

2017 Associated Students

# AS Communications Office

Seen by the AS Board March 10<sup>th</sup>, 2017

**AS Assessment Process  
Draft Recommendations**



## **Introduction:**

In conjunction with the office of Assessment, the AS Communications Office underwent assessment during the trial year of 2016-2017, Fall Quarter. The mission statement for the AS Communications Office is as follows:

*The Communications Office is responsible for the Associated Students' organizational promotion, marketing, and public relations. This office also provides organization-wide support services including a central events calendar, market research, and development of strategic promotional goals.*

## **Selected Programs and Services**

- Info Fairs
- Job Fairs
- Summer Start/Transitions
- Social Media
- Overall branding of AS
- Maintaining internal communications of AS

SCOT Analysis	Helpful	Harmful
Internal	<ul style="list-style-type: none"> <li>• We have access to majority of the social media accounts in this organization</li> <li>• We have control of what gets published on the FB, Twitter, Instagram, and Bullseyes</li> <li>• We have a work study employee who can help with social media</li> <li>• We have a budget that allows us to table and create promotional material (AS Swag)</li> <li>• We influence the AS both internally and externally</li> <li>• Our staff has an understanding of AS from employee and student point of view</li> </ul>	<ul style="list-style-type: none"> <li>• Struggle with knowing all the events happening in the AS</li> <li>• Offices don't tell us or don't tell us on time what events they have going on</li> <li>• Spend time looking for events instead of being able to publish them way in advance and create multiple posts for events</li> <li>• Offices don't know what other offices are doing</li> <li>• Since we don't know all that is happening can't inform other offices</li> <li>• Offices seem to not see as an actual resource</li> <li>• Marketing and communications processes in the organization are too different → not on the same path</li> <li>• Brand is not cohesive</li> <li>• Tension between some offices</li> </ul>
External	<ul style="list-style-type: none"> <li>• Creating a stronger brand → potential rebranding</li> <li>• Unifying offices, especially programming offices</li> <li>• Improving internal communication of AS → Create an organization or messaging system so offices know what is happening at all times</li> <li>• Ask students what they would like to see from this organization</li> <li>• Create more promotional material or AS Swag</li> <li>• Table more often → students love free things → Tabling could lead to better brand recognition</li> <li>• Our budget currently could handle tabling coffee and getting specific promotional materials</li> <li>• All offices could be on our Hootsuite account</li> </ul>	<ul style="list-style-type: none"> <li>• Current brand personality of the AS → students aren't sure of the benefits we provide</li> <li>• Clear organization → offices all have different brands. We need to be united as one AS</li> <li>• The website isn't user friendly or well known about.</li> <li>• Using social media as our main source of information is bad → social media should be additional to the website</li> <li>• Offices need to tell us when they are having events so we can properly market for them</li> <li>•</li> </ul>

## **Recommendations 2016-17:**

### **1. Incorporate KVIK's videography work into the structure of the Communications Office**

This recommendation would provide high quality video services to the Communications office for the purpose of supporting promotional messaging for all AS offices. This would begin a dissolution of KVIK as an official office and migrate personnel and equipment into the Communications Office structure with oversight by the Communications Director. The current group of volunteers working on creative programming would shift to a club structure, while the previous paid positions would become part of the communications office. This process would begin in Spring 2017, with hiring taking place in Summer 2018, and full implementation being achieved in the 2017-2018 academic year.

### **2. Purchase AS branded table cloths for use by the Communication Office and other offices**

This onetime expense would be for the benefit of the greater AS, but be central to the Communications office. It is recommended that funding for two (2) AS branded table cloths. They would be designed in house, and produced via the regular processes to obtain branded items. The table cloths would be available for check-out in the AS Communications Office. The AS Communications Office would then maintain a simple check-out system to keep track of the table cloths.

### **3. Add reportage to the job descriptions of Marketing based jobs to include the AS Communications Office**

One of the single largest issues for the AS Communications Office is the lack of communication between their office and other offices. Rather than requiring all positions to report to the AS Communications Offices, it is recommended that all job descriptions for every position which coordinates event marketing add the following bullet:

- *Maintain punctual updates of events, initiatives, and marketing strategies with the AS Communications office, including updating the AS Facebook group or current communication method designated for this purpose.*

This bullet will specify the need for job holders to send information regarding events to the Communications Office as well as the Publicity Center. This would be an implementation for the 2017-2018 school year, with cooperation of the applicable advisors.

### **4. Build specific appealing internships to attract students**

Currently, the internships for the AS Communications office are created as there are interns. This has created the issue of a lapse from when an intern comes on until they are given something to do. By developing specific internships for a variety of supporting tasks, interns may be better used.

### **5. Produce and publish a weekly events video as a function of the Communications Office**

After a trial period of WWU UP Keep being produced by the AS VP for Activities, it has since been produced by KVIK. Should recommendation one (1) be accepted, this would mean UP Keep, or comparable video calendar of events, would become part of the Communications Office. It is recommended that, following the integration of the formerly KVIK videographers into the structure of the Communications Office, the production of a weekly events video would be under the supervision of the Communications Office.

6. **Begin the process of creating an AS and VU serving media center concurrently with the greater AS restructure**

In line with the greater AS restructure, it is recommended that a more in depth analysis of the possibility of an AS and VU media center is explored. It is the hope of the office such a media center would encapsulate the AS Publicity Center, videographers transferred from KVIK, the AS Review, and the Communications Office. Further research is needed to determine space needs, reportage of staff, and how the budgets would interrelate.