



CSUB Foundation

Mail Stop: 19 AW
9001 Stockdale Highway
Bakersfield, California 93311-1022
(661) 654-3334
www.csub.edu/foundation/

Community Engagement and Advocacy Committee

Agenda for Wednesday, October 7, 2020

2:00 – 3:00 PM

Zoom Conference Call

- | | | |
|-------|---|----------------|
| I. | Call to Order | Greg Bynum |
| II. | University Updates | Victor Martin |
| III. | Budget and Advocacy Update | Michael Lukens |
| IV. | Marketing and Communications | Esra Hashem |
| | ➤ Marketing and Branding | |
| | ➤ 50 th Anniversary, Website Updates, Advertising, Merchandise | |
| | ➤ Giving Day Update | |
| V. | 50 th Anniversary | Greg Bynum |
| | ➤ Calendar of Events | |
| VI. | Fundraising Update | Victor Martin |
| VII. | Other Business | All |
| VIII. | Adjournment | Greg Bynum |