



AS Communications Committee

Wednesday, January 25th, 2017

4:00pm

YU543

Members: *Present:* Mohammad Ebrahimi (Communications Director); Alexander Lavallee (VP for Activities); Reese Murakumi (KUGS Marketing & Development Director); Sarah Pearson (Outdoor Center Marketing Resources Coordinator); Morgan Bond (PC Account Executive); Peter Biethan (KVIK Coordinator); Morgan Annable (Review Editor in Chief); Eric Lim (ESC Coordinator for Marketing); Courtney Manz (DOC Coordinator); Michael Goldberg (ESP Marketing Coordinator); Rosa Rice-Pelepko (REP Organizing and Outreach Coordinator); Andrà Nordin (ASP representative).

Advisor: Jeff Bates (Publicity Center Coordinator)

Secretary: Chrissa Browder-Long (Board Assistant for Internal Committees)

Guests:

Motions:

Mohammad Ebrahimi called the meeting to order at 4:04pm.

I. APPROVAL OF MINUTES

II. DISCUSSION ITEMS

A. Communication Between Offices

Mohammad Ebrahimi stated that the communication between the AS offices is broken and that this committee needs to come up with ways for the offices to communicate with each other. Alexander Lavallee thought it would be good to establish why they would need to communicate with each other. He stated that it would be especially good to communicate with Ebrahimi about what is going on within your individual offices. Ebrahimi would be able to upload and promote any events on the AS Facebook page. Also communicating with the Publicity Center is important since many events are promoted by posters created by the PC. Ebrahimi thought the most important reason to keep communication with the offices and the Communications office is to keep the AS calendar up to date. Courtney Manz stated that the ROP often forget how to get their information on the calendar so if the process was more accessible and easier then it would be easier for her office to upload events to the calendar. Sarah Pearson explained that to add events to the calendar you use OrgSync and that usually within a few days, the events are reviewed and put up on the calendar. Manz thought it was confusing because the ROP has to go through the Director first but Pearson explained that the directors can add others to have 'admin' status so they can directly add events to the calendar. Lavallee stated that another way to bring more attention to our events would be to share specific office events on a Communications Committee Facebook group so each of the members could then forward the event to their particular offices. He added that when he worked in ASP, he wasn't aware of the other events going on in the AS but the marketing people were. That would ensure a wider range of viewers and knowledge about events in the AS. Pearson liked the idea of making a Communications Committee Facebook group so people could independently share events from other offices that might apply to their staff. Ebrahimi stated that this would help him with the weekly posts on what is going on at Western. Jeff Bates added that even though certain offices don't want everything from the AS on their Facebook page but it should all be on the Communications Office Facebook page. Rosa Rice-Pelepko asked if the AS has ever made a newsletter because she knows a lot of

people that don't have a Facebook. She stated that she will sometimes send Bullseyes and receives a lot of responses. Lavalley stated that when working in the Club Hub, Casey Hayden would add a blurb about events coming up on OrgSync and he thought that could be used in conjunction with WWU Upkeep. Lavalley explained that every Western student is automatically added to OrgSync so that could be used to send out mass emails instead of Bullseye because the AS has a limit to the number of mass emails they are allowed to send out. But he thought that the newsletter could be sent out twice a month. Pearson stated that the Outdoor Center has a monthly newsletter which includes events from the OC. She wondered if it was possible to add a section on the AS newsletter on how to sign up for the specific office's newsletters. Ebrahimi concluded that he will set up a Communications Committee Facebook group and everyone can add their offices events. Morgan Bond explained that the PC deals with almost all AS events by creating publicity but they don't actually hold any events. She wondered if the PC would add any events on the Facebook page or not. Bates thought that the PC could be in charge of club events but wouldn't post about events other AS offices were in charge of. Bates asked if other offices were using Bullseye to send out emails and that Bullseyes should be regulated. Rice-Pelepko expressed concern with sending emails through OrgSync because people wouldn't automatically see the message, they would have to load their OrgSync portal.

B. Snapchat

Ebrahimi explained that they would like to set up an AS snapchat account with an iPod available for AS offices to use and could be checked out during events. Lavalley wondered if it was possible for the Communication Committee members to have the login information so they could use their own device. Ebrahimi would be worried about that because he wouldn't know who was posting. The iPod could be checked out for entire evening; for example, if ASP had a late event, the iPod could be returned in the morning. The information for the snapchat could also be sent out on the Facebook pages and could be posted in the social media information on banners around campus. Ebrahimi stated that he isn't sure about where to put it the device yet but hopefully the Information Center would allow them to store it there. If there are two offices that wanted to use it, Ebrahimi would allow for people to sign in to the account via their own devices. Ebrahimi stated that he doesn't care who in the office is using the snapchat as long as he has their name. He trusts the departments to have someone responsible using the snapchat. Andr  Nordin wondered if this could be incorporated into social media training for all AS employees. Ebrahimi will be adding that to the Branding Guide which he is currently working on. Morgan Annable wondered if there is a way to add snapchats from other people if you send it to the AS account. But it was determined that feature isn't available for this account.

C. Office Logo Development

Bates stated that ASP is redesigning their logo, he thought it could be a good idea to discuss how the Associated Students should be portrayed through logo design. He understood that each entity of the AS likes having their own logos but wondered how that assists the AS as a whole. Nordin stated that the ASP octopus is changing to hopefully help the AS look more unified and look more professional. Pearson explained that the OC is required to say the AS OC but Pearson thought they could still have their own distinct logo because they are a different kind of office in the AS. Bates expressed that it can be confusing to the public with which offices are actually part of the AS. Manz explained that the DOC logo is a lot like the AS logo with the same color and font as the AS logo and there has never been any confusion with the DOC not being part of the AS. She thought that having some similarities or uniform within the logos makes it more clear that they are all part of the AS. Lavalley doesn't think

this decision should only be discussed in this committee. He thought that a subcommittee could be formed within this committee to discuss the advantages of having a more unified image using logos and how that would be done. Lavallee explained that the subcommittee would brainstorm ideas and then come back to Communications Committee with ideas. The ideas that people like would go to their separate offices and see how their offices respond to those ideas. Ebrahimi suggested that we schedule a meeting where all the offices can be represented. Michael Goldberg stated that the ESP is currently working on a rebranding of their office and explained that for one of the logos, they are having a logo design contest. But he is concerned about having a restriction put on the contest. He added that they are going to make the contest non-binding, the winner would get a prize and the ESP wouldn't have to use that logo. They hope that they come up with a logo that will work but if they don't get an adequate submission, the contest is still non-binding. Lavallee stated that unless the timeline for this is accelerated, he wouldn't expect the new logos to be put in place until next year. He thought that such a large change, it isn't realistic for it to take place by the end of the academic year. Pearson stated that the OC has 4 subprograms that have a cohesive look with the OC logo and it would be challenging for them to change all the logos. She added that each office poster is required to say "made by the PC" and "AS" but she thought that if each office was required to add "an AS office" or making the AS logo bigger would help distinguish that the offices are part of the AS.

D. WWU Upkeep

Lavallee stated that they are transitioning the leadership of WWU Upkeep to the Communications Office and KVIK. He hopes to have a system in place by the next Communications Committee meeting for everyone to submit the information they want included in those videos. Manz wondered if the videos could be played around campus. For example, the dining halls have TVs that aren't used for anything. Peter Biethan added that KVIK can look into that. Lavallee thought that a good conversation for this committee would be to have recommendations for next year's Communications Committee members on how to build an audience for WWU Upkeep in the first weeks of school and which channels they should invest the most time in. Pearson stated that Instagram is very useful for the OC and they have almost 1,000 followers.

III. INFORMATION ITEMS

IV. ACTION ITEMS

V. ADJOURN

Ebrahimi adjourned the meeting at 4:56pm.