

CALIFORNIA STATE UNIVERSITY, NORTHRIDGE
UNIVERSITY STUDENT UNION
BOARD OF DIRECTIONS
VISIBILITY AD HOC COMMITTEE
MINUTES
MAY 6, 2026

I. CALL TO ORDER

The meeting was called to order by Chair Sabah at 9:08 a.m.

II. ROLL CALL

PRESENT	ABSENT
Audrey Martinez (Back-Up Secretary)	Kevin Conn
Alejandra Aparicio	
Cameron Gonzalez	
Cesar Rosales	
Karim Kouatly	
Kevin Lizarraga	
Nawshin Sabah (Chair)	
Sharon Kinard (Executive Secretary)	
Steven Wein	

III. APPROVAL OF AGENDA – MAY 6, 2026

M/S/P: (K. Kouatly/C. Rosales)
Motion passed 5-0-0.

IV. APPROVAL OF MINUTES – MARCH 23, 2026

M/S/P: (C. Rosales/C. Gonzalez)
Motion passed 5-0-0.

V. ACTION ITEM

Student Awareness Survey Instrument

M/S/P (S. Wein/A. Aparicio)
Motion passed 5-0-0.

VI. DISCUSSION ITEMS

A. Researching Best Practices from Higher Education and Other Industries

- The committee discussed best practices for increasing student awareness and engagement through student-driven content, influencer partnerships, and event

experiences that reflect campus culture. Members noted that organic TikTok and Instagram content, student influencers, and visible traditions can build excitement, authenticity, and connection. The discussion also highlighted the value of cross-campus collaboration, including partnerships with athletics and departments, to strengthen attendance and social sharing.

- The committee also identified marketing infrastructure challenges, including fragmented permissions, decentralized approvals, and limited access to campus-wide promotional spaces. Members emphasized the need to streamline communication, plan promotions earlier, and gather visual examples from peer campuses to support advocacy for expanded marketing opportunities.
- Next steps include reviewing survey deadlines, planning recruitment for future committee participation, further exploring student influencer and content-first marketing strategies, and maintaining alumni input from graduating members to support continuity.

VII. ANNOUNCEMENTS - N/A

VIII. ADJOURNMENT

Respectfully submitted,

Sharon S. Kinard

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Executive Secretary