



ELECTION COMMISSION

UCF Student Government
Marketing and Outreach Committee Meeting
Charge on Chamber
October 6th, 2025
4:32 PM

MARKETING AND OUTREACH COMMITTEE AGENDA

1. Call to Order: 4:32 PM
2. Roll Call & Verification of Quorum: 3/5

Name	Email	Initial	Final
Chair Victoria Calloway	sgec10@ucf.edu	P	P
Vice Chair Jada Wesley	sgec12@ucf.edu	A (P 4:34pm)	P
Commissioner Alyssia Wright	sgec3@ucf.edu	A (P 4:37pm)	P
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
 - a. None.
- d. Announcements from Chair
 - a. Hi everyone!! I hope everyone enjoyed their weekend as much as I did.
 - b. Updates & Accomplishments from Last Week
 - i. I will be meeting with Gaby on Thursday to pick out the clips that we will be using for the FAQ Reel. The Media Request Form will also be submitted today!
 - ii. Headshots are this Tuesday at 6 PM! The attire is SG Polos, Business Slacks, and Business Shoes. Please come on time and prepared as we only have a limited amount of time before the sun sets on us
 - iii. Reminder that we will be tabling this Wednesday @ Rosen. The set-up will be starting at 12 PM. I do not mind driving, or we can take the shuttle there as well.
 - iv. I am currently still looking for another date for Downtown, but I think the 22nd of October might be the only contender, but I will be confirming soon.
- e. Announcements from Vice Chair
 - a. None.

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- f. Announcements from Committee Members
 - a. None.
- g. New Business
 - a. [Mid Semester Expectations](#)
 - b. Social Media Ideas
 - i. **Election Events 101 Guide**
 - 1. Goal: Provide a clear, concise guide to all the key election events (like the Candidate Q&A, Debate, Expo) and why each one matters.
 - 2. Format: An infographic or a series of story posts that break down each event, its purpose, and what students can gain from attending.
 - 3. Why This Works: It's educational and directly tied to the Election Commission's role in promoting these events.
 - 4. After the Q&A can be a recap for the people that missed the Q&A
 - ii. How to Get Involved
 - 1. Goal: Really highlight that students can do more than just cast a ballot—they can be active participants in the election process.
 - 2. Format: A carousel or a short reel that lists out ways to get involved, like volunteering at the Candidate Expo, submitting questions for the Q&A, or even helping with voter awareness campaigns.
 - 3. Why This Works: It's straightforward and educational, giving students a clear idea of how they can engage with the election beyond just voting.
 - iii. **Why Your Vote Matters**
 - 1. Goal: Give students a clear understanding of the tangible impact their vote has on campus life and policies.
 - 2. Format: A polished infographic or a reel that highlights one or two real examples of how previous SG elections led to real changes. For example, "Your vote last year brought new dining options to campus!"
 - 3. Why This Works: It directly reinforces the value of participating in the election and ties it back to real student outcomes.
 - a. Commissioner Melo: I think this post is a good idea
 - b. Commissioner Wright: Can be posted after the "Get Ready to Run", closer to the voting period
 - iv. **Get Ready to Run –**
 - 1. Goal: Start building excitement and awareness about the upcoming election period and encourage students to start thinking about running for positions or getting involved.
 - 2. Format: A short, engaging reel or carousel series called "Get Ready to Run," where you share a few tips on what students can do over winter break

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- to prepare for the election season—like brainstorming their platform, learning about SG roles, or getting familiar with the election timeline.
3. Why This Works: It's educational and perfectly timed to get students thinking about the election before the official candidacy period opens.
 - a. Commissioner Melo: Timeline might be issue and needs to be workshopped needs to be lined up with the election period
 - b. Commissioner Wright: Maybe can be posted in the Spring when students get back to let them know that applications are open
 - v. Meet The SG Team
 1. Goal: Start building excitement and awareness about the upcoming election period and encourage students to start thinking about running for positions or getting involved.
 2. Format: A short, engaging reel or carousel series called "Get Ready to Run," where you share a few tips on what students can do over winter break to prepare for the election season—like brainstorming their platform, learning about SG roles, or getting familiar with the election timeline.
 3. Why This Works: It's educational and perfectly timed to get students thinking about the election before the official candidacy period opens.
 - c. Online Brochure Templates
 - i. We will be creating a card with a QR code on it that will take students to a link tree that will give them access to the different candidate positions, (senators and presidential tickets) and under that, the colleges & candidates or tickets & candidates.
 1. The card will not be SG-branded, but the theme of the election.
 - a. Commissioner Melo: Love the idea, very environmentally Friendly
 - b. Vice Chair Wesley: Add into Asana, allocate responsibility
 - c. Chair Calloway: Vice Chair Wesley please add those in,
 - d. Chair Calloway: Will these be at the Candidate events?
 - e. Commissioner Gonzalez: Yes, we hope to have them done before the Candidate events for people to come already informed on candidates
 - d. Email Blast
 - i. Thanks to Commissioner Gonzalez, the [Email Blast Draft](#) us been updated!
 - ii. The intended date has now been changed to the first of November
 1. Commissioner Gonzalez: Added a hook to catch people's attention and bullet points added for important information students need to know. Please let me know
 2. Vice Chair Wesley: Should I update the Asana?

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3. Chair Calloway: Yes, please that would be great
 4. Commissioner Gonzalez: Should we add color? Most emails have header and footer
 5. Chair Calloway: Please send any examples through and I will take a look
 6. Commissioner Melo: November 1st is perfect and maybe send out with QR for Knight Connect for the Candidate Q&A
 7. Chair Calloway: Great idea, makes it easier for students to RSVP and let's delegate the task for creating links/QR
- e. Rosen Tabling Sign Up Sheet
- i. [Sign Up Here](#)
 1. We need at least 4 commissioners :)
- h. Miscellaneous Business
- a. None
- i. Final Roll Call: X/5; Same as Initial
- j. Adjournment: X:XX AM/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

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