ELECTION COMISSION

MARKETING AND OUTREACH COMMITTEE

1. Call to Order: 4:37 PM
2. Roll Call & Verification of Quorum: 5/5

Name	Email	Initial	Final
Chair Victoria Calloway	sgec10@ucf.edu	p	P
Vice Chair Jada Wesley	sgec12@ucf.edu	P	P
Commissioner Alyssia Wright	sgec3@ucf.edu	P	P
Commissioner Bryan Gonzalez	sgec13@ucf.edu	P	P
Commissioner Emily Melo	sgec14@ucf.edu	P	P

a. Approval of the Minutes: None.
b. Approval of the Agenda: **Approved by GC.**
c. Open Forum
   a. None
d. Announcements from Chair:
   a. Welcome to our first Marketing & Outreach Committee meeting! I hope everyone is settling into their schedules, and I'm really glad to see you all here today. We've already made some strong progress — the brochures for *Brunch with the Branches* are complete, and I've met with the Director of Communications and the Digital Media Coordinator to establish expectations for the semester. The key takeaway is that all our posts need to have a clear purpose, with graphics posted about a week before events so we can build excitement without losing momentum. The goal for today's meeting is to set up our **Asana task management system** so everyone is connected and can begin tracking responsibilities. From there, we'll start solidifying our **calendar and key dates**, brainstorm any **social media ideas** we'd like to add, and lay out our **requirements and goals for the semester. Looking** ahead, our first major project is the **FAQ Reel**. We'll be working on the game plan and script, keeping the questions general and approachable to highlight what the Election Commission does and how Senate works. The content should be simple and encouraging, with a call to

action for our November event. Drafts will be due by September 10, with a posting target of September 24. For our November event, materials are due October 15, and we'll need to confirm the event date since November 2 falls on a Sunday — Andy mentioned November 12 as a possibility. Will need to clarify the date. Either way, the event graphics will go out on November 3, and we'll be using SG's equipment when it's time to film. Finally, on the branding side, once Candidate Affairs commits to a theme, we'll support them by helping create a **mood board** to submit to Andy. We'll also begin working with SG's standard fonts, Gotham and Knockout, to ensure consistency across our content

e. Announcements from Vice Chair Wesley:
   a. I don't have significant to say since we have been working on this and an outline on how we are going to present this to our moderators. I want to focus on the outline that will be fill in blanks, title, platform, target audience, etc. This will be separate from the general content form for the commission.
   b. Commissioner Gonzalez: Is Asana for this committee specifically or for EC as a whole
      i. Vice Chair Wesley: We are focused on social media and outreach; content submission form is for us but the one from Amarah

f. Announcements from Committee Members
   a. Commissioner Mello
      i. I am excited to work closely with the committee. Asks about coming up with a slogan and design. Confirms that we need to pick two colors and then approve them with Andy. Amarah has given her a deadline of two weeks for that.
   b. Commissioner Gonzalez: Will we be presenting to different RSO's.?
      i. Chair Calloway confirms that we are composing a list of RSO's we are interested in connecting to. Each commissioner will have about 3 or it will be adjusted based on each commissioner's schedule. Also reach out to organizations on campus such as Lead, Brunett Honors
   c. Commissioner Gonzalez: What does the presentation consist of?
      i. Chair Calloway: Who we are, what we do, FAQ and Q&A

g. New Business
   a. Chair Calloway:
      i. [Marketing Duties & Expectations Presentation](#)
      ii. [Brochure](#)
   b. Commissioner Melo: Is the issue the bolding in the paragraph?
      i. Chair Calloway: No.
   c. Commissioner Gonzalez: Instead of paragraphs can we just put Senate or President?
      i. Chair Calloway: Yes
   d. Commissioner Gonalez: Can we take paragraphs out and make it smaller for positions you can run for?

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        i.   Chair Calloway: Yes, good idea.

e.   Commissioner Melo: Can we move the "What we do" to the right?

        i.   Chair Calloway: Yes that looks good.

f.   Commissioner Gonzalez: What if we made a newsletter for interest to add to the interest form?

        i.   Chair Calloway: We would communicate when the posters are up. It doesnt have to be a point of contact.

g.   Commissioner Melo: Are you using Teams as your main point of contact?

        i.   Chair Calloway: Yes. Still trying to get ahold of Sarah.

h.   Commissioner Gonzales: Logo for the theme or a general logo?

        i.   Commissioner Melo: It is for the theme. I have to make a logo for everything and want to add the duck for the tropical splash. We can vote on it.

i.   Chair Calloway: Student college senator or different term?

        i.   Commissioner Melo: Let me check.

        ii.   Commissioner Wright: Student Body Senator or College?

        iii.   Commissioner Gonzalez: Student Body Senator.

        iv.   Commissioner Melo: Add for your college.

h.   Miscellaneous Business

     a.   None

i.   Final Roll Call: 5/5; Same as Initial

j.   Adjournment: 5:26 PM

Key:
P - Present
A - Absent
E - Excused
MTD - Move to Debate
MTV - Move to Vote
MTA- Move to Amend
MSQD – Motion for Speech, Questioning, & Debate Time
PP - Postpone
PPI - Postpone Indefinitely
GC - General Consent

Chair Tori Victoria Calloway: sgec10@ucf.edu