



**Associated Students of Western Washington University
Program Standards**

ARTICLE I. Name and Objective of the Association

Section 1. Name: This association shall be known as the Associated Students of Western Washington University, hereinafter called the ASWWU.

Section 2. Objective: The ASWWU exists to ensure student representation in decisions that impact students; support leadership development; provide resources, activities, and information for students; and provide opportunities for students to organize themselves around their special interests, in order to further achieve the mission of the university and complement classroom education.

The ASWWU Program office Standards exist to ensure effective stewardship of the AS mission and emulate the values, best practices, and responsibilities of student employees within AS Program offices.

I. Definitions

1. The term “program office” refers to ongoing, AS Board-mandated functions with operating budgets, programming funds, designated office space, and salaried student staff. AS Programs offer students a wide range of employment and volunteer opportunities and help enrich the college experience through the many events, discussions, and services they sponsor.
2. The term “program” refers to a set of plans or objectives that actively execute the mission of the program office. Examples are event-planning, funding programs like the ~~Green Energy Fee Sustainable Action Fund program~~, and internship programs.
3. “Values” refers to general Associated Students organizational values and commitments that connect the AS mission with best practices of student program offices.
4. “Service” refers to the productive use of student fee money in executing the mission of the program office and AS. Examples include offering safe space, informational or entertaining events, informing the WWU community about upcoming events, and providing employment opportunities to students at WWU.
5. “Activity” refers to a set of actions structured to meet certain relevant objectives.
6. “Standards” refers to criteria put forth by the AS Board of Directors for which student employees in service and activity program offices are accountable.

II. Associated Students Program Standards

The Associated Students Board of Directors of Western Washington University has outlined program standards for the effective management of AS staff, the programs they run, and their activities. These standards are consistent with the AS Charter and AS Strategic Plan.

1. The Associated Students ~~exists-strives~~ to serve the diverse needs ~~and~~-interests-~~and~~ ~~ideologies~~ of all Western students. The focus of all AS Program services, activities, and events is first to Western students, though other campus and community members are eligible to participate in many of these areas.
 - a. Program offices will create services, events, and activities on a wide variety of topics beyond the scope of the personal interests of the student employees.
 - b. Student employees will strive to reach out and involve other students by providing services and activities as well as through work-study positions, volunteer opportunities, and other collaborative efforts.
 - c. Program offices will create services, events, and activities catered to the interests of the Western student body by reaching out to students, remaining effective stewards of student-fee monies, and evaluating services, events and activities for student involvement and participation.
 - d. The Associated Students recognizes the importance of establishing initial contact with First-Year Students ~~to~~ ensure long-term connections between students and the AS. Programmers are required to produce at least one event, activity, or service targeted to First-Year students every year.
 - e. The Associated Students encourages programming that provides opportunities for students to directly interact with faculty and staff outside of classroom activities.
2. The Associated Students has a strong commitment to diversity, accessibility, non-discrimination, and ~~neutrality~~being non-partisan. All Associated Students Programs are open to every student ~~regardless of but not limited to~~, identity including race, color, creed, religious and/or ethical beliefs, national origin, sex, disability, age, veteran status, sexual orientation, gender identity/expression, marital status, genetic information, political beliefs, size, socioeconomic background, ~~—~~or general life experiences and more.
 - a. Program offices will take steps to create safe and inclusive spaces for ~~student involvement and opportunity regardless of students of all identities~~, backgrounds, and/or beliefs.
 - b. Program offices will maintain the confidentiality of student information such as identity, student background, and personal information.
 - c. Program offices must remain non-partisan in nature to ensure all students are represented and welcome in each office in the AS. The AS Board of Directors, being the elected representatives of the students of Western Washington University, is the only office within the AS who may take a political stance on behalf of students.
3. AS Program offices will represent the Associated Students name, logo, mission, and affiliated resources and services accurately and appropriately.
 - a. Visual images, radio announcements, and other avenues used by the Associated Students for advertising and promotion of services, events, and activities should not be discriminatory, degrading, or demeaning in nature.

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Concerns over what is acceptable will be forwarded to the AS Board of Directors for review.

- b. All promotional materials will, as applicable, include the Associated Students logo, the recycle logo, the office logo, and the disability accommodations inquiry statement with office phone number. **III. AS Program Office Service Standards**

The Associated Students program offices provide a variety of services to the WWU community. The AS Board of Directors has outlined service standards for the effective implementation, assessment, and promotion of these services.

1. Program offices will ensure campus-wide publicity and promotion of services, activities, and events.
 - a. Program offices must promote services to all students across campus while using a variety of outreach methods.
 - b. Program offices will seek design services through the Publicity Center and will ensure effective communication with Publicity Center staff and the Communications and Marketing Office.
 - c. Programmers will submit requests to the Publicity Center within the published timelines to ensure promotional materials are available to the student body *at least 2 weeks* prior to the event date.
2. Program office managers and directors will work with supervisors, advisors, and Board of Directors in assessing the service quality and availability to meet student needs.
 - a. Student employees are encouraged to develop, maintain, and update legacy documents for their positions to aid in the transfer of records and data to future generations of AS employees (this is required of AS salaried employees, as outlined in the AS Employment Policy).
 - b. Students will receive first priority for any services or involvement opportunities provided by the program office or department. Other campus and community members are eligible to participate in many AS services but students will be charged a reduced rate. Exceptions can be approved by the Board of Directors.
 - c. Student employees will keep records regarding student usage of services and activities.
 - i. Student Employees will keep track of why their office is used. This recording should include, but is not limited to, categories such as students seeking information, using resources, or seeking a safe space.
 - ii. Anonymous demographic information regarding student usage of services and activities will be collected and kept by an AS office or program. This information will be used in the AS Assessment Process and for informal office assessment.
3. Program offices will maintain awareness of additional services on campus or in the community which may supplement their existing services.
4. During Spring Quarter, each office will develop or update a Strength, Weakness, Opportunities, and Threat (SWOT) analysis. These SWOT analyses will be used in the AS Assessment Process and for informal office assessment.

IV. AS Program Office Activity and Event Standards

The Associated Students provides wide-ranging events and activities to meet the diverse needs and interests of students and to promote leadership development. The AS Board of Directors has defined key activity and event standards.

1. All Associated Students Program offices will ensure equal opportunity and accessibility of all AS events and activities to Western students.
 - a. Programmers will work with their supervisor(s) to ensure a balance of events and activities. Events should primarily focus on meeting the needs and interests of a broad cross-section of Western Washington University students, but should be balanced with events which reach a specific portion of our campus population.
 - b. Programmers will be aware of accommodations available to students. Programmers will make these accommodations available to event participants and will work closely with the disAbility Resources for Students office to meet student needs.
 - c. Programmers will actively advertise events broadly across campus to maximize general student awareness and participation. Programmers should provide thorough and broad promotion and advertising for events across campus avenues.
 - d. The Associated Students recognizes that student groups have programmatic needs addressed most effectively by a targeted, but not exclusive, program. A targeted program is defined as a program where attendance is targeted to people of a certain identity or demographic in order to promote community or effectively tackle an issue. Examples of these categories include, but are not limited to, race, gender identity, sexual identity, ability, and veteran status. Some programs may not be specifically targeted in their attendance, but may have an aspect that is targeted (i.e. targeted selection of student cast members, student performers, etc.). These programs are classified as semi-targeted.
 - i. Targeted or semi-targeted programs must be approved by the department director and sent to the appropriate AS Board member, for review.
 - ii. The VP for Business & Operations, or the AS Board member outlined in the previous section, will bring proposals to the AS Board of Directors for approval. The AS Board of Directors will ensure that targeted or semi-targeted programs are only a part of a comprehensive array of services or programs addressing a wide variety of student needs.
 - e. Programmers will put a best-faith effort towards providing at least one gender-neutral restroom at all events with an expected attendance of 150 people or more. AS Personnel Office staff will likewise put a best-faith effort towards providing at least one gender-neutral restroom at all mandatory staff developments, excluding AS Day of Service.
2. Programmers will follow their department's established process for planning and implementing events, following director/manager approval. Program planners will

work collaboratively with their directors/managers and advisors to ensure communication and planning goals are met.

3. Programmers will develop respectful and appropriate co-sponsorships with other AS entities, campus offices, and local organizations.
 - a. Co-sponsorships with other AS organizations or campus offices/programs require participation from all parties in the planning, implementation, and completion of the program. All co-sponsorships require a co-sponsorship agreement approved by the coordinators of the AS program offices as well as their department directors.
 - b. Co-sponsorships with campus offices require approval and oversight by office or departmental managers.
 - c. Co-sponsorships/sponsorships with non-WWU organizations require formal agreement signed by the Director of Student Activities or designee.
4. Programmers will work with their supervisor and advisor to determine the most effective method of evaluating their programs. This will be done through surveys, focus groups, event evaluation sheets, and through the use of other evaluation materials
 - a. Programmers will, to the best of their ability, provide audience participation evaluations at events for the opportunity of direct feedback and assessment. Evaluations should collect audience demographic information, how they heard about the event, and will have a space for comments regarding the success of the event, the appropriateness of the event topic and presentation, and general feelings.
 - b. The information collected by these evaluations should be easily accessible and properly maintained in an electronic database for continuous assessment of student programs. This information will also be used in the AS Assessment Process and through informal office assessment.
5. AS employees will ensure paperwork and budgeting is handled in accordance with AS policies and procedures.
 - a. All spending of AS funds will follow budget authority policies and procedures outlined for the spending of AS funds.
 - b. Contracts for performers or guest presenters must be signed at least two weeks in advance of the event date and prior to tickets going on sale (three or more weeks if the standard University contract is not being used).
 - c. Events which raise funds to benefit a non-profit organization must be approved by the Director of Student Activities through the submission of a Benefit Request Form prior to the event being advertised as a benefit.
6. Events which are ticketed will give preferential pricing and priority to Western students.
 - a. If an event is ticketed WWU students will be charged a lower price compared to the non-student price. Exceptions must be approved by the Board of Directors.
 - b. Attendance at ticketed events should consist of a majority of Western students. Therefore, if programmers anticipate that the general public may purchase tickets to any specific event at a rate that would *not* result in a majority of

student attendees, then tickets should be made available to students before they are available to the general public.

7. In order for the Western community to recognize the AS as a cohesive whole, programmers will deliberately communicate information regarding the AS at events. Programmers are expected to: present the AS and their program as sponsors at all AS events, to present the AS and program logos when applicable, and give a short description of the AS.

V. AS Program Office Management Standards

The following management standards have been created in order to effectively manage the relationship between Associated Students staff.

1. University Structure

The Associated Students operates within the mission of Western Washington University to provide services and activities of interest to its members and the University community. The program offices of the Associated Students operate within the Viking Union Facilities and Student Activities Departments of the University.

- a. The AS Board of Directors serves as the executive board for the Associated Students and is responsible for policy development and oversight of all of the functions of the Associated Students.
- b. The AS Board of Directors may establish various councils, committees, task forces, or groups to manage or direct the work of the organization.
- c. The AS Board of Directors establishes various programs and student positions to provide services and activities for the campus and community.

2. AS Board of Directors Management

The individual members of the AS Board of Directors assume management level responsibility for different sections of the organization within the scope of their job description. They derive their authority from the AS by-laws and set the general direction, policies, and objectives of the organization.

3. AS Department Directors Management

The department managers and directors assume management level responsibility for their program offices within their department. Program directors and designated students from staff-managed areas serve on Management Council to discuss issues and topics of organization-wide impact. These directors are directly managed by a designated AS Board member or staff manager. Approval for events and activities rests within the authority of the program managers and directors.

4. AS Office Coordinators Management

The office coordinators assume office management roles and are responsible for the services, events, and resources provided by their office. These coordinators are directly managed by the department director or staff manager.

Interpretation and Enforcement:

AS Board members, program managers, directors, and coordinators are responsible for ensuring that student employees within their respective areas follow AS policies and

procedures and these program standards for all services, events, and activities they provide to students and the greater Western community.

VI. Adherence to relevant AS policies:

Every AS student employee and volunteer is expected to read and comply with relevant policies, including but not limited to:

- a. AS Charter/Mission
- b. AS Strategic Plan
- c. AS Employment Policy
- d. AS Program office Standards

VII. AS Program office Statements of Purpose

1. **The AS Administrative Offices** provide services and resources for AS programs, employees, and clubs which help facilitate the day to day operations of the AS.
 - a. **The AS Business Office** exists to facilitate the day-to-day financial operations of the Associated Students.
 - b. **The AS Personnel Office** is responsible for the Human Resources of the Associated Students. This includes, but is not limited to, upholding all aspects of the AS Employment Policy, orchestrating and overseeing all AS student employee hiring, processing all employment paperwork for AS student employees, the placement of work-study positions, and organizing AS-wide employee recognition and Staff Developments. The current office staff is charged with assessing the needs of the organization concerning day-to-day activities and supporting AS employees whenever possible.
 - c. **The AS Communications Office** is responsible for organizational promotion, marketing, and public relations. The office also provides organization-wide support services including a central events calendar, market research, and development of strategic promotional goals.
 - d. **The Assessment Process** works to maintain and enhance the assessment of programs and services of the Associated Students. Its facilitator is the Assessment Coordinator whose chief responsibility is the management of the AS Structure & Program Advisory Committee. They also act as resource for AS offices and departments looking to develop and improve consistent assessment practices.
2. **The AS Club Activities Office**, aka, "The Club Hub", empowers, supports, and provides opportunities for diverse student interests and community building within clubs. This office serves clubs as a resource for leadership and organizational development, as well as event planning and programming. The Club Hub is committed to ensuring that all students can become involved and engaged in their Western Community.

3. **AS Productions (ASP):** The purpose of AS Productions is to provide a comprehensive program of student activities and events for all western students and their community. AS Productions presents Art Exhibitions, Live Music, and Entertainment.
 - a. **AS Films** hosts a number of large-scale film events and film festivals in order to strengthen their connection to the campus community and enhance their Western Experience.
 - b. **AS Pop Music** is dedicated to WWU students feeling connected to their Western Experience and to the campus community by enjoying local, regional, and national music acts in an all-ages setting. Through exposure to new music, up-and-coming artists, multiple music genres, as well as highly popular performers, students will have the opportunity to expand their personal musical tastes and deepen their appreciation for live music.
 - c. **AS Special Events** provides events designed to bring the Western Community together for entertainment and community building. Events include comedy, spoken word, lectures, and various novelty events that meet the entertainment needs of Western students.
 - d. **AS Underground Coffeehouse Programming** programs weekly events in VU 350, including trivia night, open mic night, live music showcasing local and regional talent, and AS club night. The Coffeehouse serves as a venue for creative expression and appreciation as well as social engagement in order to build community and enhance the Western Experience.
 - e. **AS VU Gallery** is a student-created exhibition space in Viking Union 507. Its primary focus is to contribute to the artistic culture of Western through exhibiting the works of students and the works of local, regional, and national artists who are producing art relevant and of interest to students.
4. **The AS Review** a weekly alternative publication that provides coverage of student government, Associated Students offices and clubs, arts and entertainment, student life and other areas of life at Western. The Review seeks to enhance the student experience by shedding light on under-represented issues through inclusive coverage, informing readers and promoting dialogue.
5. **The AS Child Development Center** seeks to support the campus community in providing for the social, intellectual, and physical needs of their children, enabling them to achieve academic and professional success.
6. **The AS Environmental & Sustainability Programs (ESP):** The AS Environmental & Sustainability Programs (ESP) offers the education and resources necessary to promote environmentalism and provides opportunities to become actively involved in sustainable practices through events, volunteering, and student activism.

- a. **AS Alternative Transportation Coordinator** works to increase the use of the services provided by the Alternative Transportation Fee. In addition the position works to increase the use of all forms of alternative transportation. The position is also responsible for assessing the use of the services provided by the Alternative Transportation Fee.
 - b. **The AS Environmental Center** presents lectures, seminars, music events and other programs to educate Western students and the campus community about environmental topics and to illustrate the interconnections between environmentalism and other social concerns. The Center also acts as a networking center for campus and community activists.
 - c. **Green Energy Fee Education Coordinator** works to educate and engage the campus community around the Green Energy Fee Program and its benefits and opportunities.
 - d. **The Outback (OELP)**, a joint program of the Associated Students and Fairhaven College, is a 5 acre farm and wetland restoration site. The purpose of the Outback OELP is to coordinate a wide range of opportunities for students to learn about, develop and implement sustainable land use practices. These opportunities include personal and collaborative events and projects involving habitat restoration, organic gardening, green building, academic partnerships, independent study projects (ISPs), workshops, lectures and classes. The OELP also provides job-related skill building and community networking opportunities for students. These include serving on the Outback Governing Council, volunteering, and participating in work-study, and salaried employment.
7. **The AS Ethnic Student Center** is a community that supports historically underrepresented ethnic students and allies by providing a social atmosphere and inclusive environment where students engage in identity exploration and strive for cultural awareness and academic excellence. [revised 10-3-12 by motion: ASB-12-F-4]
8. **AS KUGS 89.3:** The mission of KUGS-FM is to serve the students of Western Washington University and the citizens of Whatcom County by providing a diverse program of music, news, and information consistent with student interests and public affairs programming that encourages a greater understanding of the human differences and cultural pluralism within the university community and the larger world we live in. Through its programming, KUGS will serve as a bridge from the University to the surrounding community. KUGS is dedicated to ensuring that its airwaves are used responsibly.
9. **AS KVIK:** The purpose of KVIK is to facilitate and create original films and productions to showcase the work of WWU students. KVIK seeks to provide first-hand experience for those interested in the fields of primarily film and video production, as well as offering opportunities to gain experience in television broadcasting. KVIK productions represents student's original work and serves the Associated Students as well as the broader Bellingham community and beyond by providing interesting, entertaining, and informative media.

10. The AS Outdoor Center (OC): The Outdoor Center enhances opportunities for students and other members of the WWU community to involve themselves in outdoor recreation activities. The Outdoor Center provides a spectrum of programs, resources and services to enable the students, faculty, staff and Alumni Association members to safely participate in a variety of activities, develop and refine skills, practice environmental responsibility, and interact with each other and members of the local community.

- a. **The Associated Students Equipment and Bike Shop**, within the Outdoor Center, provides an assortment of outdoor-related resources, gear, and educational opportunities for all students, faculty, staff, and alumni. The Equipment Shop provides rental gear for an assortment of Pacific Northwest outdoor activities. The Bike Shop provides education, advice, supplies, parts, and tools to support bicycle owners in repair and maintenance.
- b. **The Excursions & Instruction Program** offers a fun, accessible and affordable way to get outside for students, faculty, staff and alumni. Emphasis is placed on group involvement, developing and refining skills, responsible environmental practices, fostering diversity, enriching the academic experience, and promoting life-long learning.
- c. **The Promotions & Outreach Department** provides publicity and marketing for all Outdoor Center programs and services.
- d. **The Resources & Events Department** schedules a series of public entertainment and educational events on campus, and maintains a public resource area that provides access to current information about outdoor recreation, plus resources to plan recreational outings.

11. The AS Publicity Center (PC) The Publicity Center provides high quality and personalized promotional services, products and support to the Associated Students organization and students of Western Washington University. We offer excellence in graphic design, print and electronic media, and distribution services while providing unique educational opportunities and leadership experience to student employees.

~~The AS Recycle Center (RC): provides the opportunity for students, faculty, and staff to recycle on campus, to educate the university community on the recycling process at Western, and to continually increase our collection efforts in order to reduce Western's waste stream. In addition to this, the Recycle Center serves to provide student employment opportunities and work experience, specifically in recycling and waste management.~~

13.12. The AS Representation & Engagement Programs (REP) provides the resources, services, and support necessary to ensure student representation in decisions that impact students at the university, local, state, and federal levels; to promote effective citizenship and civic engagement through services, programs, and collaboration.

- a. **The AS Election Coordinator** organizes the annual Associated Students (AS) spring elections and any special election held throughout the year in accordance with the AS Election Code and is responsible for encouraging student participation in campus elections. During fall quarter the Elections Coordinator works as a part of the REP to publicize and promote the general elections, increase voter registration and turnout among students and also help inform the student population about candidates and current issues.
- b. **The AS Legislative Liaison** exists as a representative for the Associated Students Board of Directors of Western Washington University to the Washington State Legislature, the Governor's Office and state agencies related to higher education. Their objective is to advocate for legislative and public policy issues that affect students and the University and to disseminate information to the students of Western about the activities of the Legislature. The Legislative Liaison must act in the best interest of and represent the Associated Students Board of Directors on set issues.
- c. **The AS Student Senate** serves as an advisory council to the AS Board of Directors. The purpose of the Student Senate is to increase student input and involvement in the Board's decision-making process, to encourage more student representation in AS and university committees, and to develop student leaders on Western's campus. The Senate Chair is responsible for the operation of the Student Senate and serves as an active representative of the students of Western Washington University.
- d. **The AS Committee Coordinator** position is responsible for coordinating Associated Students and University committees by facilitating student recruitment, appointment, training, and recognition.

14.13. The AS Resource and Outreach Programs (ROP): The purpose of the seven centers of the Resource & Outreach Programs (ROP) is to provide information, advocacy, activities, and peer education to Western students. The ROP strives to empower and support all members of WWU's diverse community. The ROP also provides the opportunity for WWU students to gain valuable work, volunteer, and life experience.

- a. **The AS Disability Outreach Center (DOC)** is a resource for students with disabilities and community allies. The DOC provides information, referrals and educational programming relating to disability topics in order to provide students with a connection to community resources, raise awareness and to advocate for their human and civil rights. The DOC also provides a safe space for all students, social programming and promotes community building and pride for students with disabilities.
- b. **The AS Legal Information Center (LIC)** is a confidential and non-judgmental resource for students seeking information about their legal rights and responsibilities. The LIC works to empower students to make informed choices and to encourage students to take an active role in their own legal issues through peer education, programs and events, and various resources.

- c. **The AS Queer Resource Center (QRC)** provides non-judgmental and unbiased programs, safe[r] space, and resources to queer students. The QRC does this by building community among Western students of diverse backgrounds, advocating for and educating about queer identities through events and resources, creating and affirming positive self-identities, networking with queer clubs, providing peer advising services, and addressing current issues relevant to the queer community.
- d. **The AS Sexual Awareness Center (SAC)** is a non-judgmental, positive resource for students seeking information about sexuality and related topics. The SAC works to actively promote knowledge in the campus community that empowers students to make safe and informed choices about sexuality and sexual health by providing a safe space for all students. We offer free, inclusive safer sex supplies, confidential resource and referral services, educational and social programming, and peer education.
- e. **The AS Social Issues Resource Center (SIRC)** aims to foster critical thought on social issues, particularly those faced by marginalized communities, and empower students to take action for change. The SIRC facilitates the sharing of diverse perspectives and student growth by providing resources, information, and educational and community-building events, and a space to engage in meaningful dialogue
- f. **The AS Veterans Outreach Center (VOC)** is dedicated to providing a confidential and non-judgmental source of support and community for student veterans and their allies. The VOC does this by providing an informal social support network, events, safe space, resources and referrals. In addition, the VOC is an advocate for veterans on Western's campus and strives to create a united community dedicated to support and understanding.
- g. **The AS Women's Center (WC)** is committed to supporting, educating, empowering, and connecting all people on campus around gender related interests and issues. We provide a safe space to share experiences, resources and referrals, and programs that raise awareness and spark and foster dialogue. The WC promotes gender equality, solidarity against violence and a healthy, inclusive culture for people of all identities.

Review: AS Board of Directors

Reviewed annually with assistance by Management Council

Approved by the AS Board of Directors by motion ASB-13-SUM-16 Tuesday,
June 10, 2014