

# Professional Development Webinar Series: Marketing Basics and Beyond

March 28, 2019



# Roll Call

**Bakersfield  
Channel Islands  
Chico  
Dominguez Hills  
East Bay  
Fresno  
Fullerton  
Humboldt  
Long Beach  
Los Angeles  
Maritime  
Monterey Bay**

**Northridge  
Pomona  
Sacramento  
San Bernardino  
San Diego  
San Francisco  
San Jose  
San Luis Obispo  
San Marcos  
Sonoma  
Stanislaus**

# 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

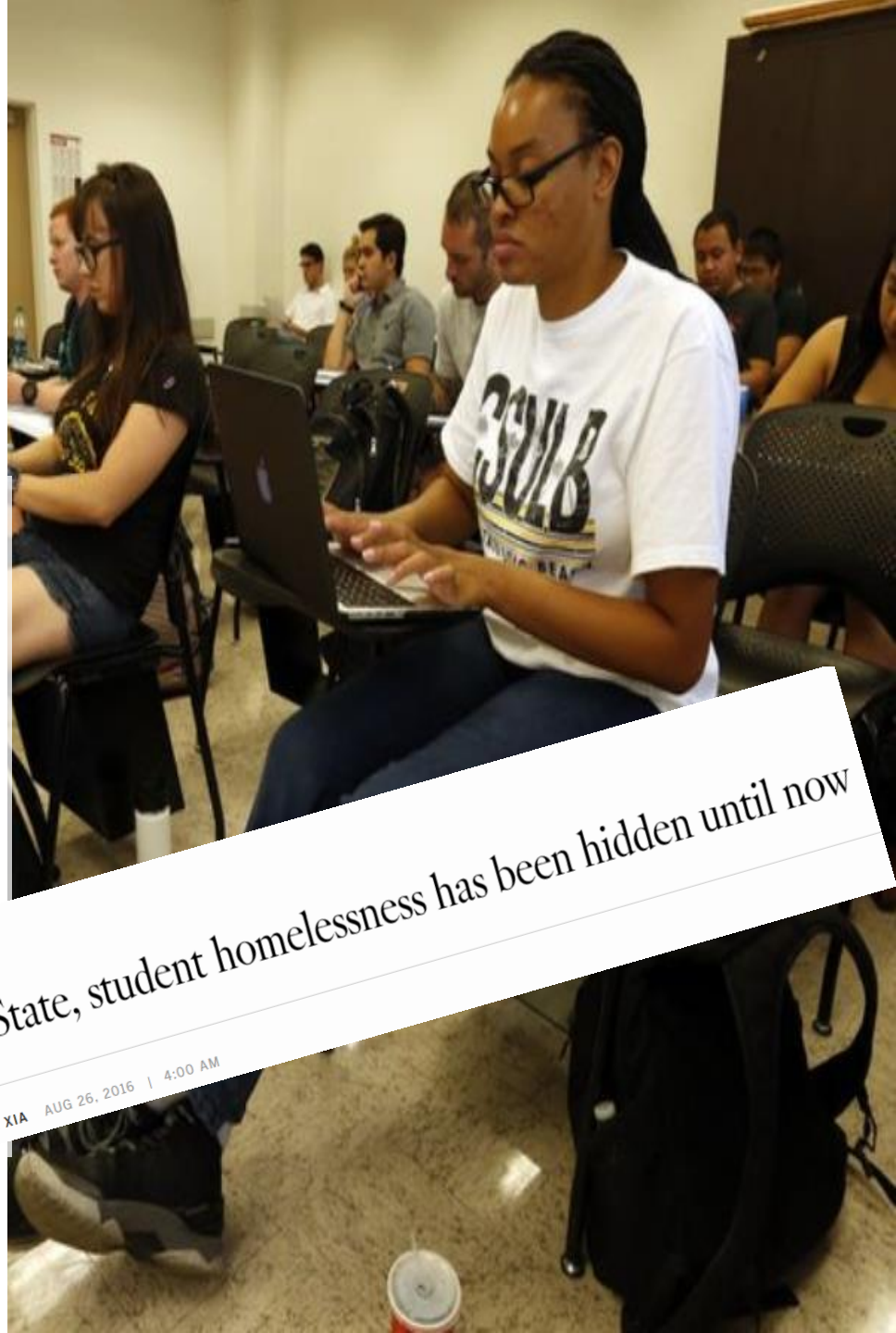
- Program milestones
- New services
- Big donations
- Outreach events
- Relationships with third party advocates





# Things to Keep in Mind

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



L.A. NOW LOCAL

At Cal State, student homelessness has been hidden until now

By ROSANNA XIA AUG 26, 2016 | 4:00 AM

# California state universities add dorm rooms as strategy to raise graduation rates, provide affordable housing



LARRY GORDON FOR EDSOURCE


A promotional graphic for the podcast 'This Week in California Education'. The background is a blue sky with several tall palm trees. In the foreground, there are several white and blue school buses. A gold, circular award seal is positioned in the upper right corner, containing the text 'AWARDED TOP 20 EDUCATIONAL PODCAST'. The title 'This Week in California Education' is written in large, bold, yellow letters. Below the title, it says 'EdSource's award-winning weekly podcast' in white text.





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

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(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!



**FOLLOW US**

*@StudentCupboard*



# 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!



# Capture Notes from Students

**FRESNO STATE** Fresno State Student Cupboard  
March 17 at 10:30 AM · 🌐

A donation to #FSMarchMatchUp means the world to students who are working hard to earn their degree. Donate today at [bit.ly/FSMarchMatchUp2019](http://bit.ly/FSMarchMatchUp2019).

**MARCH MATCH UP**

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

[bit.ly/MarchMatchUp2019](http://bit.ly/MarchMatchUp2019)

**FRESNO STATE** Fresno State Student Cupboard  
March 10 at 10:00 AM · 🌐

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](http://bit.ly/MarchMatchUp2019)

**MARCH MATCH UP**

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

[bit.ly/MarchMatchUp2019](http://bit.ly/MarchMatchUp2019)

# Share Successes!

**FRESNO STATE** Fresno State Student Cupboard  
March 9 at 12:30 PM · 🌐

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](http://bit.ly/MarchMatchUp2019)



**FRESNO STATE** Fresno State Student Cupboard  
March 12 at 11:00 AM · 🌐

#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](http://bit.ly/MarchMatchUp2019)



# Thank Your 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 Fresno yesterday. We loved seeing your photos and posts. There's still time to give. [bit.ly/FSMarchMatchUp2019](http://bit.ly/FSMarchMatchUp2019)



Fresno State Student Cupboard

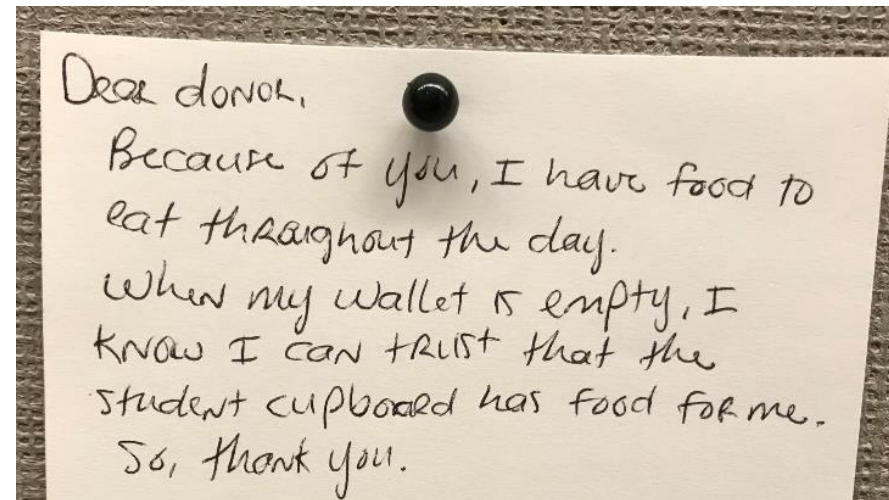
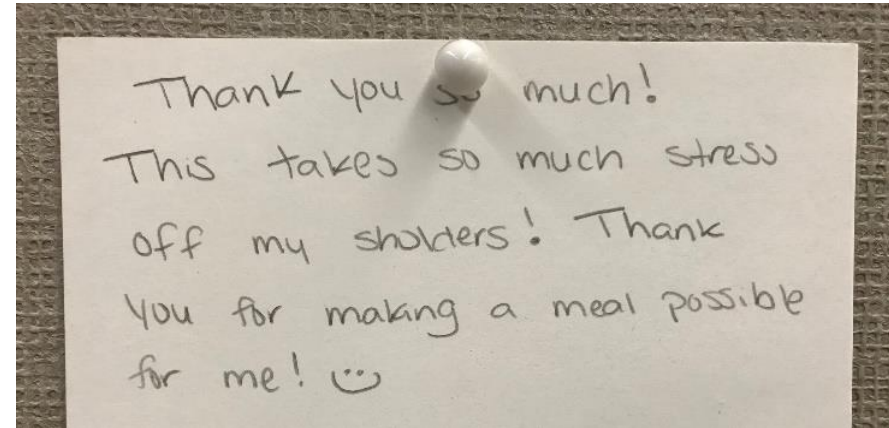
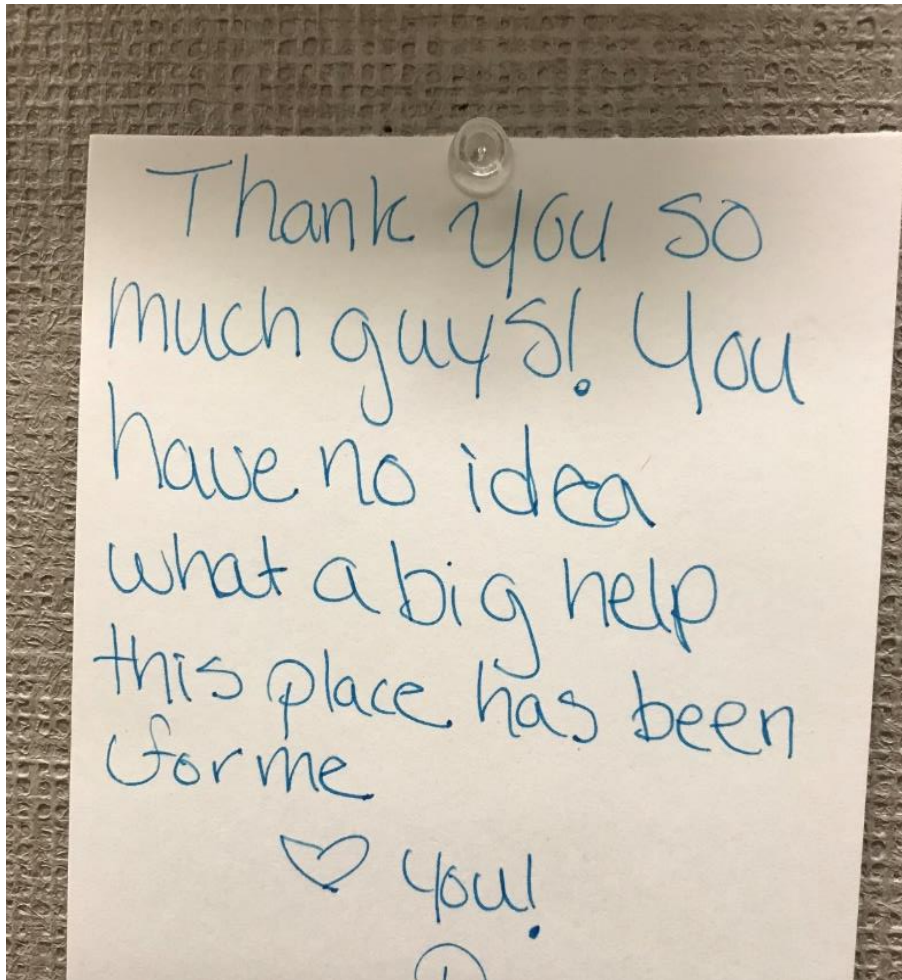
March 1 at 1:57 PM · 🌐

A BIG thank you to Rotary Club of Clovis for having us at your luncheon today and donating \$3,000 to #FSMarchMatchUp.





# Student Testimonials



## Engagement Online



@studentcupboard



/studentcupboard



@studentcupboard

## Contact Information

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# 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](http://www.calstate.edu/basicneeds)