



MEMORANDUM

TO: University Union Advisory Board
(UUAB)

DATE: February 22, 2017

FROM: Kaelan Sobouti
Chair of the UUAB 2016-17

COPIES: Lindsey Lee

SUBJECT: Approval of Ad Hoc Committee: UUAB Marketing and Branding Committee

PURPOSE

The purpose of this memo is to request UUAB's approval to create an Ad Hoc Committee to conduct research and provide recommendations on how ASI can better outreach to students and help them feel more connected to the ASI experience.

BACKGROUND

Per the UUAB Operations Code Section 4.1.9.7 the Chair of UUAB is responsible for identifying and developing ad hoc committees as necessary. Over the past three months it seems necessary to create an Ad Hoc Committee to focus on insuring that Cal Poly students feel connected to the ASI experience.

REQUEST

It is requested that the UUAB consider approving the creation of an Ad Hoc Committee to explore and develop an overarching recommendation to UUAB at the last meeting of the school year, May 25th.

COMMITTEE PURPOSE:

The purpose of the Ad Hoc Committee: UUAB Marketing and Branding Committee will be to research, evaluate, and possibly propose new avenues to gain feedback from the facility's users and find areas where ASI can improve outreach and branding.

The Chair of the Committee, or designee, will be required to report the updates at each UUAB workshop and final findings at the May 25, 2017 UUAB meeting.