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**Community Engagement and Advocacy Committee**

Agenda for Wednesday, March 13, 2024

2:00 - 3:00 p.m.

Zoom Conference Call: <https://csub.zoom.us/j/82851802973>

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|-------|--|----------------|
| I.    | Call to Order  | Greg Bynum     |
| II.   | Meeting Minutes <ul style="list-style-type: none"><li>October 4, 2023 (electronically approved October 10, 2023 &amp; Board Approved October 25, 2023)</li></ul>   | Greg Bynum     |
| III.  | 'Runners on the Rise Campaign <ul style="list-style-type: none"><li>Campaign Update</li></ul>  | Greg Bynum     |
| IV.   | University Updates / Budget and Advocacy Update  | Kristen Watson |
| V.    | Marketing and Communications <ul style="list-style-type: none"><li>Update on 2023 Social Media Impact</li><li>Fall Enrollment Marketing Effort</li><li>Spring Enrollment Marketing Push</li><li>CSUB Image Marketing</li></ul> | James Burger   |
| VI.   | University Advancement Updates <ul style="list-style-type: none"><li>Giving Day 2024</li></ul>   | Heath Niemeyer |
| VII.  | Other Business   | All            |
| VIII. | Adjournment  | Greg Bynum     |

***Future Meeting***

May 29, 2024