



USU Marketing Annual Report

2020

2020 USU Marketing Team

Professional Staff & Team Lead



**Hunter Chanove,
M.A.**
Marketing & Media
Coordinator



Anthony Ferrer
Digital Media Specialist



Nathan Renderos
Marketing Coordinator
Supply Chain Mgmt
Class of 2020
Joined: Spring '19

Team Members



Grace Davis
Web & Social Media
Mass Media
Class of 2021
Joined: Fall '17



Mason Broadway
Design & Media
Arts & Technology
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Graphic Designer
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Graphic Designer
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Mikayla Meneses
Web & Social Media
Mass Media
Class of 2021
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CSUSM COVID-19 Return to Work Module

In partnership with CSUSM’s department of Safety, Health & Sustainability, the USU Marketing team produced a COVID-19 safety video that highlighted campus guidelines and expectations. Since creation, the video has been incorporated as a university-wide human resources mandatory campus module for any student, staff, or faculty member who utilizes CSUSM.

The goal of the video was to create a video that was informative, showing the steps and actions CSUSM has done to maintain a safe space, while also remaining light-hearted and entertaining.

This video was also displayed through the USU Instagram as well as official CSUSM social media channels to ensure the highest volume of reach.



Watch the video here:

or visit
bit.ly/CSUSMRTW



Scan me!



Student Leadership & Involvement Center (SLIC) Rebranding

+ Tukwut Leadership Circle (TLC) Rebranding

With the exponential growth of the Student Life Unit, the formally known Student Life and Leadership (SLL) wanted to separate the two entities by undergoing a change of name, and a full refresh to their branding and identity.

Along with the new name, the newly-appointed SLIC director, Anthony Pang, wanted to modernize the previous logo that once identified them as the SLL. The goal of the logo was to keep it simple, and multifunctional for different usages. while still following CSUSM branding guidelines.

With the new SLIC logo in place, another revision within SLIC followed. Tukwut Leadership Circle (TLC) received the same treatment, with similar attributes being used for their logo revision.



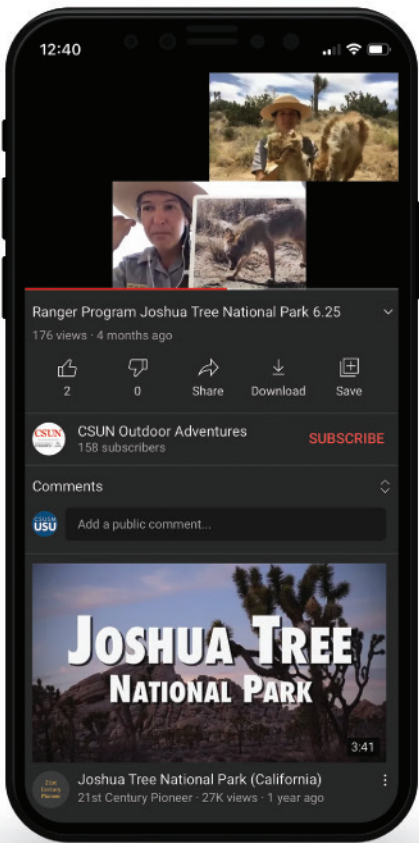
Campus Collaborations

CSU Unplugged: Couch Concerts

Due to the unfortunate circumstances brought on by the ongoing COVID-19 pandemic, programmers were looking for ways to maintain student engagement and participation through programs and events in a virtual setting. This presented numerous challenges, namely that the amount of screen time students already had to partake in would lead to a decrease in attendance in virtual events outside of class time.

With universities across the country facing similar challenges, unique opportunities emerged for campuses to collaborate virtually and work towards the creation of programs that students would be excited about. One program that proved to be popular amongst the students was a livestreamed concert, a completely different world compared to in-person events.

In partnership with CSUSM USU, CSUSM Associated Student Incorporation (ASI), and CSU Chico State Associated Students, two programs, USU Unplugged and Wildcat Couch Concert merged into one collective effort as CSU Unplugged: Couch Concert. This event was held virtually, with students submitting their performances and given the opportunity to highlight their talents with their peers. The challenge of creating an event such as this virtually included research from student assistants on how to operate livestreams through Zoom and Youtube.



CSUN & CSUSM

REC Virtual Tours

Additionally, there was another CSU system campus collaboration program that occurred between CSUSM’s Campus Recreation and CSUN’s Outdoor Adventure program dubbed ‘Online Adventures’. Normally, these campuses offer student excursions to national parks throughout the country. With COVID-19 halting all in-person event, these two CSU campuses were able to put their heads together and offer outdoor recreational programming but within a virtual space.

Online Adventures followed National Park Ranger guiding participants with 360-degree virtual explorations throughout iconic landmarks such as: Machhu Pichu, the 8 Wonders of the World, and Yosemite National Park. CSUSM students have the opportunity to join these tours by utilizing the CSUSM REC Instagram for links to the tours.

End of the Year Celebration

At the end of each academic year, the CSUSM University Student Union celebrates the accomplishments of every student assistant working for the USU, while also commemorating the graduating class. Ordinarily, the event is housed within the USU ballroom, and awards are presented to honor the outstanding work from student assistants.

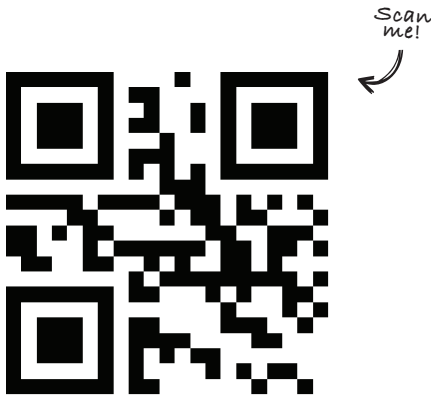
As a result of suspending in person operations due to COVID-19, the CSUSM USU staff was unsure how to transition an event of this magnitude to a virtual setting and whether or not to simply forgo the event entirely this year. Overwhelmingly, however, it was decided that this event would help bring some positivity and light during dark times and that the “show must go on.”

After tremendous efforts by the CSUSM USU staff, the format of this event was changed to a virtual platform, with a series of recorded videos showcasing professional staff members honoring and recognizing outstanding student employees replacing in person speeches and awards. The videos consisted of:

- A video from the administrative staff, discussing the difficulties presented by the COVID-19 pandemic and reassuring students that the USU is a place of support throughout these events.
- A video from each supervisor who oversees student assistants congratulating them for their accomplishments
- A video from each graduating student assistant, reflecting on their time working for the USU and what students can look forward to seeing from them in their future endeavors.
- A video, voiced by a student assistant, sharing the perspective of a CSUSM student during the COVID-19 pandemic.

Watch the playlist here:

or visit bit.ly/USUEOTY2020



EOTY Celebration - Expanding Our Reach

Another challenge CSUSM staff members were faced with during the time leading up to this event, was how exactly to ensure that student assistants would even be willing to attend a virtual event, especially during a time of uncertainty.

In response to this unique dilemma, the CSUSM USU developed a newsletter reminding students of the event, and which contained a series of hyperlinks leading student assistants to the videos created by supervisors, congratulating the seniors on their successes.

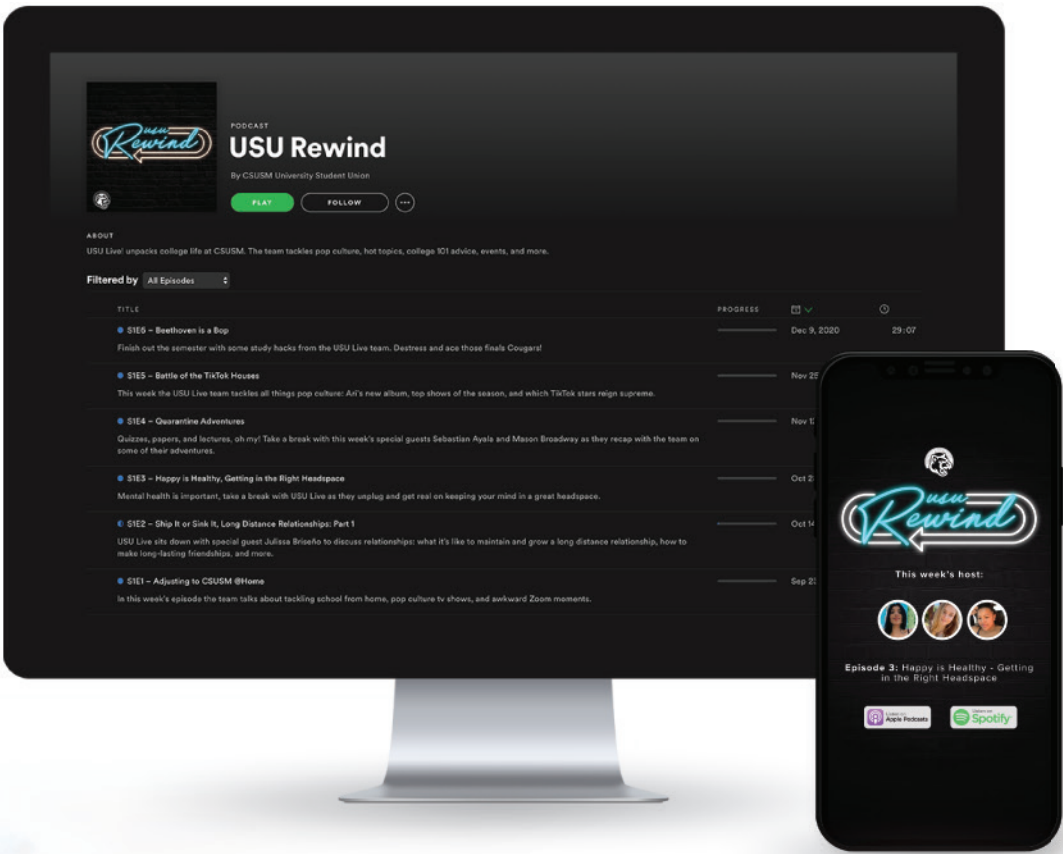
As a result of the hard work and ingenuity by CSUSM USU staff members, the USU was able to achieve the same attendance numbers as would have been present in a normal, in-person setting.



Growing An Audience: “USU Rewind” Podcast

As virtual learning continued throughout the Fall 2020 semester, the call to return to in-person classes remained uncertain. The campus community continued to look for ways to engage and interact with students through virtual programming, but the challenge of creating events and programs that entertained students without contributing to an extensive amount of screen time, commonly referred to as “Zoom Fatigue” was proven to be difficult.

USU Live, a team of student event programmers and coordinated by Kylie Clark, worked tirelessly to find ways to host programs that kept students entertained. With ideas ranging from Zoom events, virtual yoga classes, and DIY tutorials housed within the CSUSM USU Instagram, one idea sparked enthusiasm and interest within the USU team - a podcast that captured the perspective, experiences, and lifelong lessons that students go through in college. A place where student voices and diverse perspectives could be shared with students, faculty, and staff members throughout the CSUSM campus community.



USU Rewind is a student-led audio-only podcast hosted on streaming platforms such as Spotify and Apple Podcasts. Students develop the content and topic ideas and develop a timeline for a semester-long list of episodes.

With students being virtual, all recording is individual and used with equipment at home, with students using earbuds or microphones to capture audio. Audio is recorded through an audio software, Adobe Audition, and sent to supervisors for quality control and approval.

Post-production efforts are then made by the USU AV/IT team, with audio getting cleaned and watermarked. The final mixdown is then sent to the USU Marketing team for publication and promotion throughout social media.

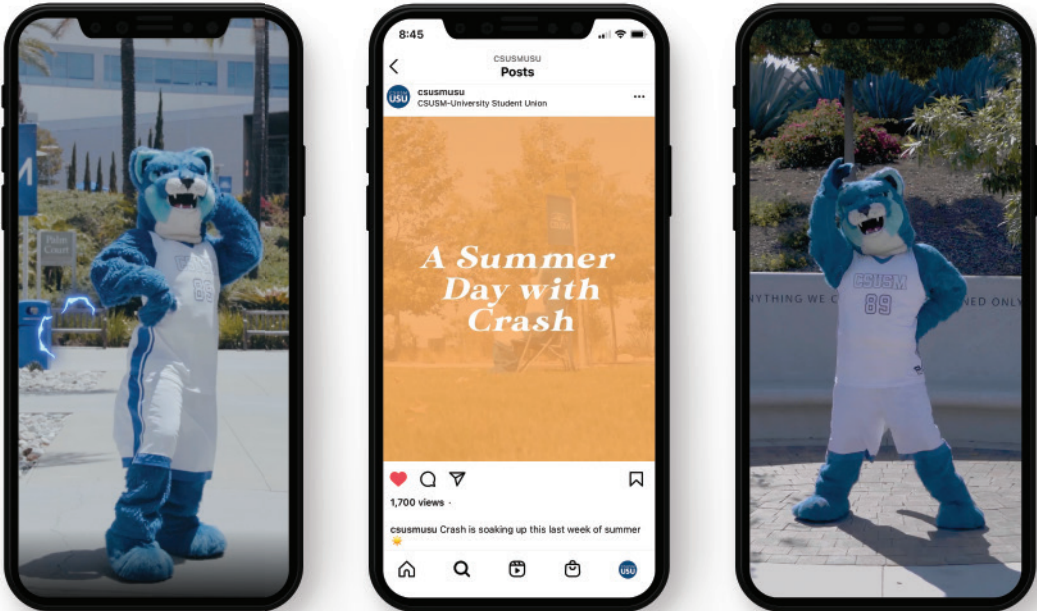
Listen here: bit.ly/USURewind

Social Media Campaigns from 2020

A Summer with Crash the Cougar

Consisting of a series of videos posted to Instagram featuring Crash the Cougar in prominent locations on campus, A Summer with Crash the Cougar had one goal: engage with incoming students and build excitement and anticipation for their arrival to CSUSM.

Despite the cancelation of in-person orientation as a result of the COVID-19 pandemic, it was the goal of the CSUSM USU Marketing Team to make incoming students feel at home and build their CSUSM pride—all while allowing them to remain within the safety of their homes.



Watch here: bit.ly/SummerWithCrash

Womxn’s Empowerment Month - Social Media Campaign

In late February/early March 2020, the CSUSM USU Marketing Team took note of the significance the month of March played for womxn throughout the world. With this in mind, the USU Marketing Team wanted to honor and acknowledge the strength in diversity of women, and started working on a social media campaign that would highlight female students across campus in a sizzle reel posted to Instagram.

With this being a project with many moving parts, it required all hands on deck to ensure that the team does justice to Womxn’s Empowerment Month. This meant meeting with team members and stakeholders frequently to capture and embody what womxn empowerment is, but to make it impactful in a visual of 60 seconds or less.



**Print Media
& Stickers**
(Displayed throughout
campus + given to
student population)

This project was created and directed by female USU Marketing Team employees and featured strong, empowered female students from all racial and ethnic backgrounds expressing themselves on campus. Artwork was also created by a female USU Marketing employee.

This project consisted of one video, with promotional teasers accompanying it, two original art pieces that are consistent with the theme of womxn empowerment, a photoshoot of each female participant for social media use, and a graphic overlayed on each female participant’s portrait for added theming.

Watch here: bit.ly/CSUSMWmnsEmpwr

Kartpool Karaoke Staff Edition - Social Media Series

Kartpool Karaoke is a social media segment hosted on the CSUSM USU Instagram page and has been a hit with the USU’s audience. The segment follows a student host, as he and various students drive around campus on a USU golf cart singing to songs relating to a specific theme or event.

This edition of Kartpool Karaoke featured professional staff members taking over for the student host and was geared towards familiarizing viewers with some of the professional staff within the campus community. The professional staff takeover Kartpool Karaoke while students continue to enjoy their Winter break of 2019-2020.



Watch here: bit.ly/StaffKartpool

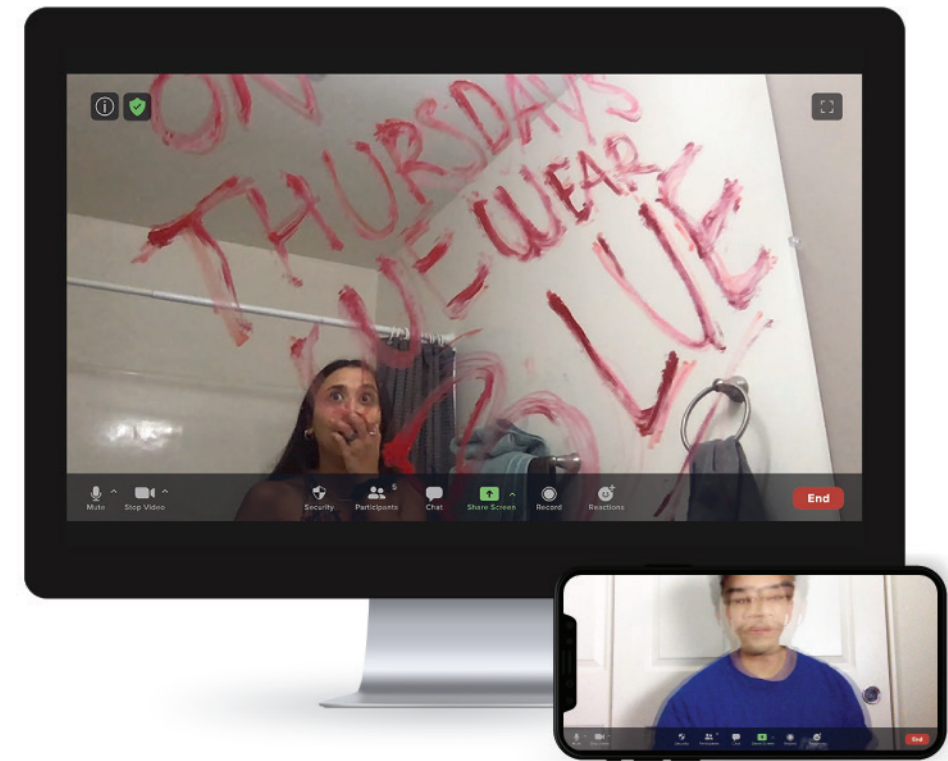


A Haunting on Zoom - Harvest Fest Promo

Each year, CSUSM Campus Recreation hosts a week of events to celebrate the fall season, known as Harvest Fest. To build anticipation for Harvest Fest, the CSUSM USU Marketing Team produces a short video inspired by a classic horror film, but from the perspective of a student.

With CSUSM’s transition to online learning this year as a result of the COVID-19 pandemic, the USU marketing team was challenged with finding a piece of source material for this year’s Harvest Fest video that adequately reflected the circumstances students found themselves in. The team ultimately was able to create a short film based off the virtual space students had to get accustomed to. All filming was done virtually and independently recorded, using resources found within our living spaces.

Watch here: bit.ly/HauntedZoom



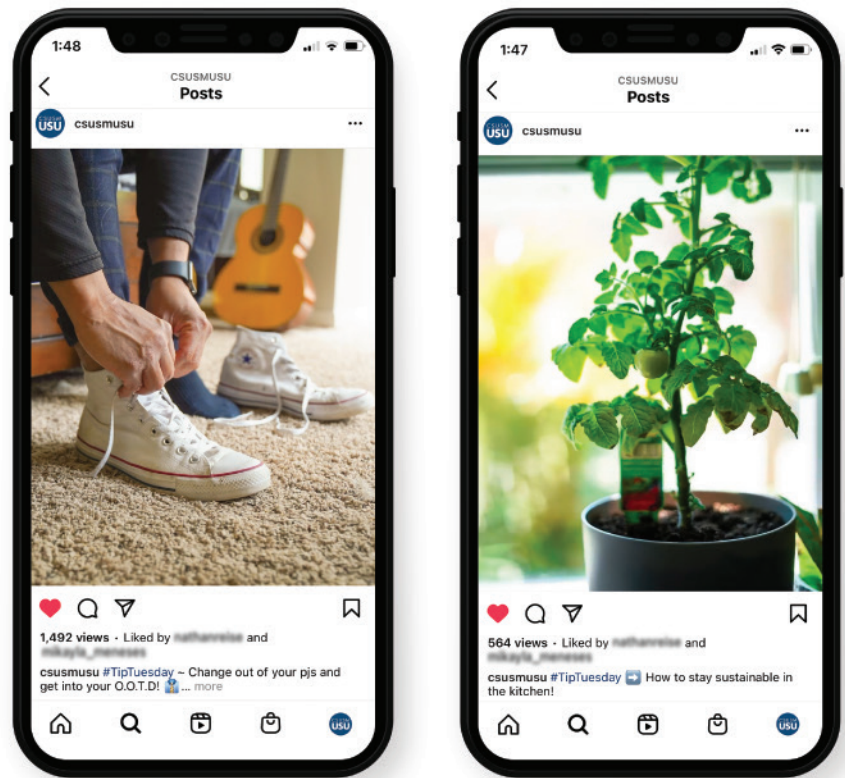
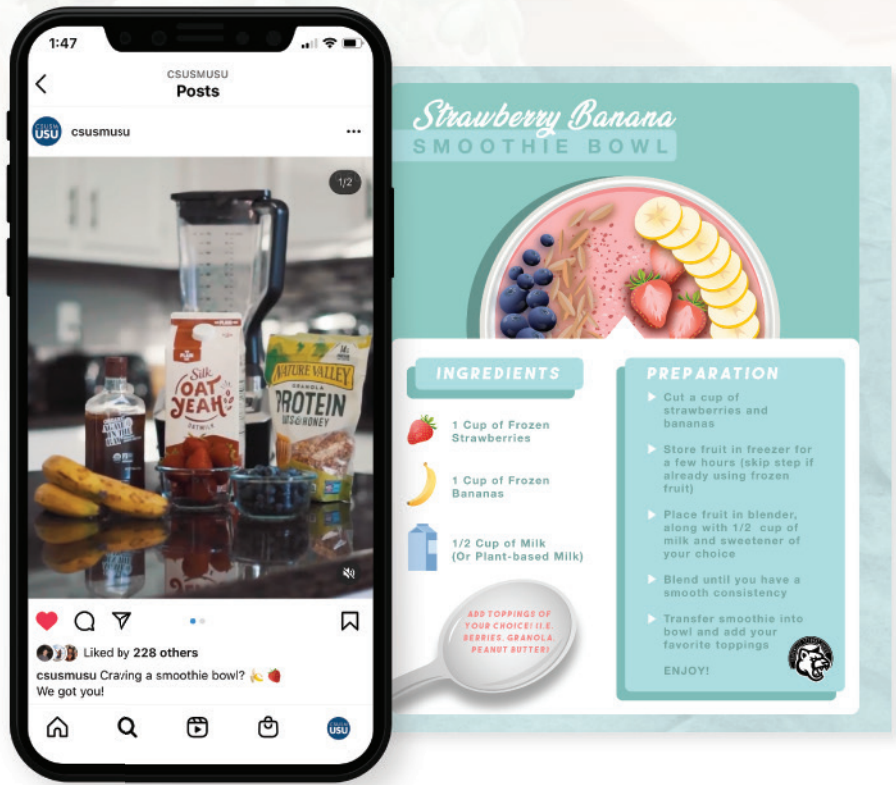
Social Media Engagement Activities

Do-It-Yourself Content

The COVID-19 pandemic left the CSUSM campus community with questions on how to continue to engage and connect with our students without having the ability to interact in person. The pursuit to create virtual programs and events began with student interaction being the top priority.

With USU programs such as Crafty Cougars and Cougar Eats surrounding the goal of teaching life-long lessons, the USU Marketing team and USU Live programming team decided to advance their creative approach regarding DIY content and elevate it to a new level. This new take on social media engagement encouraged students to create recipes or craft items using low cost or common household items within their own homes.

The videos created were simple and aesthetically appealing content that provide basic steps to a recipe/craft as well as showcasing the final product. Each video was accompanied with a recipe/instruction card that contained more in-depth instructions.



Tip Tuesday - A Guide to Student Success

During the early phases of the campus closure, COVID-19 and the pandemic only provided uncertainty and was proven to be a very difficult event to navigate through. Though the CSUSM campus could not provide answers to questions regarding the reopening of campus operations, the USU Marketing team decided to provide support to students through messaging within our content.

The USU Marketing team created intentional content to help spark motivation within students by providing tips on how to succeed in a new virtual environment. Each video provided tips on mental health, productivity, sustainability, and academic success. With the USU’s very own student assistants navigating the pandemic, the marketing content was able to highlight techniques these students found helpful within their own lives.

Simple, But Effective “Filler” Content

Due to the inability to capture content on-campus with ease, the USU Marketing Team had to find techniques to either re-purpose old footage/photos with new ideas or break our own rules and rely heavily on graphic design to communicate with their audience on Instagram.

The marketing team found great success with some of these new techniques. Some notable content being the “Spot-The-Difference” posts, where campus photos were slightly altered and challenged students to find the objects changed between two similar photos. Additionally, other engaging content featured students filling in digital bingo cards or designing their own graduation caps. Students who participated were given “swag vouchers” for participating in these passive engagement opportunities.



University Student Union Swag for 2020

Along with a robust distribution of virtual content, the CSUSM University Student Union also puts resources into designing and releasing physical branding material - most notably a new t-shirt each year to introduce incoming students to the USU.

The goal for each shirt design is to create something students will actually enjoy wearing. With the strong branding, students are given a sense of school spirit and are able to represent the USU and what it stands for.

Each t-shirt release is accompanied by a photoshoot to promote the new branding material on our Instagram page. Additionally, to build a relationship with our audience and expand our social media, we conduct creative giveaways centered around student engagement with the winner receiving a “swag pack” containing, amongst other things, the new t-shirt.

Pursuing Giveaways in a Virtual Setting

As the campus community collectively adjusted to a new virtual environment, the USU Marketing team wanted to continue to honor students for their participation in events and continue giving away USU swag items despite not being in person. However, with budget freezes and the goal of reducing any in-person interactions, this presented many challenges.

Ultimately, the plan was to administer “swag vouchers” for students who won prizes for participation in certain events/giveaways, with specific details on how students can redeem their prizes. However, as the call to return to in-person classes remained indefinite, and the volume of unobtained swag vouchers began to increase, the USU team took additional steps to find a way to ship swag packs to students.

Their innovative and creative measures, students were able to receive their items without ever coming in contact with any USU staff. Additionally, the USU team wanted to personalize these swag packs and create something special that students can appreciate during pressing times. This was done through a personal card with every swag pack along with a message saying how much we miss our students.



Resources

Designs from 2020

bit.ly/USUDesigns2020

Videos from 2020

bit.ly/USUVideos2020

Photos from 2020

bit.ly/USUPhotos2020