



# AS Communications Committee

Wednesday, February 15<sup>th</sup>, 2017

4:00pm

YU543

**Members:** *Present:* Mohammad Ebrahimi (Communications Director); Sarah Pearson (Outdoor Center Marketing Resources Coordinator); Morgan Annable (Review Editor inChief); Eric Lim (ESC Coordinator for Marketing); Gollo Moreno (ASP Assistant Director of Marketing and Assessment); Peter Biethan (KVIK Coordinator); Michael Goldberg (ESP Marketing Coordinator).

*Absent:* Reese Murakumi (KUGS Marketing & Development Director); Morgan Bond (PC Account Executive); Courtney Manz (DOC Coordinator); Rosa Rice-Pelepko (REP Organizing and Outreach Coordinator); Alexander Lavallee (VP for Activities).

**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. Communications Office & WWU Upkeep

Mohammad Ebrahimi stated that he wants everyone to post on the Facebook group what events are taking place the week before it takes place on Wednesday. The videos will be posted every Saturday. He stated that they should contact him personally if they want something included in the WWU Upkeep video. Ebrahimi stated that it is difficult for the Communications Office to go to everyone's separate pages to find out what is happening if things aren't included on the AS calendar.

### B. Branding Guide & Volunteers

Ebrahimi stated that he wants to start working on the branding guide and wondered if anyone wanted to help. Sarah Pearson and Gollo Moreno would be willing to help. Ebrahimi would appreciate any input from other departments. Ebrahimi and Jeff Bates thought videos for each office would be interesting. They could be posted on all the AS pages. It would help publicize the departments that aren't as well known. Ebrahimi asked if Peter Biethan could help with making a video for the Outdoor Center next week. Biethan said he would be interested in talking about creating a general timeline and he said this project would require the coordination of other volunteers. Moreno thought that the filming could start this quarter and then be posted in Spring Quarter to make it easier for KVIK. Pearson stated that Fridays would be the best day for the Outdoor Center since almost everyone is in the office. They thought they could schedule a time to film in two weeks. Biethan thought it would be good to discuss the formatting of the videos and that would help determine how much time filming and editing would take. Ebrahimi explained that the intention of the video is to explain what the office does and he thought it would be about 5 minutes long. Moreno thought that would be a bit too long and that 2 minutes would be better. KVIK is working on a 30 second video about branding the AS so Biethan thought 1-2 minutes would be better. He also thought that

they should discuss what information they hope to convey in the video. Ebrahimi emphasized that the video would publicize the services the offices offer. Biethan thought it would be good to have a meeting to discuss the direction these videos will take. Bates wondered if a list of questions would be beneficial. Biethan thought that a list of universal questions would be useful in formatting the videos and to help the offices determine what information would be important to include in the videos. Moreno stated that if they are shared on Facebook they should be short because views are higher with shorter videos. Pearson stated that she is more likely to watch a video if it is a 1-minute video versus a 2 or 3-minute video. Ebrahimi thought it would help promote the offices that aren't as well known.

### **C. Brands & Logo**

Ebrahimi stated that he understands there is bias within the offices but he wondered how people felt about having a more unified logo for the AS. Pearson stated that the OC's stickers and merchandise are very popular and she is hesitant to change it. Michael Goldberg stated that there is so much content out there, it might be problematic for certain departments to suddenly change their logo. Moreno thought that the AS logo provides the unity between the departments since it is put on all of the different office's publicity. He stated that the AS is all about inclusivity and each office having their own logo makes them unique. He thought it would be difficult to have a logo that represents two very different offices. The AS is very different from a brand because there are separate entities. Ebrahimi asked how they could portray the AS more as a whole and not so separate. Moreno thought a similar color scheme could be used. Ebrahimi noted that the OC has six separate sections, the ESP has four and ROP has multiple offices included. He thought it was too confusing for the public to understand and it isn't useful for the organization as a whole. Goldberg thought that the subprograms within an office could all be similar but it would be difficult for all the office logos in the AS to be similar. Morgan Annable stated that in terms of operations, all the offices are different and the offices don't always have much overlap. She stated that in practice the AS isn't one organization. Eric Lim stated that the ESC consists of 17 clubs that each have their own logos but he thinks that most people understand what the ESC is and that those clubs are associated with the ESC. Bates stated that even though the ESC clubs are just clubs, they still share office space. Goldberg explained that the ESP has 4 subprograms and each have a distinct logo that aren't connected, he thought it would be reasonable to make each of the logos somewhat similar to create a cohesive look for the ESP. Ebrahimi said that making the inside department logos similar would be a start. Ebrahimi stated that the branding guide would be worked on and they would set up a Logo Guide for future offices that want to change their logos. Goldberg thought it would be good to give each department some freedom but also some limitations.

### **D. Marketing Group (Facebook)**

Pearson stated that Stacey Ejim has been asking for events and thought it is a cool way of sharing events with other offices. Annable stated that if offices want an event included in the AS Review, it has to be sent 2 weeks in advance. Annable stated that it could be a week in advance if it is just in the calendar but if they want a story on the event, it should be sent 2 weeks in advance. Ebrahimi stated that each department could post on Mondays, 2 weeks in advance for the AS Review or Wednesdays, one week in advance for the Communications Office. Moreno thought the guidelines for submission should be added to the Facebook group. Annable or Ebrahimi could also send out a reminder. Ebrahimi added that the Communications Office is responsible of the calendar on the 6<sup>th</sup> floor and the reminders could help with keeping the calendar updated.

### **E. Office Reports**

Goldberg stated that they have 25 students going to Olympia for Environmental Lobby Day. Pearson stated that they have a WWU alumni, Garrett Madison, coming to talk about his experiences mountaineering on March 2<sup>nd</sup>. Lim stated the ESC is also going to Olympia to lobby for the new Ethnic Student Center building. Then on the 25<sup>th</sup> of February, the Cambodian Student Association is holding a presentation on the genocide in Cambodia and first generation students. Moreno stated that Moonlight and Hidden Figures will be played by Films. Femme Fest will be announced which is in partnership with the Women's Center. The Wild Buff is holding Nasty Women and Moreno is going to cross promote with the two events. Ebrahimi added that if they have an event that could go live, he would like to work with anyone to get more views for events. Goldberg stated that they want to go live for Earth Day. He added that if the weather permits, they were looking into setting up a screen in Red Square to broadcast the speaker. Biethan stated that there is about a 30 second lag when streaming to Facebook but adjustments can be made.

### **III. INFORMATION ITEMS**

### **IV. ACTION ITEMS**

### **V. ADJOURN**

*Ebrahimi adjourned the meeting at 4:37pm.*