Professional Development Webinar Series: Marketing Basics and Beyond

March 28, 2019
# Roll Call

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Meeting Agenda

• Roll Call
• Speaker Introduction(s)
• Presenter: Toni Molle
  • Chancellor’s Office
• Presenter: Jessica Medina
  • CSU Fresno
• CO Updates
Speaker: Toni Molle
CSUCO Public Affairs

CSUCO Public Affairs helps manage the day-to-day media relations, and act as the liaison with the system’s 23 campuses.

Currently serves as the Director, Public Affairs

- Strategize, implement and manage media relations and new media initiatives of the California State University's system office

Fun Fact: Toni is a Rams’ football fan and shares a pair of seats with a group of friends. #WhoseHouse #RamsHouse #Ramily #Mobsquad
Telling Your Story: Basic Needs Initiative

Toni Molle, Director of Public Affairs
Tips for Sharing

• Get to know your PIO and Public Affairs teams
• Be on the lookout and cultivate advocates for your cause
• Data with a capital “D”
News or Not

- Program milestones
- New services
- Big donations
- Outreach events
- Relationships with third party advocates
Things to Keep in Mind

- Coverage: the *good* and the "not so good"
- Handle with extra care
- Becoming the “face of…”
- Exposure

At Cal State, student homelessness has been hidden until now
California state universities add dorm rooms as strategy to raise graduation rates, provide affordable housing
Arthur Chavez, a transfer student at Sacramento State, poses for a portrait in his dorm room. Chavez was homeless and living in his car until the university's emergency housing program gave him the temporary room.
California campuses confront a growing challenge: homeless students

By Felicia Mello  | April 3, 2018 | HIGHER EDUCATION

Cal Poly Food Pantry provides food for students in need

The Cal Poly Food Pantry provides fresh and canned food for students who need help meeting basic needs. Since it opened in 2014, usage of the pantry has risen 600 percent.

By Joe Johnston
Use a Variety of Channels

- Campus PIO
- Student media
- Social media
- Website and Blog posts
- Flyers
- Newsletter
Do your Homework

• Outlet
• Three points
• Call to action
• Know when to say “No”
Engagement Online

@calstate /calstate @thecsu /csuco
Contact Information

Toni Molle
Director, Public Affairs
CSU, Office of the Chancellor
Email: tmolle@calstate.edu
Website: www.calstate.edu
(Click “News” in the top navigation bar)

Questions?
Speaker: Jessica Medina

Food Security Project

*The Food Security Project is a multi-initiative program to support students who may be experiencing food insecurity.*

Currently serves as the Coordinator of the Food Security Project at Fresno State

- Student Cupboard
- CalFresh Outreach
- Catered Cupboard
- Educational Workshops

**Fun Fact:** Jessica has 2 little boys who are both named after super-heros!
Marketing Basics

• Social Media
  • All platforms for all audiences
• Website
• Media presence
  • Cooking segments
  • Events
  • Workshops
• Students
  • If they believe in what you do, they tell others!
Marketing for Development and Fundraising

• Build partnerships with community organizations
  • Food recovery
  • Food donations
  • Monetary donations
  • Awareness raising
• Food Drives
  • Big Fresno Fair Feed the Need
• March Match Up
March Match Up History

- Started in 2016 with Moss Adams, a $50,000 founding match partner
  - Started as a video challenge campaign
  - Evolved to an online crowdfunding campaign
- First year we raised $106,435 for the Student Cupboard
March Match Up Today

- This year we started with $100,000 to match!
- Increased on campus support
- Increased media awareness
  - Kick-off event with news media
- Round-up partners
- Giving events

Round up your purchase for March Match Up!
A donation to #FSMarchMatchUp means the world to students who are working hard to earn their degree. Donate today at bit.ly/FSMarchMatchUp2019.

"Your donations have made my graduate school life possible. Thank you from the bottom of my heart."

bit.ly/MarchMatchUp2019

A donation, no matter how big or small, makes the world of a difference to the students who use the Student Cupboard. Donate today bit.ly/MarchMatchUp2019

"Thank you for filling our stomachs. You have helped many students."

bit.ly/MarchMatchUp2019
Through programs like our "How to Adult: Learning Beyond the Classroom" series, we are able to help students learn how to cook the items they get from the Student Cupboard. #FSMarchMatchUp. bit.ly/MarchMatchUp2019

#DYK that nearly 14,000 students have logged over 176,000 visits to the Student Cupboard since it opened its doors in November 2014? Support #FSMarchMatchUp and help us continue to stamp out student hunger at bit.ly/MarchMatchUp2019
Thank You Donors

**Fresno State Student Cupboard**
March 14 at 10:30 AM

Thank you to everyone who participated in the Give Back Day for #FSMarchMatchUp at Dutch Bros Coffee Tuscon yesterday. We loved seeing your photos and posts. There's still time to give. bit.ly/FSMarchMatchUp2019

**Fresno State Student Cupboard**
March 1 at 1:57 PM

A BIG thank you to Rotary Club of Clovis for having us at your luncheon today and donating $3,000 to #FSMarchMatchUp.
Thank you so much! You have no idea what a big help this place has been for me.

Thank you so much! This takes so much stress off my shoulders! Thank you for making a meal possible for me! 😊

Dear donor,
Because of you, I have food to eat throughout the day. When my wallet is empty, I know I can trust that the student cupboard has food for me. So, thank you.
Engagement Online

@studentcupboard  /studentcupboard  @studentcupboard
Contact Information

Jessica Medina
California State University, Fresno

Email: jemedina@csufresno.edu
Phone: 559.278.0866
Website: www.fresnostate.edu/foodsecurity

Questions?
CO Updates

- Last SB 85 Report
  - June 28, 2019

- Best Practices Directory
  - August 1, 2019

- Ongoing Funding Opportunity
  - Posted April 26, 2019
  - Due May 15, 2019

- Well-being Ambassador Training
  - June 25 & June 26

- Student Well-being Conference
  - Spring 2020 (Feb/March)

- Taskforce Meetings
  - 3 meetings minimum per year
CO Updates

The next webinar is scheduled:
Thursday, May 23, 2019
@ 2:00pm

Topic:
Student Engagement
Thank You!

www.calstate.edu/basicneeds