



# AS Communications Committee

Friday, October 13<sup>th</sup>, 2017

9:00am

VU462A

**Members:** *Present:* Mohammad Ebrahimi (Communications Director); Julia Rutledge (VP for Activities); Julia Henson (ESP Media and Marketing Coordinator); Mikayla Saechao (Clubs Promotion & Outreach Facilitator); René Powell (Publicity Center Project Manager); Emma Scalzo (Organizing and Outreach Coordinator); Jacob Carver (AS Videographer).

*Absent:* Erasmus Baxter (AS Review Editor in Chief); Micah Rubart (ASP Assistant Director for Marketing & Assessment); Serina Edward Puis (ESC Assistant Coordinator for Marketing); Adelaide Sandström (KUGS Marketing & Development Director); Kelly Oberbillig (OC Marketing Resources Coordinator); ROP 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 9:05pm.*

## I. APPROVAL OF MINUTES

## II. DISCUSSION ITEMS

### A. Charge & Charter

Mohammad Ebrahimi stated that they will be going over the Communications Committee Charge & Charter. There are some minor changes to be made. Ebrahimi stated that the charge of Communications Committee is to “ensure responsible use of student resources allocated to marketing and promotions by: coordinating the promotion and public relations efforts of the AS offices, working to increase efficiency of marketing for program offices and brand management, promoting cooperative inter-departmental marketing efforts, sharing skills and bestpractices between offices, and serving as an advisory board for the Communications office during special projects such as the development and upholding of the AS Branding Guide.” Ebrahimi asked if anyone wanted to add anything to the charge. No one had any suggestions. He stated that the Membership section needs to be updated. Ebrahimi stated that since KVIK doesn’t exist anymore, it will be replaced with the Videographer position. Julia Henson stated that since her position, ESP Media & Marketing Coordinator, is new, that needs to be added to the membership instead of an ESP representative. The title of Account Executive needs to be changed to Program Manager. The Promotion and Outreach Facilitator for the Clubs position needs to be added. Ebrahimi stated that the Communications Director is the Chairperson and the Vice-Chairperson is Julia Rutledge, the AS VP for Activities. A Communications Committee meeting may be called by anyone as long as there are 4 people in favor of calling the meeting and the committee needs 8 people to have quorum. Jeff Bates asked if voting can be done via Outlook. Votes can be made via Outlook. Ebrahimi stated that subcommittees can be formed if needed but they weren’t needed last year. He referred to the Rules of Operations section and stated that “the committee may adopt and amend rules of operation governing its operation by a majority vote.” The committee will report to the Board via the Communications Director and the VP for Activities.

## **B. AS Website Design**

Ebrahimi stated that he really doesn't like the design of the AS website, especially the combination of blue and yellow in the banner. He stated that he wants to know what other people think about it and how it could be improved. Emma Scalzo thought adding photos would look nice. René Powell agreed that photos would be a good addition to the website. They thought a slideshow could be useful. Bates stated that each office can implement a slideshow but many don't because the website is so hard to maneuver. Ebrahimi thought that under 'Featured Events', all the AS events could be listed. Powell thought that the 'Upcoming Events' section on the left is very clunky. She thought they could use the publicity from the Publicity Center to help make connections to banners people might see around campus. Rutledge asked who would be in charge of the programming on the website update. Bates stated that IT would be in charge of doing that but they don't have this as a priority, they are mainly focused on updating the VU website. He added that the website is designed with a system that the university doesn't supply anymore. Bates stated that the only changes that can be made promptly can only be done using the admin log in. Powell thought adding digital signage would be an easy addition to the website. Ebrahimi stated that he thought he would add the WWU Update videos to the website. Powell stated that every event that comes through the Publicity Center automatically has digital signage made, so it would be an easy addition to the website. Ebrahimi stated that they were planning on adding a page on the website about inclusive language which he thought was a good idea. Bates added that there is a VU working group that developed an inclusive language document that could be used. Powell asked if they could include the PC Designers in the website changes. Powell suggested having multiple photos as the banner then have the slideshow under Featured Events. Rutledge noted that the drop down menus aren't good on the website. She explained that if you click on the Board of Directors tab, it takes you to a page that isn't on the dropdown menu. Scalzo stated that adding the office logos could make the website more user friendly. Ebrahimi stated that that is a good idea but that will have to be the work of IT because they don't have the ability to make that change via the admin login. Bates stated that it would be great to have a clear idea of what changes need to be made once IT is ready to work on the AS website. Henson stated that there are more functional issues with the website but it isn't as attractive as it could be. Jacob Carver stated that he liked the idea of using the PC digital signage on the website. Bates stated that there is a webpage (admissions.wvu) that has an in house designer who could help. They referred to the admissions.wvu page and Bates thought the website was good because it separates the university information from the department information. They also include interesting information with statistics on the page. Everyone agreed on changing the banner to photos.

## **C. Social Media Tags**

Ebrahimi stated that he wanted to discuss the tags of AS offices on Facebook. He stated that currently, the AS Facebook page tag is '@ASofWWU'. He added that it would be great to create a set of tags for each of the AS offices that are shorter and all have a similar format. He stated that everyone has different tags currently and he thought that they could all be formatted as 'AS\_(office)'. They would be more uniform and people could find all the AS offices easier. Powell thought removing the '\_' would be better. Henson thought that the acronym could be confusing without the 'Powell thought WWU should be in the tag, so it could be AS\_REPWWU. Carver thought a '.' could be used instead. Henson stated that the ESP has an issue because their website is the Environmental Center page, so it can be pretty confusing. She added that the Outback can have a separate page, but the Environmental Center and ESP should be in the same page. Ebrahimi stated that he can help figure out the ESP page as well as change the ESP logo. Rutledge thought that it would be good to be consistent from a

branding point of view. Ebrahimi stated that it would be good because people could search 'AS\_' and all the AS offices would come up. They all concluded that the format would be 'AS\_(office)ofWWU'. Ebrahimi stated that this can be used on Instagram and Twitter as well. He thought it would be good to have consistency between social media platforms. Rutledge stated that she hasn't been to Communications Committee before so she doesn't know the process. Bates stated that this could be implemented into the Branding Guide. Ebrahimi stated that there are a lot of different pages and Communications Committee might want to go through and determine which pages are necessary because some pages aren't being used. Bates thought everyone should do some research to see if anyone else is using the tag the office is planning on using.

#### **D. Office Updates**

Scalzo stated that the REP is having a Candidate Forum on October 25<sup>th</sup>. They invited candidates running for County Council, City Council and Port Commissioner elections to speak about issues affecting students. Henson stated the Outback and the Environmental Center are putting on the Fall Harvest Jubilee and there will be food and games. Mikayla Saechao stated that the Club Hub just finished Club Kickoff and the next event is Club Boost which is in Winter Quarter. Ebrahimi stated that if anyone wants video coverage of their events, they should contact him. Bates added that if anyone wants their event covered in the AS Review, they should talk to Erasmus Baxter.

### **III. INFORMATION ITEMS**

### **IV. ACTION ITEMS**

### **V. ADJOURN**

*Ebrahimi adjourned the meeting at 4:56pm.*