

# DASB MARKETING & COMMUNICATIONS COMMITTEE

MINUTES | [www.deanza.edu/dasb](http://www.deanza.edu/dasb) | <https://www.deanza.edu/dasb/committees/marketing/>

Recurring meeting every Monday | Nov 2nd, 2020 | 11:00 AM 12:00 PM

Zoom Meeting Link (no password): <https://fhda-edu.zoom.us/j/4998077765>

Chair of Committee: Kirana Rafli | Contact: [kiranarafli13@gmail.com](mailto:kiranarafli13@gmail.com) or [dasbmarketing@fhda.edu](mailto:dasbmarketing@fhda.edu)

## I. Call to Order

- Kirana calls this meeting to order @ 11:05 AM
- Seconded by Britney.

## A. Roll call of Marketing & Communication Committee

Senators	Present	Absent	Late	Excused
Kirana Rafli (Committee Chair)	x			
Britney Tran (Senator)	x			
Sam Lai (Senator)	x			
Fatema Kazi (Senator)	x			
Erin Zhong (Senator)			x	
Katelyn Pan (Senator)	x			
Interns	Present	Absent	Late	Excused
Aki Baidya	x			
Claire Saul	x			
Wenyi Lin	x			

## Guests:

- Sunnie Chen: 2nd Marketing Meeting
- Huy Bui: 3rd Marketing Meeting

- Taerim Kim: 3rd Marketing Meeting
- Kenny Luk: 3rd Marketing Meeting
- Hyeonjun (Alex) Jun: 1st Marketing Meeting. (he/him/his)

## II. Approval of the Minutes

Oct 26th meeting at 12:25 pm

## III. Public Announcements

- None.

## IV. Committee Announcements

- Kirana: Currently, DASB is doing a Diversity Task Force. Fatema is helping. Would like to discuss this further at the next Marketing Meeting.

## V. Business Items

### 1. Checkins:

Time: 5 minutes

Presenter: All

This item is to discuss how everyone is doing and to introduce any prospective interns inside the committee.

- Mohamed: Advisor, he/his/him, Excited to work alongside the marketing committee. Wants to bring a social media presence to the De Anza Flea Market.
- Maritza: Advisor, she/her/hers, Student Activity Specialist.
- Hyeonjun: 3rd year student, C.S. Major, Wants to gain communication skills from the marketing committee. Would like to do social media marketing.
- Kirana: Chair of Marketing and Comm., 2nd year @ DA, Poli Sci & Film Major.

### 2. Town Hall Meeting Planning

Time: 15 minutes

Presenter: Kirana

This item is to discuss the town hall planning and the upcoming marketing tasks for it.

- Town Hall Meeting will happen on November 20th.
- Kirana created a Google Form.
- Aki: Create Poster for Town Hall Meeting.
- Katelyn: Town hall is working on reaching out to senior admin? Town hall will focus on listening about student concerns. RSVP: Students should be reminded about Town Hall Meeting. Facebook events were made in the past.

- Fatema suggested to reach out to professors and ask them to post about the Town Hall Meeting on their respective Canvas pages. Send out flyer too. Send out to general/big classes, not every class.
- Promise = Huy
- Honors Program = Fatema
- Kim & Wenyi would like to help out with the general/big classes. Kim = Psychology, Poli Sci, Sociology, Anthropology, Mathematics. Wenyi = Business, Accounting, Economics, English, Computer Science.
- De Anza College social media = Kirana
- Fatema and Sam will help create a summary list based on survey findings.

### 3. Canvas Shell

Time: 15 minutes

Presenter: Kirana, Britney, Fatema

This item is to discuss the feedback and new thoughts after Wednesday's senate meeting to see new changes we can add to it.

- Sam thinks there should be a separate Canvas module for Scholarships.
- Fatema suggested that we make a PDF that explains how to navigate the Canvas Shell / Website
- Kirana suggested to add video tutorial for website/news.
- Fatima suggested that we add committee meeting links under the Canvas Calendar.

### 4. Newsletter Column for December Release

Time: 15 minutes

Presenter: Sam, Kirana, AkiClaire, Katelyn

This item is to discuss and inform the planning of the December issue and how the committee plans to move forward with it. Start talking about the column and content that goes with it using the google doc to organize it.

- Sam suggested that we focus on the content of the newsletter.
- Claire is going to write the Mentors@DA column.

### V. Public Announcements

- Vote! :)
- Board of Trustees Session?

### VI. Adjournment

- Kirana adjourns the meeting at 12:41 PM. Seconded by Britney.