1. **Call to Order and Roll Call [7:00]**
   - Approved Absences: **Krystie Matthews, Monica Duran, Sabrina Wong, Vivek Pawar**
     Senator: Derek, Andy

2. **Approval of Agenda and Minutes**

3. **Open Forum: [7:05-7:43]**
   - **Presenter: Peter Sahaidachny**, Digital Marketing Manager, Office of Marketing Communication
     - Email: psahaidachny@dons.usfca.edu
   - **Topic: Marketing Communication**
     - Streamline everything
     - 40 people for a team
       - the ad agency works with all the schools
         - photographer
         - graphic designer
         - videographer
     - Ads with keywords are brands, otherwise they are non-brands
       - Example: USF is a keyword and is used for branding
     - The term “impressions” are used to identify the number of times a brand is displayed on a page
     - “Clicks” refer to the amount of times an ad has been clicked on
       - CTR (Click Through Rate)
         - Used to gauge how well keywords and ads are performing
         - Measured by how many clicks an ad receives
       - Average CPC (Cost Per Click)
         - The amount you get charged for a click on your ad
         - Determined by the total cost of clicks divided by the amount of clicks
     - USF Paid Search Ads
       - Google and Bing
         - Keywords allow you to connect with customers
         - Using the right keywords leads to more visits to the ad
     - Google Display Network
       - Remarketing
● Allows reconnection to those who visited the website, but didn’t purchase anything
  ○ Jonathan Allen is the contact for main USFCA social media
  ○ A strong recommendation for social media is to keep it constantly up-to-date
    ■ A post should be made at least once a week to maintain connections and draw in new audiences
    ■ Have a specific post that people can expect or have a consistent topic
    ■ Use the 80/20 rule (80% is topical interest; 20% is selling)
    ■ This applies to twitter, Instagram, Facebook, Linked-in, etc.
  ○ How do we find representatives outside of main campus?
    ■ There are beyond the hilltop contacts
      ● Sacramento
        ○ Christina Wilson
      ● Pleasanton
        ○ Maricris Mlyniec
        ○ Theresa Estrada
      ● Santa Rosa
        ○ Alexandria Weishaar
      ● Orange County
        ○ Maureen Lu
      ● South Bay
        ○ Lisa Kline
      ● Main USF
        ○ Jonathan Allen

----- 5 MINUTE RECESS -----