last meeting	L. Velazquez	2:20-2:25 PM	Information
6	Advisor Report	T. Archaga	2:25-2:30 PM	Information
NEW BUSINESS				
7	Recruitment Strategies The board will discuss ways in which to increase recruitment. They will discuss potential activities and/or events in which to increase the board size.	L. Velazquez	2:30- 3:10	Information/Discussion/Action
8	Adjournment or Continue	L. Velazquez	3:10	Discussion/Action

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LMCAS Marketing Brainstorm

- **Target Audience**
 - LMC Students on-campus and online
- **Ideas/Thoughts**
 - We have a budget for recruitment
 - **Advertise and prioritize applications!**
- **To-Do**
 - Talk to Teresa
 - about meetings?
 - about Canva to design
 - about borrowing A-Boards to advertise
 - about using the print shop (see if we can avoid costs)
 - if we can display the stuff in the first place
 - **about putting a poster on the door during our meetings**

1. Communication/Reminders

1. Remind app
2. Raffle

2. Advertisement/Displays

- **COSTS:**
 -
- 3. Banners?
 1. Can we put them?
- 4. A-boards
 1. **DESIGN:**

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1. More simplistic, yet informative
 2. Where do we get them? (Buy or **Rent**)
 3. Placement in campus
 1. Outside
5. Stands
 1. Use A-board to direct where the meeting is
 2. Paper stands
 1. Buy or DIY
 2. Print it on cardstock
 3. To catch attention for the brochures/flyers
6. Flyers
 1. **DESIGN:**
 1. Catch Attention!
 2. Mission statement
 3. Slogan/Catchphrase (Get it from Teresa)
 4. Meeting times, dates, and place
 5. Letter-size
 6. Template: Tear-off flyers
 2. Placement in campus
 1. On doors
 2. Corkboard
 3. Next to brochures
7. Brochures (Ask Teresa)
 1. More informative and detailed, but general so we can use it for future semesters
 2. **DESIGN:**
 1. LOGO
 2. Mission statement
 3. Slogan/Catchphrase (Get it from Teresa)
 1. Leaders make change!
 2. APPLY NOW!
 3. DRAIN THE BUDGET
 4. Meeting times, date, and place
 5. Requirements
 6. Contact info: emails, social media

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7. Group picture!
8. Letter-size?
9. What we do
10. What have we done:
 1. **LMCAS Supported Initiatives**
3. Placement in campus
 1. Office desks/tables around campus

3. Branding/Clothing

1. T-shirts
2. Pins
3. Stickers
4. Hoodies/jackets?
5. Pins?
6. Temporary Tattoos
4. **Social Media**
 1. Instagram
 - 1.
 2. Discord to recruit
5. Any more ideas

Placement

6. Placement in campus
 1. Front of Campus (Lot A)
 2. Student Union Building (a lot of students visits the bookstore)
 3. Student Services building