



Press Release

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ASI To Host Marketing Seminar

On February 6-9, 2003, Associated Students, Inc. will host a first-time seminar offered by the Association of College Unions International (ACUI). The seminar, *Marketing to Build Community: Tools for Advancing the College Union Role in a New Century*, will bring college union and student activities professionals together from across the United States. Participants will be lodged in Kellogg West and will use the University Union for workshops and presentations.

Although anyone interested in developing more effective marketing skills is invited to attend, the seminar is primarily for college union marketing managers and directors, college union and student activities directors, graphic design staff, guest and event services staff, and graduate assistants with marketing responsibilities. The seminar is a response to a call from ACUI members for more marketing training opportunities.

"More than ever, College Unions and other entities in higher education, understand the need for strong pragmatic and strategic marketing efforts. Marketing is not only necessary for sound management, but also for expanding student involvement and access to programs and services. In order to build community, we must also understand student needs and respond to them," said Jeffrey Hoffman, ASI Associate Director for Marketing and Programs and campus host coordinator of the seminar.

The seminar's main objectives are for attendees to learn how to put together a marketing plan for the College Union or Student Activities Department, gain an understanding of marketing basics, and develop ideas on how to develop and improve College Union and activities marketing efforts. Participants will also engage in identifying common marketing challenges.

Founded in 1914, ACUI represents more than 700 institutions and 3,000 members worldwide. As the only higher education association serving professionals and students in college unions and student activities, ACUI supports its members in the development of community through education, advocacy and the delivery of services.