



AS Communications Committee

Friday, January 26th, 2018

4:00pm

VU567

Members: *Present:* Mohammad Ebrahimi (Communications Director); Julia Rutledge (VP for Activities); Mikayla Saechao (Clubs Promotion & Outreach Facilitator); Julia Henson (ESP Media and Marketing Coordinator); Jacob Carver (AS Videographer); Kelly Oberbillig (OC Marketing Resources Coordinator); Rene Powell (Publicity Center Project Manager); Valeria Pedraza (ROP Work Study).

Absent: Emma Scalzo (Organizing and Outreach Coordinator); Micah Rubart (ASP Assistant Director for Marketing & Assessment); Erasmus Baxter (AS Review Editor in Chief); Serina Edward Puis (ESC Assistant Coordinator for Marketing); Adelaide Sandström (KUGS Marketing & Development Director).

Advisor: Jeff Bates (Publicity Center Coordinator)

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

Guests:

Motions:

CC-18-W-1 Approval of the minutes from October 13th, October 24th, and November 17th. *Passed.*

Mohammad Ebrahimi called the meeting to order at 4:10pm.

I. APPROVAL OF MINUTES

MOTION CC-18- W-1 By Rutledge

To approve the minutes from October 13th, October 24^h and November 17th.

Second: Ebrahimi Vote: 7-0-1 Action: Passed

II. DISCUSSION ITEMS

A. How to Get More Engagement on Social Media

Mohammad Ebrahimi stated that he would really like for AS offices to like their own posts and have all AS offices liking each other's posts. Ebrahimi stated that this will help increase engagement because having more likes makes it visible to more people. Jeff Bates asked if anyone else had noticed the decrease in engagement. Julia Henson stated that it seems like less people were seeing the ESP posts. Ebrahimi added that Facebook is making another change to put all business related pages on a different page from friends and family which will further decrease engagement. Julia Rutledge stated that this might be a reason to move off of Facebook. Ebrahimi agreed and stated that Facebook is also increases the price for promotion. Ebrahimi asked for everyone to please like each other's posts and cross promote each other's events. Bates asked how other organizations are dealing with this decrease in engagement. Ebrahimi stated that Netflix has been trying to ask their viewers to talk about their favorite shows and get them involved by asking questions.

B. AS Marketing Campaign

Ebrahimi stated that he will be starting a marketing campaign in a week or two depending on when the video is ready. He stated that he is planning on making a video discussing what the AS is. He is going to have Simi Chhabra, the AS President, and someone else talk about the different offices in the AS and what resources it provides. The video will include footage from

some AS events. It will be posted on all the office's social medias. He is going to talk to Housing and see if they can post it somewhere and try to get it throughout Western's campus. Ebrahimi stated that he will also be tabling a lot giving out AS swag. He would appreciate any input from the committee. Ebrahimi added that he is in contact with the RAs to try to get the information out to people living in the dorms. He wondered if the RAs have a Facebook page. Rutledge stated that there is the Residence Hall Association. Kelly Oberbillig asked when the video will be done. Jacob Carver stated that once they schedule the interview, it should be a quick process to get it finished. Oberbillig wondered if she should send footage to Carver. Carver stated that footage shot on a GoPro or any camera is hard to transmit via email, so when he is putting the video together, he could come down to the Outdoor Center with a USB to retrieve the footage. Bates suggested creating a Dropbox. Rutledge added that the Transfer Drive is available. Ebrahimi added that there will be a short digital signage video coming out soon which will be approximately 30 seconds long. It will be displayed on the TVs around campus. Carver explained that the video will basically be footage from past events with an AS logo at the end.

C. VU Renovation

Ebrahimi stated that some major changes will be taking place soon in the VU. Bates stated that on February 19th a fence will be going up around the AS Bookstore and demolition will start during that time. Vendors Row will move over Spring Break as well as blocking off the VU entrance by Vendors Row. The AS Bookstore will move to the MPR on April 5th. Bates explained that the AS will need to find a way to direct students to their offices. The new main entrance to the VU will be the entrance off of the PAC Plaza. Bates stated that the change will be severely restrictive and challenging for promoting AS events but they could try to utilize the fence for a banner area. Bates added that during construction, they will put up a temporary wall when the main entrance to the VU is now which will most likely be made out of plywood. Bates stated that this would be a great opportunity for the AS to put up a mural or space for promotional posters. Each office should think about how this change might affect their programs. Bates explained that the Facilities Management page has great resources about the renovation which AS offices could reference. Bates added that he entered the VU through the first floor entrance and saw the huge Western banner and he thought that would be a great opportunity and place to promote the new Multicultural Center. They could utilize that space to educate people and let everyone know what is going on. Ebrahimi stated that if anyone has concerns they can contact either him or Bates.

D. Recap

Bates noted that the Communications Committee Charge & Charter was approved by the Board of Directors on December 13th. Ebrahimi stated that last quarter the committee voted on all the offices using a specific format for Facebook tags to ASWWU_(office name). He stated that some people had problems doing it, so he is going to show everyone how to do it. Ebrahimi stated that if anyone wants to table with him and talk about their department, they can send him an email. Ebrahimi stated that he is going to start using the AS Instagram to show event footage, so please send him any good videos or photos from AS events.

E. Office Updates

Bates asked what sort of events offices have coming up. Oberbillig stated that on March 8th the Outdoor Center is hosting 'No Man's Land' film screening. On April 27th, Danielle Lancelot Watson and Anna Sowens, are coming to speak about rock climbing accidents that caused them to become paraplegic and about representation of people with disabilities in outdoor recreation. On May 11th, there is the Gear Grab where the OC will be selling their

old gear and students can also sell their gear. Henson stated that Environmental Lobby Day is coming up next month. They will be travelling to Olympia with the Ethnic Student Center and the Disability Outreach Center. The 'Sustain Yourself series is coming up, the next event is the Birth Control Expo and Sustainable, Period. They received funding from the Sustainable Action Fund to give out free sustainable menstrual products at the event on February 22nd. Henson stated that those two events are in collaboration with the Womxn's Identity Resource Center. Henson added that later on this quarter there will be Food Week which is in collaboration with the Students for Sustainable Food club on campus. They will have film showings, teach ins and some other events. Mikayla Saechao stated that Club Boost is taking place tomorrow and Club Showcase is taking place in February. Powell stated that the Publicity Center hasn't been too busy recently so people should put in their requests. They will also be making Valentine's Day stickers. Bates stated that they have been asking all the designers to make sure to make Facebook specific designs. Bates added that with the VU renovations, there are less banner spaces available so the designers should invest more time in social media. Henson stated that she is working with the PC to make a Snapchat geo-filter for the Outback Farm.

III. INFORMATION ITEMS

IV. ACTION ITEMS

V. ADJOURN

Ebrahimi adjourned the meeting at 4:45pm.