



ELECTION COMMISSION

UCF Student Government
Marketing and Outreach Committee Meeting
Charge on Chamber
September 29th, 2025
4:42 PM

MARKETING AND OUTREACH COMMITTEE AGENDA

1. Call to Order: 4:42 PM
2. Roll Call & Verification of Quorum: 4/5

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	E	E
Commissioner Bryan Gonzalez	sgec13@ucf.edu	P	P
Commissioner Emily Melo	sgec14@ucf.edu	P	P

- a. Approval of the Minutes: [Meeting Agenda](#) **Approved by GC**
- b. Approval of the Agenda: **Approved by GC**
- c. Open Forum
 1. Abby
 - i. I'm Abby and my major is Political Science.
- d. Announcements from Chair
 1. Hi Guys! So Happy to see everyone again.
 2. Here are some updates and accomplishments
 - i. The FAQ Reel has been shot and is moving onto the next steps of being edited. I will be submitting the Media Request on the 6th of October, to be posted on the 20th
 - ii. Headshots will be taken on October 7th, starting at 6 PM. The attire is polos, business slacks, and professional shoes. I hope to see everyone present.
- e. Announcements from Vice Chair
 1. Volunteer Pins
 - i. Hello everyone! I have completed our [2026 Volunteer Pins](#). These will primarily be used at polling stations or any tabling events where volunteers are involved. These

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will also be presented during our general body meeting, and the commission can vote on whether they like the black or white version better.

- ii. Commissioner Melo:
- iii. Election commission could have issues because someone could confuse it with one of us. Volunteers will be wearing theme shirts so the black tags could be cute or we can make a mix of both. We should wait for the theme to be finalized.
 - 1. Commissioner Gonzalez:
 - a. I really like the white one I think it looks so clean!
 - 2. Chair Calloway: I don't think there should be confusion with the color because we will be wearing the name tags and it says Volunteer on the pin. We need to have a conversation with volunteers to let them know they can't distribute advice or guidance because they are volunteers. We will add that to the presentation.
 - a. Commissioner Melo: We can make it clear that volunteers will be wearing pins when we do tabling and presentations. Volunteers should be non-biased.
- iv. MTV on Volunteer Pins. Approved by GC to vote in GBM between "2026 Election" and "Election Commission".
- f. Announcements from Committee Members
 - 1. None.
- g. New Business
 - a. Asana Task Management Updates
 - i. I have made changes to the [Asana task management system](#) to better streamline our communication as we go forward and I'd like to formally walk you through the changes I made. They are simple but effective. This includes deleting the subject areas and making it more focused on progress and achievements so we can see where we are in our tasks and what's coming up next and the introduction to subtasks. Any general assignments will be easier to reference instructions on under a general ticket with subtasks. Any committee members should feel free to comment updates and statuses within the task
 - 1. Commissioner Melo: For the button making machine, I learned with Shane and OSI how to do it.
 - 2. Vice Chair Wesley: I did two different versions of the pin,
 - 3. Commissioner Melo: we want the paper to be 2 ½ so the edge raps, the measurement 2 and a quarter

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4. Vice Chair Wesley: To organize it better, there are sections for three categories for the things we are working on. Once you completely finish something, make a new task and link the completed final version. Whenever there is a task, we can add some sub-tasks as well. Kanban words are good for corporate fields and team collaboration. Instructions will be there as well and under them will be the tasks and the description that is connected with it. This will be easier so everyone can see what is in the funnel.
 - a. Commissioner Gonzalez: Do we need to have the posters approved by the college/classrooms?
 - i. Chair Calloway: We must have approval from comms, but not from the college itself as we are statutorily required to hang the posters
 - b. Up Next | Curating Spring Marketing Materials
 - i. Volunteer Pins
 1. One version is more general to avoid any discrepancies in case they don't approve of the use of the word election commission on the pin. I personally like the fact that the Election Commission allows them to be repurposed to the following year but if not then we have the 2026 version. Let's take a look at them.
 - a. Volunteer Pins
 - i. Commissioner Melo: Are we voting on this today?
 1. Vice Chair Wesley: Yes, Assistant Supervisor Collazo is wanting this to be done and presented as soon as possible
 - ii. Updates on Outreach
 1. I have reached out to both campuses to get some dates on the table before the week of 11/12 so that we can start to bring more awareness campus wide.
 2. Downtown stated that that they are available any day besides the week of homecoming so, down below I have attached a when2meet
 - a. when2meet
 3. Linked is the previous email blast that we were going to use prior to the outreach changes. This task is up for grabs if a commissioner is willing to take it on. If not, I will be drafting an email blast this week along with headers to be presented on the 6th of October as well, next Monday.

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iii. Brochure Updates

1. For the upcoming tabling event on Wednesday, I have made some changes to the brochure.
 - a. [Brochure](#)
 - i. Please let me know if you guys have any concerns about formatting etc.
 - ii. We got rid of “How to Get Involved” and explained the duties and responsibilities of being the Student Body President, Vice President, and a Student Body Senator
 - iii. I also updated the timeline to include the Q&A event, and the new dates as well from Knight Connect.
 - b. Commissioner Melo: Will we be printing these by Wednesday’s tabling and what are we doing with the old ones?
 - i. Chair Calloway: We used all of the old ones. We printed and gave out about 100 but we can confirm the number with Supervisor Pressley and Assistant Supervisor Collazo.
 - c. Commissioner Gonzalez: It looks great! I am glad that we kept the same format.
 - i. Chair Calloway: You have a great eye for spacing, let me know if we need any changes to the layout.

2. Graphic & Flyer

- a. I have reached out to Sarah the Graphic Design Coordinator to create the graphic for the 11/12 event with some inspo/idea pics, but I have yet to hear back and will keep you guys updated of course.
- ### h. Miscellaneous Business **MTIF, Approved by GC**
1. Any social media ideas? Can we start brainstorming curated posts?
 2. Anyone want to do the email blast?
 3. Highs and lows
 - i. Chair Calloway: High – No more job, more free time, Low – Exams
 - ii. Vice Chair Wesley: High – Makeup, done Low - Grades
 - iii. Commissioner Gonzalez: High – New Station Tour, Low - School
 - iv. Commissioner Melo: High – Birthday, Low – Back-to-Back exams
 - v. SGLCer: High – Debate Tournament, Low - Midterms
 4. **MTF, Approved by GC**
 - i. Final Roll Call: 5/5; Same as Initial
 - j. Adjournment: 5:32 PM

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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

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