



# USU Marketing Annual Report

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2021



# Campus-Wide Digital Production

## Welcome to CSUSM Student Life Intros

As the pandemic put CSUSM to a halt with all on-campus activities, there was concern on how to showcase the enriching experiences of CSUSM Student Life to incoming students. Our solution? A video that introduces Student Life and its areas with rich visual displays of what to expect when campus returns back in-person. This video was intended to be displayed during first-year and transfer orientations and covers the nine entities that live within the Student Life unit.

This video was filmed during the peak of the 2021 pandemic, and involved heavy communication on safety procedures and film production sequencing. With limitations presented, the USU Marketing Team knew it would be a challenge to create an engaging video that covers many different departments. The video focused on capturing the virtual aspect and experience of Student Life at CSUSM and less on heavy talking points.



Watch it here! [bit.ly/CSUSMSL2021](https://bit.ly/CSUSMSL2021)

### ADDITIONAL SCREEN CAPTURES FROM VIDEO:



Try it out here! [bit.ly/USUVirtualTours](https://bit.ly/USUVirtualTours)

## USU Virtual Tours

Along with creating a long-form video that depicts the Student Life unit and the experiences it provides, the USU Team pushed to make the virtual campus experience a step further. A collaborative team effort from AV/IT, USU Marketing, and USU Building Maintenance resulted in the production of a USU virtual tour, that allow anyone to navigate through the USU Building through their own personal device.

To make this concept come to life, it required capturing the USU through a 360-degree camera, online services that allows users to piece together that footage, and developing a UI/UX format that is easy to navigate and is functional for any user. The intent was to make something that was not overly complicated but covered as much information as possible.

Some of the functionalities in the USU Virtual Tour include: navigating through the many spaces in the USU, learning about the resources of each space, direct contact information, and short-form videos pulled directly from the Student Life video that showcases each specific area.

## Campus-Wide Digital Production

# CSUSM Free Speech

To help assist the CSUSM Dean of Students Office with Free Speech Week, the USU Marketing Team developed two videos depicting the different types of free speech at CSUSM. The video is comprised of multiple student speakers discussing these topics as well as the campus' Dean of Students describing the importance of free speech on a university campus.

This video required communication among multiple partners, from script writing to establishing and identifying students who represent the campus and be the voice for CSUSM. This video also involved using visuals that best represents the themes being discussed.

Aside from the context of the video, this video also showcases the importance of essential production elements. This video required the assistance of multiple team members in heavy lighting manipulation due to fluctuating weather, clean audio capturing, and perfecting the color grading to establish professionalism in tone.



Watch it here! [bit.ly/CSUSMSL2021](https://bit.ly/CSUSMSL2021)

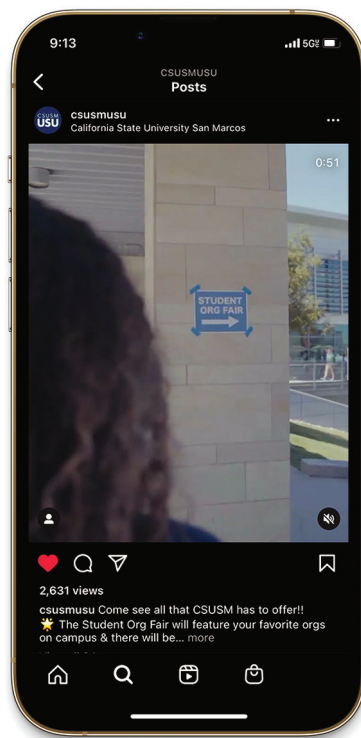
### ADDITIONAL SCREEN CAPTURES FROM VIDEO:



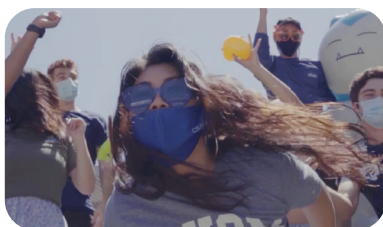
# SLIC Student Org Fair Social Media Promo

With the CSUSM campus repopulating for Fall 2021, the CSUSM USU Marketing Team set a goal to maximize our efforts towards promoting student involvement on campus. At the beginning of every semester, our campus partner hosts a student organization fair. It serves as the main source for students to join a vast amount of student-led clubs and to learn more about Greek Life opportunities.

The intention for this video was to capture the liveliness and vibrancy of student life and student involvement. With many moving parts in this video, it required communicative efforts across different parties, and comprehensive planning and organization, proudly led by CSUSM students.



### ADDITIONAL SCREEN CAPTURES FROM VIDEO:



Watch it here! [bit.ly/SLICOrgF21](https://bit.ly/SLICOrgF21)

## Campus-Wide Digital Production

# Promoting Student Life

Due to the pandemic, CSUSM was closed for all students during the 2020-2021 academic year. Students had to experience CSUSM virtually through their computer screens, from online events to online classes. With official statements on a repopulation plan for Fall 2021, welcoming a large number of new CSUSM students became a frequently asked question.

The USU Marketing Team knew how essential it was to make new and returning students feel welcomed and to remind them that CSUSM is their home. In order to showcase what makes the campus come to life, which is Student Life, the team made a campaign surrounded by the idea that students are what makes this campus unforgettable.

### ADDITIONAL SCREEN CAPTURES FROM VIDEO:



### LOGO FOR STUDENT LIFE DIGITAL CAMPAIGN

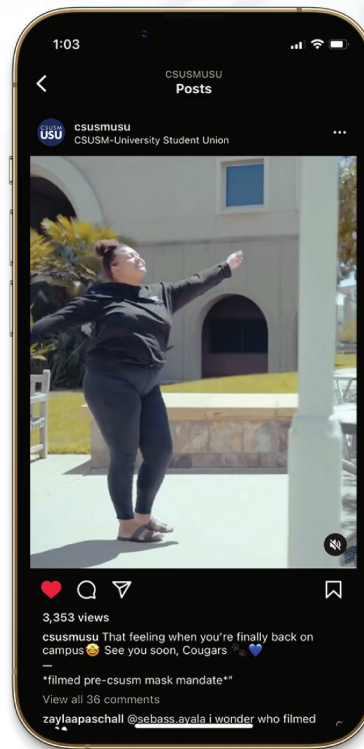
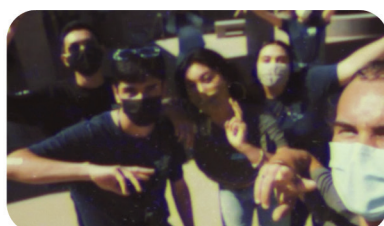
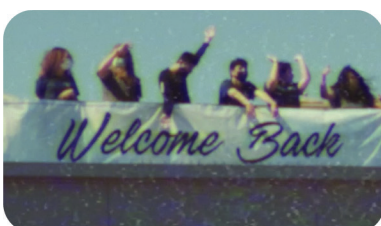


## Promoting Student Life: Making It Meaningful

Just a few days before classes officially began, a feel-good video was released that introduced the fall semester and a new experience for many. This video also stayed consistent with the overall campaign with it being themed after CSUSM being a home for our students.

The concept for this video was to mimic the style of mid 1990's to early 2000's home family videos, often captured on a VHS recorder. It was intended to capture a very authentic and natural feeling, with hard cuts and no smooth transitions, as well as footage coming out shaky and grainy.

### ADDITIONAL SCREEN CAPTURES FROM VIDEO:

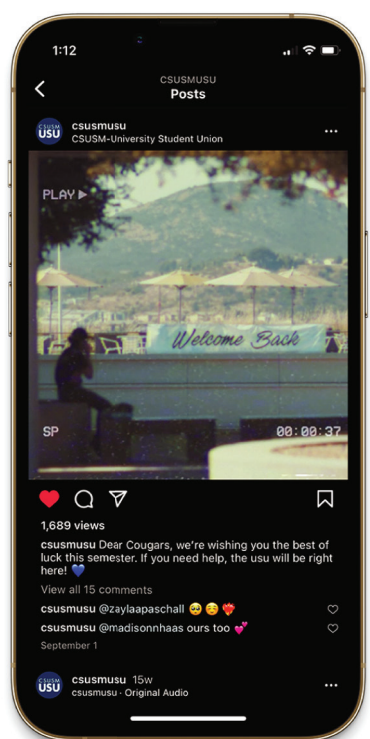
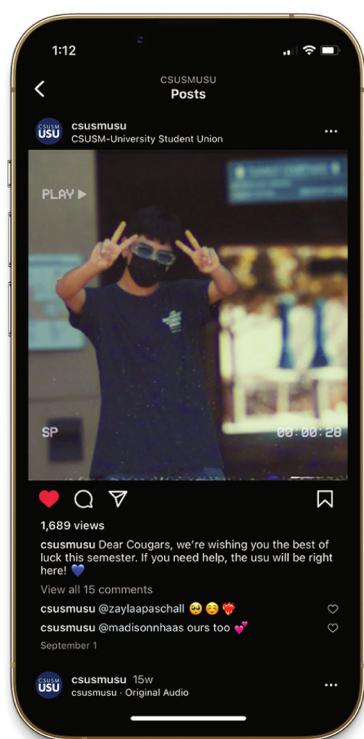


Watch it here! [bit.ly/CSUSMSL\\_Home](https://bit.ly/CSUSMSL_Home)

## Promoting Student Life: Tying In the Branding

The USU Marketing Team places a high importance on branding bigger campaigns and making them identifiable and consistent through the use of logo and style guides. Because the marketing team anticipated making a campaign around the idea of getting students involved with Student Life, there was a need to create a return to campus logo specific to the campaign.

This logo takes one of the USU logos and combines it with a silhouette of one of our landmark buildings on campus. Additionally, a tagline that reflects the results of the pandemic and also to serve as a reminder that students are what make this campus special. This logo was created and used across platforms from video production to social media assets.



Watch it here! [bit.ly/CSUSMSL\\_USU](https://bit.ly/CSUSMSL_USU)

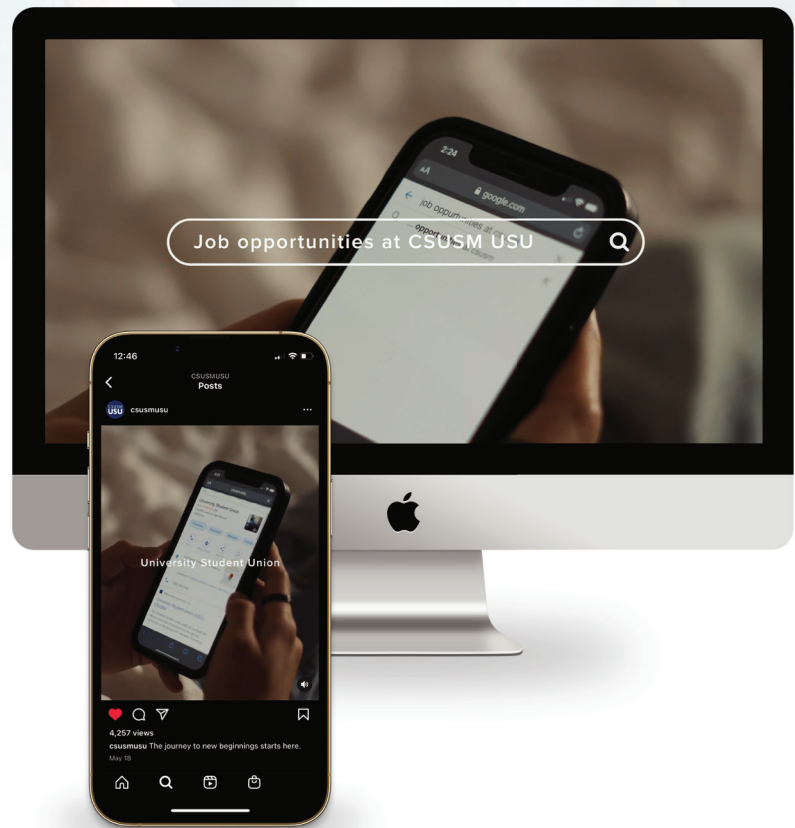
## Campus-Wide Digital Production

# USU Hiring Campaign

Due to the effects of the COVID-19 pandemic, there was a drastic shift in how the USU operates – including hiring student assistants. As restrictions eased up and the USU began preparing to reopen, there was an urgent need to hire student assistants in all of the operation areas. From graphic designers to info services, the USU needed a massive amount of students immediately.

The USU Marketing Team knew maximum effort was needed in order to hire enough student assistants to support the USU at full operation. Intentions were set towards producing a wide spread marketing campaign with all forms of digital media marketing possible. From multiple video production, flyers and digital signage, motion graphics and more, the goal was to make sure the hiring campaign reached the CSUSM student population as effectively as possible.

### ADDITIONAL SCREEN CAPTURES FROM VIDEO:



Watch it here! [bit.ly/USUHiringF21](https://bit.ly/USUHiringF21)



Watch it here! [bit.ly/GoogleUSU](https://bit.ly/GoogleUSU)

## USU Hiring Campaign: Content For Students

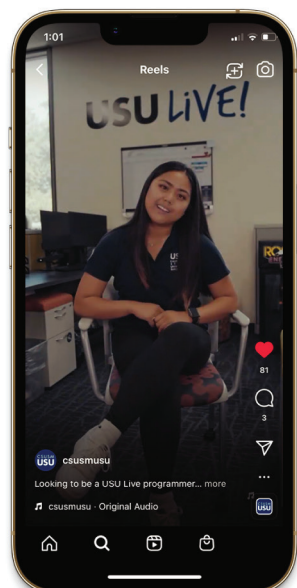
Production consisted of two main videos to promote hiring. One video is filmed through the lens of an incoming student who wants to learn more about the campus experience at CSUSM. This student then begins to search on Google what the USU is and what opportunities are presented at the USU. Finding numerous opportunities at the USU, the student feels motivated to become a part of the USU.

The second video made focused on capturing content that is inspired by student interest. Consistent with the theme of a Google search and a spin off of Wired’s popular Autocomplete Interviews of celebrities Googling themselves and answering questions, this concept was applied to the USU hiring campaign.

## USU Hiring Campaign: Additional Materials

Additionally, supplemental videos and collateral were produced to support and expand the reach of the USU’s hiring efforts. One supplemental item produced was several short-form videos featuring current student employees talking about their experiences at the USU and explaining why they enjoy being a student assistant here.

The final supplement for this hiring campaign was printed media, showcasing student employees and verbiage to promote hiring. This was intended to be a quick eye-catching visual to prompt students to apply.

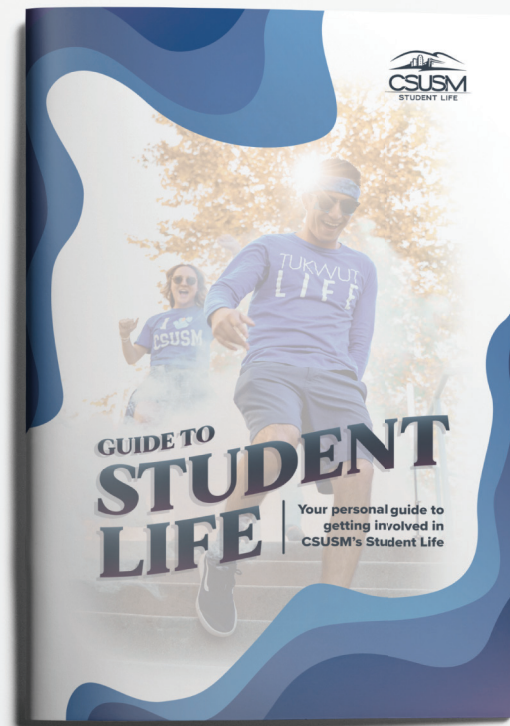


# Student Life Playbook

With a large proportion of incoming students being new to the CSUSM campus experience and being unfamiliar with the many existing entities throughout the campus, the Student Life unit wanted a way for students to have accessible information on these entities and at the palm of their hands. In partnership with the USU Marketing Team, the unit created a pamphlet that dives into everything Student Life, ranging from the six Student Life Centers for Identity, Inclusion and Empowerment, and the five Student Life departments.

In this playbook, you will find information on each department in the Student Life unit, such as contact information, location, resources and opportunities, and services offered in each area. Each department was responsible for summarizing their values and purpose, while the USU Marketing Team took on the visual components. With this playbook being a campus-wide informational guide, the visuals needed to stand out and have an approachable style format, but not stray too far from university branding standards.

These playbooks can be found throughout each area within the USU building and through parts within the CSUSM campus.



## Graphic Prints - ASI Refrigerated Lockers

CSUSM has been known to be a campus that has a blend of local students and commuter students. The USU offers a designated space for commuter students, known as the Commuter Lounge, where students can unwind between classes, microwave their lunches, and wait for their carpools at Chavez Circle.

Associated Students Incorporated (ASI) values offering students the most optimal resources for any student. With many commuter students, some staying on campus for long hours of the day, ASI developed a plan to have commuter students store their perishable lunches, with reassurance that it is safe and secure within the USU.

However, these lockers arrived in a very vibrant orange. Wanting to stay on theme with the university, a partnership between ASI and the USU Marketing Team was formed to add some appeal to the lockers.

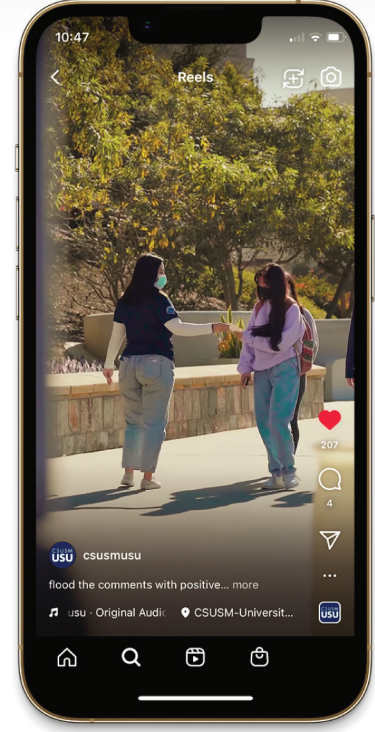
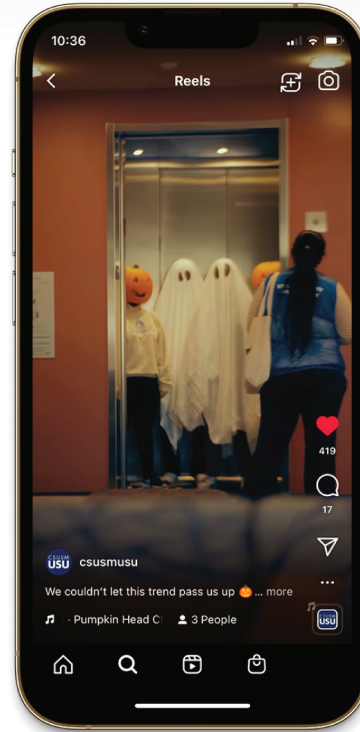
The USU's graphic design team took on the challenge and created a design that represented the campus, while staying modern and timeless in design. The design features the signature light blue that comes directly from the university brand style guide and displays vectored art with consistent styling.

# Experimenting With New Video Concepts

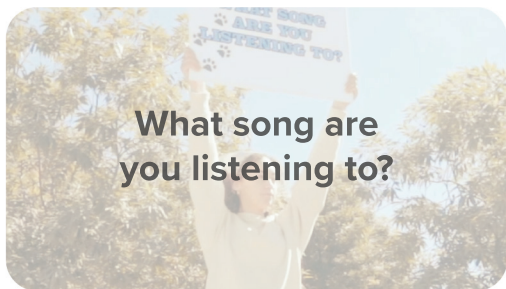
## Engaging Students In Social Media Content

One of Marketing's goals this year was to focus on content that gives the student population the opportunity to be featured on the USU's social media platforms. However, because of the pre-production processes the USU Marketing team implements for every video, higher production videos present challenges when including students with limited availabilities. Some of these challenges include memorizing scripts, acting, and can include extended time-lines.

Marketing decided to feature students in short-form media, such as through Instagram Reels and TikTok. These videos require minimal structure and capture the most authenticity to represent the campus population. These videos tend to follow specific themes and ideas, either based around the seasons, or what is current in popular culture. Some examples include asking students what they are listening to or passing notes of gratitude to students.



MORE CONTENT:

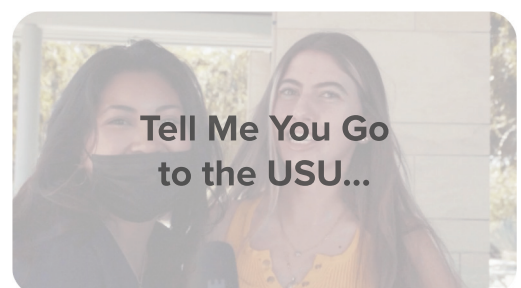


## Following Current Social Media Trends

Marketing also set goals to produce content that is relative to what students currently see within their own social media accounts. However, the goal was to be able to take trends seen on social media and execute them in a way that is not unappealing and distasteful.

The USU Marketing Team strategizes what pieces of social media content matches the USU branding, as well as ways to make the content something students will genuinely enjoy watching. Some trends that received great responses from the student population are Google Search Trends, popular dances, photo and video montages (complimented with current trending audios), and fun video visuals seen throughout the USU's social media pages.

MORE CONTENT:

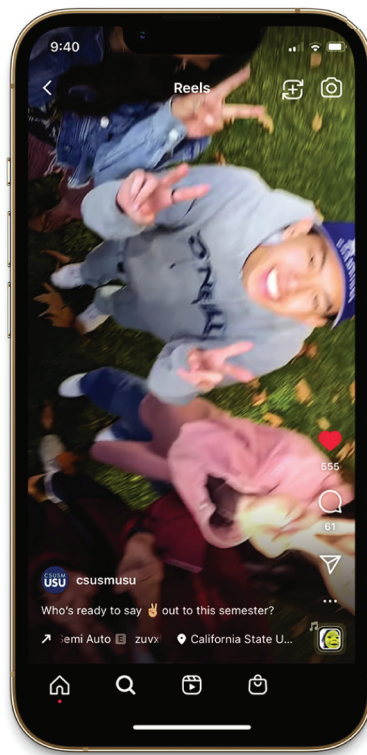
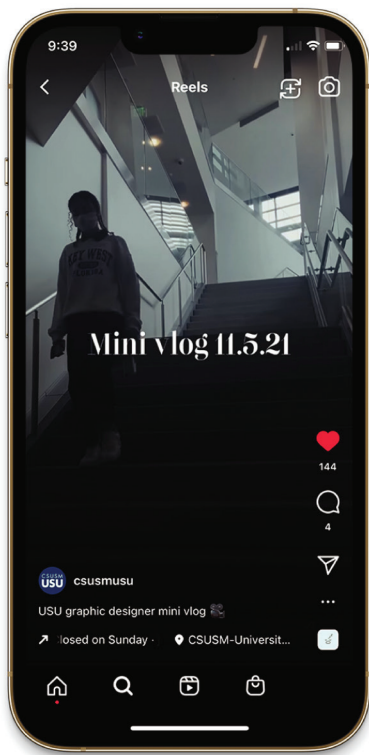


Experimenting With New Video Concepts

## Long and Short-Form Video Formats

As the USU Marketing Team shifted into this new culture of social media and placing an importance of incorporating popularized social media trends, Marketing wanted to find a balance of utilizing short-form video formats to create videos that were original ideas. Students enjoy content that is relative to their own lifestyles, thus the marketing team began producing short-form videos that showcased the perspective of a student at CSUSM, as well as focused on videos that emphasized valuable, lifelong friendships they would experience at CSUSM.

Apart from short-form video formats, Marketing also recognized the importance of long-form video formats that require extensive amount of planning and execution. A major benefit the USU Marketing Team experienced in the 2020-2021 school year was being gifted talented individuals who understood the objectives and intentions of each social media content being developed, whether long or short-form formats.



When it came to producing long-form video formats, Marketing understood the comprehensive timelines that were required and allowed those projects to operate independently while simultaneously producing short-form videos collaboratively.

Marketing's long-form videos involve original or inspired concepts, detailed storyboards, logistical and technical planning, schedule mapping, and can have strenuous post-production efforts. The USU Marketing Team is intentional with long-form videos and displaying high quality production while captivating the audience.

Some of the quality work produced in long-form video include graduation videos, hiring campaigns, high profile campus-wide event, and conveying messaging to the overall campus community.

## Some of Our Favorite Long-Form Videos of 2021





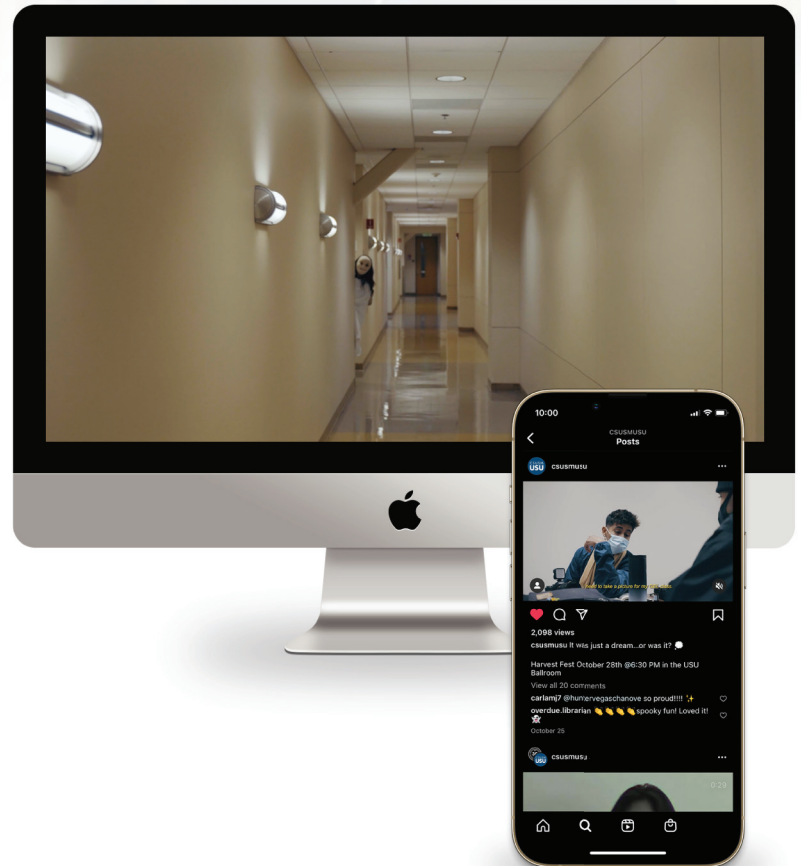
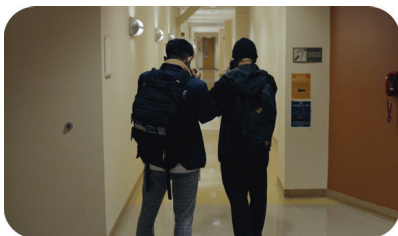
# Recapitulating the Moments

## Harvest Fest 2021 Campaign & Recap

Every October, CSUSM hosts an event to introduce the Fall festivities through activities such as haunted mazes, fall crafts, and fall-themed movie nights throughout our entire student union facility. With the volume of the event, the USU Marketing Team makes it a priority to efficiently promote Harvest Fest to maximize student interest and attendance. Each year, Marketing tackles ways to produce a thrilling short film that follows the theme of Harvest Fest.

This year, the theme of Harvest Fest was haunted university. Marketing wanted to capture the essence of eeriness one may experience when on campus after hours, but at the highest level. This video presents you two students who experience a haunting throughout campus through their own eyes, and through the lens. Additionally, to build excitement for Harvest Fest, the team released a behind-the-scenes, which dives deep into the production-side of the content they view on social media.

### ADDITIONAL SCREEN CAPTURES FROM VIDEO:



Watch it here! [bit.ly/CSUSMHF2021](https://bit.ly/CSUSMHF2021)

Behind-the-scenes: [bit.ly/CSUSMHFBTS](https://bit.ly/CSUSMHFBTS)



The USU Marketing Team also emphasizes the need to cover events and to produce recap videos to share the following day. Recap videos help showcase the volume of the event, and the enjoyment one may experience when attending an event on campus.

As a result of the pandemic, a vast number of students sought to experience life on campus, whether for the first time or after over a year hiatus of no student enriching experiences. This Harvest Fest brought 500+ student attendees and received positive engagement and feedback. Recaps were produced for attendees to reflect on the success of the event and to promote increased turnout at future campus events.

Watch it here! [bit.ly/CSUSMHFRecap](https://bit.ly/CSUSMHFRecap)

## 30 Day & Fall Semester Recap Videos

To go beyond just capturing one single night of campus events, the USU Marketing Team seeks to capture as many Student Life events as much as possible. Aside from serving as memory capsules, we develop recap videos for monumental periods throughout the campus, such as the first month of each semester, and wrapping up the entirety of a semester. These videos help us display the tremendous growth of the campus, and also serve as a way for students to connect and share with their friends when they are featured in the video, or to showcase their life on campus.



Watch it here! [bit.ly/USU30F21](https://bit.ly/USU30F21)

# Connecting With Student Interests

## Mixology of Astrology Marketing Materials

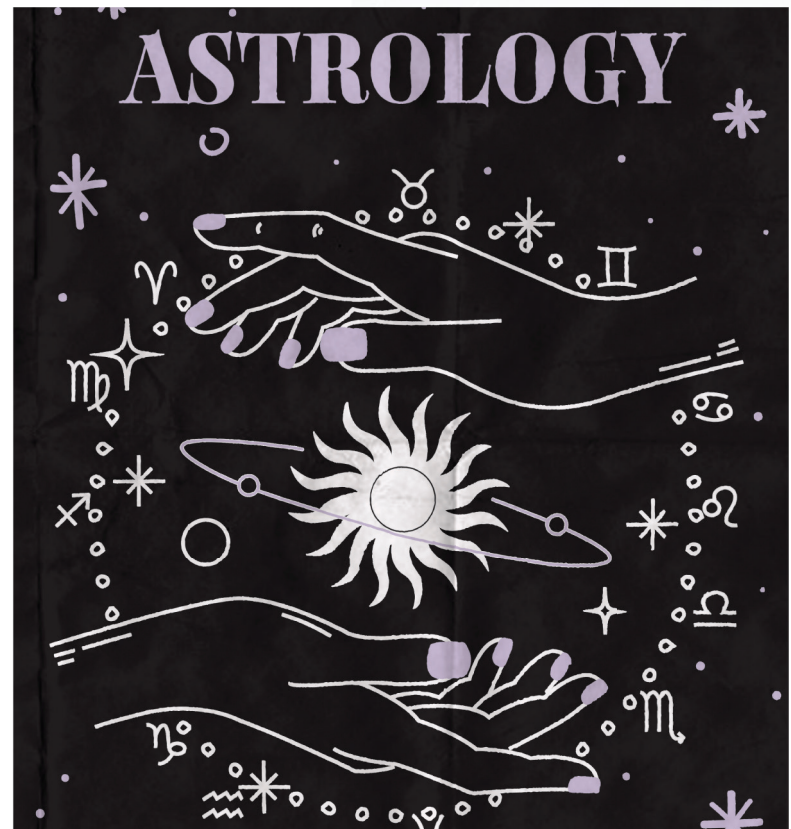
The USU Live program and events team emphasizes the need to host events that appeal to the student population and are in line with the student population interests. Some of USU Live's most popular events include Crafty Cougars, game shows, Tukwut Nights, and Casino Night.

Mixology of Astrology served as an opportunity for students to share their astrology interests amongst their colleagues, as well as gave students the opportunities to do tarot card readings and browse the crystals provided by Village Rock Shop.

With this event being new and unfamiliar to the student population, the USU Marketing Team sought to market the event as effectively as possible to attain a desirable attendance rate. The USU Marketing Team put together several marketing materials ranging from video production, social media postings, posters, and distinguishable graphics that can be displayed around the event.

The graphics developed for the event were vectored through Adobe Illustrator and take on the style of monoline designs to keep it simple but on theme. High contrasts between white and black helped enhance the light pastel purples within the design.

Additionally, Marketing developed two videos for social media that showcase student interest in astrology. These videos show students finding which zodiac sign fits the description.



Watch it here! [bit.ly/USUAstrologyF21](https://bit.ly/USUAstrologyF21)

## Digital Campaigning: Animal Crossing

Early in Spring 2021, classes at CSUSM were still being held virtually, and students can only get a glimpse of the student life experience through virtual programs and events. With Animal Crossing New Horizons being a worldwide hit, USU Live - the student programming team - created an event hosted on Animal Crossing New Horizons, where students can meet new friends and island hop and visit each other's islands.

The USU Marketing Team decided to have fun with promoting this event, and created a video using ACNH gameplay. With the help of motion graphics, Marketing was able to mimic some of the interactions the game has among characters, and make them themed after the event hosted by USU Live.

ADDITIONAL SCREEN CAPTURES FROM VIDEO:



Watch it here! [bit.ly/GoogleUSU](https://bit.ly/GoogleUSU)



## Digital Campaigning: Animal Crossing Going Beyond Just Social Media Marketing

For the video, Marketing wanted the promotions to be unique to only CSUSM. The team developed a fun way to market this as a CSUSM event by creating an 'I Heart CSUSM' shirt using the in-game functions, and having the character wear it throughout the video. It was a fun easter egg that the team believed students would appreciate.

After posting the video onto social media, the USU got a number of requests to actually make this shirt available for students to get. A small redesign was made to make it closer to the university apparel. A design containing the name of the shirt and design ID was then posted to social media so students could get one for themselves.

GET YOUR OWN ACNH I LOVE CSUSM SHIRT HERE!

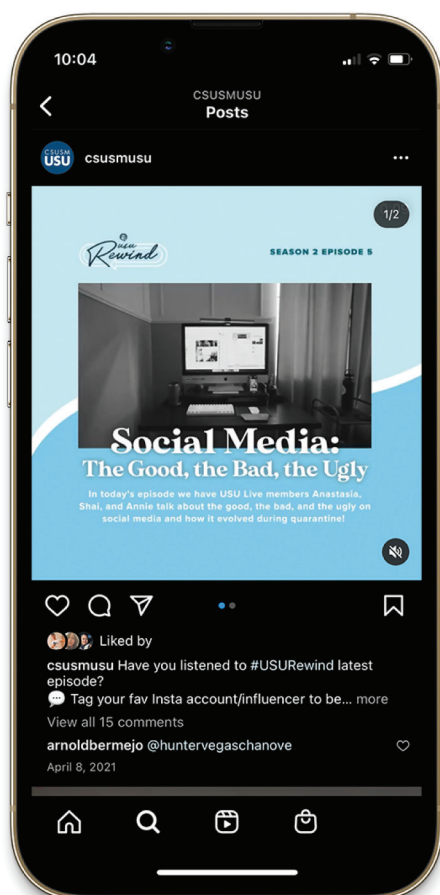
**CODE: MO-BBGL-5PB6-K2VT**



## Pop-Off & USU Rewind Podcasts

In 2020, USU Live released its first ever podcast, USU Rewind. This podcast focused on student point of views, from campus involvement, friendships, and experiences. The goal of this podcast was to share stories and advice that students of the overall population can relate to. This year, USU Live expanded its efforts to reach a broader population by including different areas on campus, such as the LGBTQA+ Pride Center, and covering more in-depth and heavier topics. The USU Marketing Team focused on increasing our viewership by designing a template that takes highlights from each episode.

Along with the growth of USU Rewind, to stay more in touch with student interest, USU Live also released a second podcast, Pop-Off. This podcast focuses on popular culture and keeps up-to-date on current music, movie, and television interests that are shared among the student population. Pop-Off also received similar marketing and promotional materials.



# Maintaining the USU Lifestyle

## The Power of Strong, Consistent Branding

One effective way to reinforce the USU lifestyle is through redeemable items students can get by interacting and engaging with our social media. The most effective way to showcase the USU lifestyle is through the team's t-shirts designs. Every year, the USU Marketing Team designs a shirt intended for the student population to wear and represent their campus. The design changes every year and is designed to keep up with current fashion trends and style. This year, Marketing strayed away from keeping the shirts in the usual university blues, and designed them on an olive green to follow the trend of popular neutral earth tones.

When it comes to marketing our new shirts, a full comprehensive marketing strategy is developed, from social media to video and photo production. Marketing is keen on being intentional with using students to showcase the shirts and to represent the campus and the USU with pride.

ADDITIONAL PHOTOS FROM SWAG PHOTOSHOOT:



SAMPLE OF OUR 2021 SHIRTS



ADDITIONAL SCREEN CAPTURES FROM VIDEO:



## The Power of Strong Branding Implementing Our Brand on Social Media

To engage and interact with the student population on social media, the marketing social media team plans giveaways for the shirts. Students who follow and engage with us on Instagram are automatically entered to win the shirts, along with a bundle of other USU swag items, such as bucket hats, beanies, sweatpants, and more.

When it comes to producing these videos, the social team follows a very specific vision. The goal is to showcase that these shirts are not just any ordinary school shirt but one that can be worn with pride and with any outfit for any occasion. The videos created are intended to feel much like an advertisement and show the shirts in a cinematic light. Videos are stylized in this way to make students feel prideful when representing campus, and to stay in trend with current visual styles that represent the student population.

Watch it here! Video 1: [bit.ly/USUSwagF21](https://bit.ly/USUSwagF21)

Watch it here! Video 2: [bit.ly/USUSwagF21\\_2](https://bit.ly/USUSwagF21_2)

## Maintaining the USU Lifestyle

# The Power of Strong Branding Making The Simple Things Meaningful

Aside from items such as articles of clothing, a very small but powerful item to use for promoting the USU lifestyle and branding is through stickers and sticker sets. It is common to see students on campus placing stickers on laptops, reusable water bottles, and phones. It is a simple and efficient way to showcase school spirit. But the USU Marketing Team always pushes for ways to go above and beyond.

The USU Marketing Team style of design has become distinguishable in that it follows a formula that is consistent throughout the designs. This formula is designing in a vector format, high attention to detail, and unique color palettes that draw the eyes of the viewer. USU Marketing has a team of very talented designers who dedicate their time to create designs that are strong and represent the strength of the USU branding.

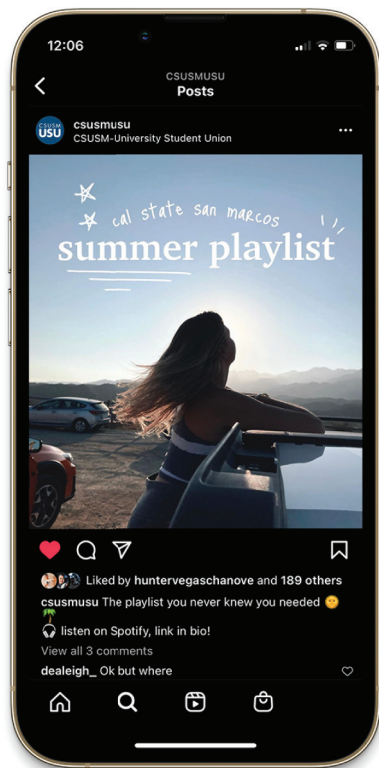
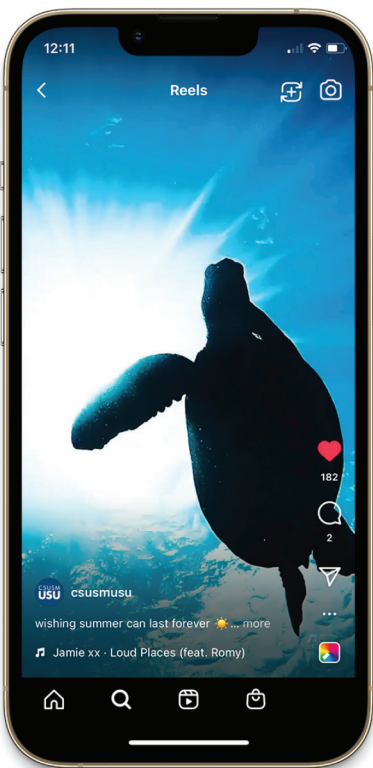
This sticker set in particular was created for the sole intent to share with the student population. The designs showcase many different areas around campus in a vector format and take on the style of many National Park stickers. The time and effort put forth in these designs takes something as simple as stickers, and makes them so much more than that.



## The Power of Strong Branding Effective Social Media Ideas For Engagement

With the majority of CSUSM being virtual throughout 2021, the USU Marketing Team had to strategize ways to continue engaging with students on our social media, especially during a time when online activity was overly exhausted due to impacts of the pandemic. Marketing was faced with the challenge of making impactful social media posts that was away from the main CSUSM campus. This raised questions on how to stick to the USU brand lifestyle and showcase student life if the campus was operating at fully remote operations.

Marketing came up with the idea of focusing on the student lens. The USU does not receive its brand recognition from its physical building, but from the opportunities students can achieve. The students are what brings life into the USU. With this concept in mind, the team made social media content from the voices of student wherever they were. Some content depicted some of their summer adventures, and some content focused on songs that capture the essence of CSUSM Student Life.

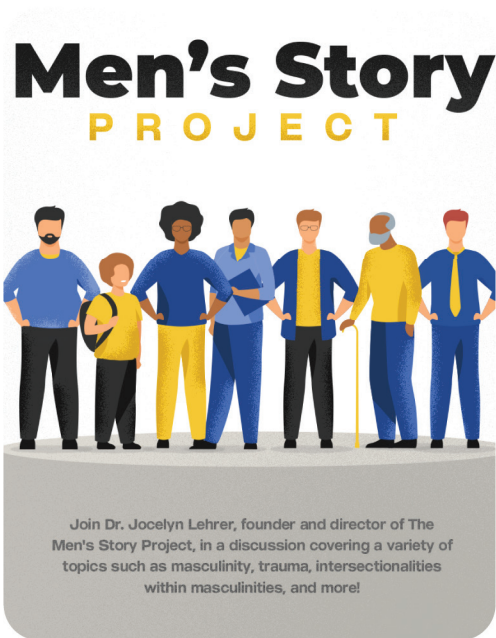
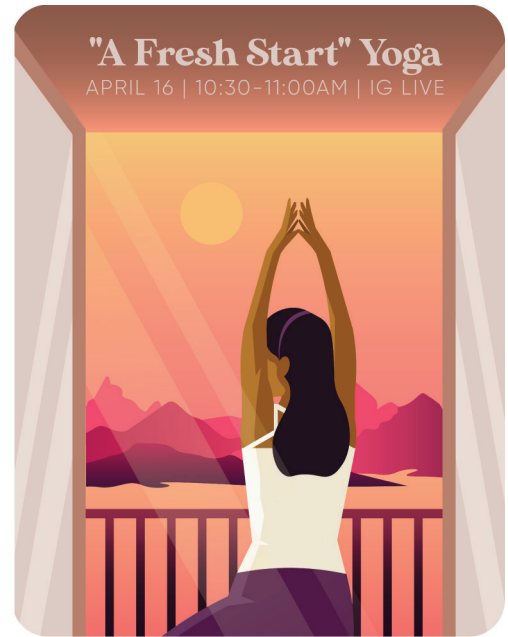
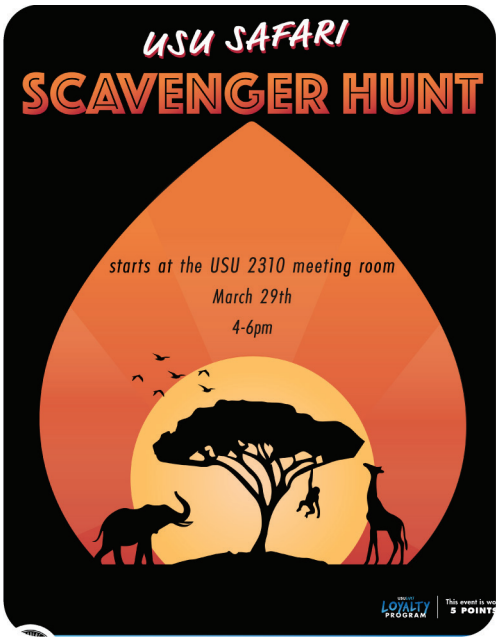


# Graphic Design Showcase 2021

Due to the impacts of the pandemic, there were multiple shifts and changes for events and programs. For the eight months of 2021, the majority of events were held virtually. This resulted in an influx of marketing request and needs as the USU Marketing Team knew the importance of student engagement, even in the scenario where most events are not in-person.

With the Fall 2021 semester soon approaching, CSUSM reduced the number of events held on campus, with every event requiring guidelines for every attendee. This change in event frequency resulted in a significantly reduced amount of marketing requests received for event flyers and promotion. However, this did not result in a decrease in design production, as well as overall quality in each design made. The graphic designers in the USU Marketing Team continued to value their craft when it came to design creation, and often tried to embody the importance of each event through their designs.

In total, the USU Marketing Team received 111 marketing requests throughout 2021, and produced roughly 130 designs overall. With the number of completed designs for 2021, we chose some of our favorite stand-outs for 2021.



# USU Marketing Accolades & Achievements

## ACUI Steal This Idea Competition 2021

Association of College Unions International (ACUI) is one of the largest and most reputable college/university associations. ACUI has been representing student life, student activity, and student unions across the United States since 1914. Each year, ACUI hosts a competition known as Steal This Idea, in which colleges have the opportunity to submit some of the marketing materials produced throughout the academic year. With ACUI's reputation, hundreds of colleges submit work in hopes to place first, second, or third in several categories and to receive recognition and acknowledgement for their professional or student work.

The USU Marketing first began submitting work in 2019 for their 2020 competition, with us receiving an honorable mention for a promotional item we produced. For the 2021 competition, the USU Marketing Team took home two awards in two different categories.

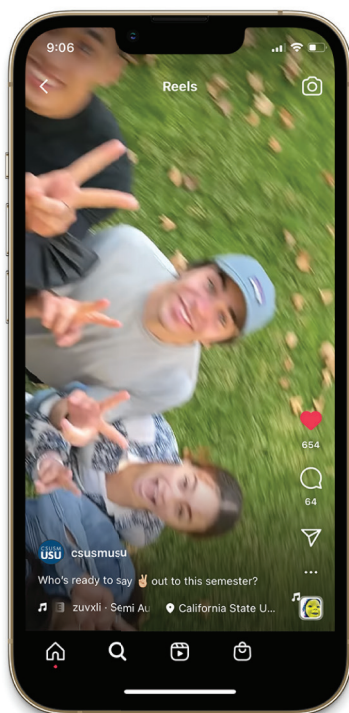
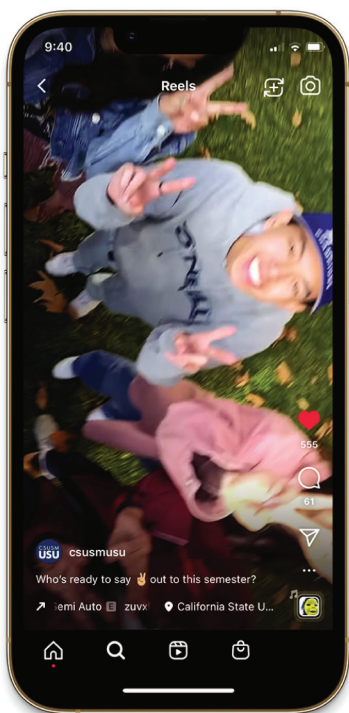


**End of the Year Celebration  
Digital Campaigns - Second Place (Professional)**  
Anthony Ferrer, Jamie Acevedo



**Women's Empowerment Month  
Video Production - Third Place (Professional)**  
Hunter Chanove, Anthony Ferrer, Mason Broadway,  
Julissa Briseno, Mikayla Meneses, Daisy Camacho

## Social Media Content View Count Milestones



**Most Viewed Instagram Reels  
in the entire CSUSM history**  
End of Fall 2021 semester Tiktok Trend

This Instagram Reels pulled in roughly 21,800 views and 654 likes, while also receiving a lot of student engagement in our comments (64 comments).



**Most Viewed Video of 2021**  
Crossing the Finish Line - Graduation Video  
for Class of 2020-2021

This Instagram TV video pulled in nearly 4,100 views and 346 likes, while also receiving a lot of student engagement in our comments (34 comments).



# Thank you

**To view all of our work, or to see what  
the USU Marketing team creates in 2022,  
follow us on:**



**@csusmusu**



