



Associated Students of Western Washington University

Board of Directors

AS Communications Institutionalization

Date: March 2013

Sponsor: Carly Roberts, AS VP Activities

Proposed by: Mario Orallo-Molinero, AS Communications Director

Proposed Motion: To Approve the Institutionalization of the AS Communications Office

Date: March 2013

Request: That the AS Communications Office be institutionalized within the Associated Students and increasing the three quarters Public Relations Coordinator to a four quarter position.

Introduction:

The AS Communications Office is the Associated Students marketing, public relations, promotional and overall Communications office within the Associated Students of Western Washington University (ASWWU). It is currently staffed with all student employees and in the past some interns. The Comm. Office is managed by the AS President Designee, currently the AS Vice President for Activities. The office currently is in its final year as a two-year pilot program.

Mission Statement & Outcomes

The Communications Office is responsible for organizational promotion, marketing and public relations. This office provides organization-wide support services including a central events calendar, market research, and development of strategic promotional goals. Additionally, the AS Communications Office advises the AS President and AS Vice-Presidents with all University, State and Federal subject matter (including relations with reporters, organizations and official AS positions)

Outcomes:

(As stated in the AS Communications proposal. 2010-2011)

- To Implement organizational and cross-divisional promotion strategies
- To Accurately and strategically promote the activities and interests of the Associated Students Organization to the public
- To provide organization-wide Promotion and Public relations support services

Associated Students Need for Program:

(As stated in the AS Communications proposal. 2010-2011)

The Communications Office is not a new concept in our organization. There has been a history of attempts to create either structures or student staff positions tasked with addressing the public relations, promotion, and communications needs of the organization. During the 08-09 academic year the Publicity Center employed a "Marketing Coordinator" charged with developing and implementing a marketing plan throughout the organization, coordinating promotions committee, and conducting campus market research. There were several issues with this position including a lack of direction from the board of directors, structural placement that provided for little organizational perspective, and an unclear delineation between a service based or strategy based role.

In only its second year of the pilot program, the AS Communications Office has created a solid foundation for the years to come. The office has established a yearly marketing plan that has been essential document for the AS Communications Director in terms of laying down goals for the year to come, but notably important also getting a real sense of our student community needs. Rather than having a single position tackle 150+ events a year, the Office has created a home for constant communications with its employees. Communication is in the form of emails, memos, person-to-person contact, committee relations and having a student staff of 4 rather than one. With the board vision and voice of the AS Vice President for Activities or President Designee, the AS Communications Office has a reliable, continuous and growing relationship, which in years past was one of the biggest obstacles.

Future projects for the AS Communications Office:

- **South Campus visibility campaign.**
 - o This is still a major opportunity for the AS Communications Office. Working with Reslife (notably Fairhaven & Buchannan Towers Resident Directors, Fairhaven College and campus recreation) to really create a strong relationship with our south campus community.
- **Collaboration with the Personal Director regarding Staff Development**
 - o Working with the Board to establish the Communication side of Staff Development. What needs to be communicated early? The importance of the AS image. How the AS Communications Office can assist in each department.
- **AS Communications Committee**
 - o Next quarter will be our first meeting. This Committee will be essential in creating a strong bond internally with our AS Marketing Employees.
- **The "Go to Office."**
 - o For the past few months, we have experimented with being the "Go to office" for reporters, marketers or for general student questions. This addition has created a stronger relationship with the Western Front and also given our employees a safe option when handling at times impatient correspondents.

AS Public Relations Coordinator to Four quarters

One of the busiest times for the AS Communications Office is summer. The Office and AS Communications Director plans AS Summerstart and advises the AS Info Fair. About 2,390 students attended Summerstart. The AS Summerstart has four sections:

1)AS Panel: The Associated Students hosts a panel presentation to all summerstart students. The panel consists of AS Summer student staff (notably the Directors and AS Board). Additionally the panel gives a taste of what the AS is and the plethora of opportunities the AS offers to students throughout the year and ways to get involved.

2)AS Social: Toward the end of the day the AS will host an AS social with all the AS Departments and their staff. Snacks and beverages are provided by New Student services. Last summer the event was called Associated Students HIPPIITY HIP Social. *" WHOA! You have had a long day at Western. The As team warmly invites you to come enjoy games, food and relax to some soulful music at the Viking Union. This is your change to take a breather, meet new and current students and let the AS show you a good time."*

3)After Social Event: We have hosted the WWU Dead Parrot Society twice and have received overwhelming positive feedback.

4)AS Morning Tabling: on the Last day of Summerstart (it's a two day occasion), the students or parents that missed out on the social have an opportunity to meet the AS Staff again.

This takes up a number of hours on AS Communications Director, which takes away from the planning portion of the academic year. By adding the Public Relations Coordinator to summer, the load of summerstart can be shared. Additionally, this can open up time for the Comm. Director and the Public Relations coordinator to set goals for the year and go over the marketing/ branding guide.

Benefits

One of the main struggles with the first year of the pilot program was finding an identity within the office. There was an excess amount of projects put on the AS Communications Director, which resulted in backtracking and finding the real need this office provides for the Organization. In its second year and final year of the pilot program, the office has found a solid foundation: Some notable benefits include

- AS Marketing Plan
- Efficient and more organized AS Summerstart, AS Info Fair
- A Centralized Calendar of events
- Stronger Relationships and better AS Representation with: AS Review, Western Front, University Relations and the Community publications.

- Stronger Unification within the Organization: AS Brochure, AS Branding Guide (Spring 2013), AS I'm Here Video, Flashmobs.
- Social Media has increased: FB page has over 2,190+ likes.
- Publicity Request Form is being updated to be more efficient and concise.

Relationships with Current Offices & Staff

Publicity Center

The AS Communications Director communicated and works weekly with the Publicity Center staff through basecamp. The AS Communications Director works with the Publicity Center Coordinator in maintaining branding, marketing and AS logo policies internally. The collaboration with the Publicity Center and the Communications Office has been an essential relationship in enhancing the AS image in our day-to-day marketing. (*Posters, handbills, Banners, AS Swag*)

Western Front

The AS Public Relations Coordinator meets quarterly with the new Editor-In-Chief and Western Front Staff and sets expectations/goals of the AS and how the Communications Office is a major resource for each reporter.

University Marketing Committee

The AS Communications Director and Publicity Coordinator are liaisons on behalf of the AS. This Committee promotes and collaborates with each other on major projects and marketing strategies as a whole. This has been a huge benefit in terms of having an AS Voice in the University Marketing Community.

AS Board of Directors Represented by: AS President & AS Vice President for Activates

Again one of the biggest obstacles the previous marketing coordinators and the AS faced was lack of direction from the AS Board. Having both AS President and AS Vice President guide the office and articulate the board concerns within communication has been helpful and important.

AS Website Committee

The AS Website Committee is charged with governing the AS website; Chris Miller, VU IT Manger and VU Student developers sit on this committee. This year we have met quarterly.

Strategic Goals for the Future

Quarter	Goal/ Project	Reasoning
Summer	AS Branding Guide Summer Staff	Once the AS Branding Guide is passed, it is important to collaborate with the AS President and AS Personal Director in implementation
Summer/ Fall	AS Summer Staff Development/ Fall Staff Development	Working with the AS Personal Director in creating a strong marketing, and branding workshop within the AS
Summer/ Fall	South Campus visibility	Working with AS Public Relations Coordinator and Reslife and Campus Life to get a stronger presence. Maybe a part time office, an update AS only bulletin board.
Fall/ Winter/ Spring	AS Communications Committee	Setting the dates early as possible to give a better heads up of the committee.
Summer/ Fall	Reevaluating the AS Website	The AS Website has done a good job at giving the basic level of information to the public. I have received a number of suggestions about updating the AS website from a more text base, to a more visual base.
Winter	AS Marketing/ Branding Research	The AS Communications office needs to develop a better method at gathering year-to year data.
Winter/ Spring	AS Marketing Plan	
Spring	Evaluate and research personnel	There are a number of services the AS Communications Office provides for its staff, University/ AS Calendar, Social media and other day-to-day projects. Adding another Coordinator to assist may be an option.

SWOT

STRENGTHS

- Stronger Relationships with AS Departments, AS Clubs and University publications and Committees.
- With the Assistance of the AS President being the "Go to Office."
- Update Calendar
- Strong Social Media Presence
- The Face of the organization
- Press Releases
- Strong AS Logo advocate
- More efficient and organized AS Summerstart

WEAKNESSES

- Lack of Event Data information or Communication about event changes
- Office Location & Space Limitations
- South Campus awareness
- AS Communications Office Hours
- AS Trainings

OPPORTUNITIES

- South campus!
- Social Media and Multi-media on the Website
- Relationships with Programmers, Reporters and other AS Staff
- University Relations: Marketing Committee
- AS Marketing Plan/ AS branding Guide
- AS Communications Committee
- AS Website

THREATS

- Seen as the AS Cops, which result in lack of advisement for offices
- Bureaucratic with a slow process: notably the AS website
- Press Releases on time or enough information
- Lack of information from the Publicity requests
- AS 6th floor Calendar
- Logo Soup
- AS Recognition within Events or marketing

Appendix

- **Document A:** One of the projects we are still creating is the role of the Communications Staff in the AS. Document A was created by AS President Anna Ellermeier in establishing the Role of "Spokesperson of the Office."
- **Document B-** AS Website Charge and Charter
- **Document C/ D-** Job Descriptions

The Role of the Communications and Marketing Office as the “Spokesperson” for the AS Organization

In light of recent press inquiries, it has become apparent that we do not have clarity around how press inquiries are dealt with in the Associated Students. I have concerns about this confusion. The AS President is the spokesperson for the organization and is ultimately responsible for everything that comes out of the AS (programming, press, etc.). This is a responsibility that I take very seriously because our reputation and public image impacts not only our organization, but the university, as well. I would like to be clear that my concerns do not stem from any lack of confidence in the competence of our exceptional CMKT Office staff, but from the fact that I am the one ultimately responsible (by virtue of position and job description) for what the AS does and says. For this reason, I strongly believe that the President needs to have final say in all messaging that comes out of the AS.

Of course, this is not to say that the role of speaking for the organization cannot be delegated when appropriate. Certainly, there are many instances when that is entirely reasonable and I have outlined them in the following proposal.

Therefore, I propose that:

1. We make a change to the CMKT Director’s position description to avoid confusion about who serves as the main spokesperson for the organization.

About the Position:

The AS Communications & Marketing Director is responsible for creating and implementing an AS Marketing Plan, planning and implementing public relations campaigns, identifying and executing organizational and cross-divisional promotion, advising and guiding office promotion efforts, and acting as the first point of contact for students, community members, and members of the press seeking information about the AS organization’s spokesperson and media contact.

The expectation is that all press inquiries submitted to the CMKT Office will be dealt with or distributed out appropriately. The next part of the proposal speaks directly to this.

2. We use the following chart to determine how the CMKT Office deals with press inquiries.

Type of Inquiry**	Level of Decision-Making (and who needs to know)
Logistical questions about an event (e.g. time, location, etc.)	CMKT Office (in consultation with event planners)
Non-controversial event-related press inquiry	The appropriate AS office (with advisement from the CMKT Office when requested)
Non-controversial general press inquiry	The appropriate AS office (with advisement from the CMKT Office when requested)
Controversial event-related or general press inquiry about an AS Office/Department (not the Board)	The appropriate AS office along with the AS VP for Business and Operation and the AS President*
Any article dealing with an issue that is under the purview of an AS Board member or the Board as a whole	The appropriate AS Board member along with the AS President*
Any inquiry requiring an organizational position or comment	AS President
Highly controversial issue (related to any office)	The appropriate AS office along with the AS President*
Any inquiry from the Bellingham Herald, the Seattle Times, or other newspaper that is not the Western Front or the AS Review	AS President (who will delegate inquiries appropriately)

*The inclusion of these position in the information loop about the press inquiry is not to create a micro-management situation, but rather to keep relevant parties in the know about possible press coverage. Also, in the case of controversial issues, it is expected that the AS President will be responsible for notifying advisors and university staff as appropriate.

** This same chart applies to corrections about a story after it has run, letters to the editors or other forms of responses (including online comments or social media), and guest columns.



Associated Students of Western Washington University

AS Communications Office

AS Communications Director

About the Position

The AS Communications Director is responsible for creating and implementing an AS Marketing Plan, planning and implementing public relations campaigns, identifying and executing organizational and cross-divisional promotion, advising and guiding office promotion efforts, and acting as the AS organization's spokesperson and media contact.

Position Classification

Directors are responsible for coordinating the activities of different programs in a large department to ensure quality programming and/or efficient use of student resources. Specific duties include establishing departmental goals, departmental training, program approval, personnel management and supervision, departmental budget authority, communication among employees, coordination of programs efforts, and conflict resolution. These positions operate under the management and direction of the AS Board of Directors.

About the Department

The Communications Office is responsible for 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.

Terms of Position

This is a four quarter position. This position starts the Monday before summer classes begin and ends the Friday of finals week the following spring quarter. This position works an average of 19 hours per week. The position holder may work more some weeks and less other weeks depending on the office's needs. The position holder is neither required nor expected to work during intersession, winter break or spring break.

AS Employment Qualifications

- Maintain a minimum credit load throughout term of position of 6 credits for undergraduates and 4 credits for graduates.
- Maintain a minimum of a 2.00 cumulative grade point average.
- Ability to complete the entire term of the position.

Preferred Qualifications

- Experience with marketing, branding, and promotion.
- Experience managing volunteers or employees.
- Experience managing a budget or being a budget authority.
- Conflict management knowledge or experience.
- Computer skills including Microsoft Word, Excel, Publisher, and Outlook.

- Demonstrated ability to work collaboratively with people of diverse backgrounds and opinions.
- Extensive experience working with diverse forms of social media.
- Strong initiative and creativity in planning marketing projects.
- Strong organizational, multitasking, and time management skills.
- Attention to detail and problems solving abilities.
- Ability to work independently, within deadlines and milestones, and hold flexible hours.

AS Employment Responsibilities

- Serve the diverse membership of the Associated Students in a professional and ethical manner by:
 - Being familiar with and upholding the AS Charter, all WWU policies, and all AS policies including the Employment Policy, Code of Conduct, and Program Standards.
 - Attending all AS staff development events including, but not limited to: pre-fall orientation, pre-winter, pre-spring, and mid-quarter staff developments.
 - Being knowledgeable of the AS organization and its general operations.
 - Serving on search committees as designated by the AS Personnel Director.
- Ensure the legacy of this position by:
 - Working with supervisor and Personnel Director to revise and update position job description.
 - Working with the previous position holder to complete a minimum of 15 hours of unpaid internship as well as providing a 15 hour internship to the incoming position holder.
 - Developing and maintaining a legacy document as required by the AS Employment Policy.

Position Responsibilities

- Ensure the effectiveness of the Board of Directors operations by:
 - Attending Board of Directors meetings and work sessions as needed.
 - Attending Board of Directors retreats and trainings as requested.
 - Reporting major business of the position to the position supervisor, as well as at each official meeting of the Board of Directors.
 - Working with the members of the Board of Directors in a cooperative and timely manner.
- Ensure the smooth, effective operations of the Communications Office by:
 - Devoting at least 19 hours per week to Associated Students business.
 - Establishing and maintaining at least ten (10) posted office hour per week.
 - Supervising the Communications Assistant Director and assisting them in their duties as needed.
 - Updating legacy documents for this position at least once per quarter.
- Assist AS offices in serving a larger, more diverse student audience by:
 - Communicating and collaborating regularly with any staff that promote, market, or advertise AS services.
- Ensure the effectiveness of all office marketing and programming efforts by:
 - Implementing, reviewing, and updating the AS Marketing Plan.
 - Coordinating the development of branding guides for AS offices in collaboration with the Publicity Center.
 - Being knowledgeable about the Associated Students organization including offices, upcoming events, initiatives, and ongoing projects.
 - Monitoring all Basecamp projects in order to advise and guide office promotion efforts.
 - Planning short and long term strategic promotion goals.

- Attending meetings with the Publicity Center Coordinator and Account Executives as needed.
- Monitoring and assisting with offices' social media resources.
- Coordinating all official AS organizational social media resources.
- Promote the Associated Students organization on and off campus by:
 - Coordinating and expanding organizational marketing.
 - Acting as the main media contact for the Associated Students.
 - Coordinating a committee to plan the AS presence and outreach for university events such as Summer Start, Compass 2 Campus, Western Preview, and Back2Bellingham.
 - Communicating regularly with the Office of University Communications.
 - Collaborating with on and off campus organizations (including Dining Services, Athletics, Housing, and New Student Services / Family Outreach).
 - Planning and executing a Red Square Info Fair promotion plan in collaboration with the Info Fair Coordinator.
 - Working with offices to increase organizational awareness at events.
 - Attending at least three (3) Associated Students program events per quarter.

Salary

This position will receive approximately \$9,740.63 per position term (about \$405.86 twice per month).

Reportage

This position reports directly to the AS President or designee.

This job description is subject to change in accordance with the AS Employment Policy.

The Associated Students is an Equal Opportunity Employer.

Revised February 24, 2012 by motion ASB-12-W-28



Associated Students of Western Washington University

AS Communications Office

AS Public Relations Coordinator

About the Position

The AS Public Relations Coordinator is responsible for coordinating and disseminating a central AS events calendar, updating the AS and WWU online events calendars, writing and distributing select press releases to appropriate media contacts, assisting with implementation of promotion initiatives, including AS presence and outreach at a variety of events.

Position Classification

Coordinators provide programming for the Associated Students as a whole and facilitate events, offices and groups throughout the Western and Bellingham community. Coordinators report to department directors or supervisors. Specific duties include but are not limited to: Event programming, departmental budget authority, coordinating specific office functions, performing administrative work, supervising assistant coordinators, promote office and events, and maintain and update programming resources for the department.

About the Department

The AS Communications Office is responsible for 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.

Terms of Position

This is a three quarter position. This position starts the Monday two weeks before the start of classes fall quarter and ends the Friday of finals week the following spring quarter. This position works an average of 15 hours per week. The position holder may work more some weeks and less other weeks depending on the office's needs. The position holder is neither required nor expected to work during intersession, winter break or spring break.

AS Employment Qualifications

- Maintain a minimum credit load throughout term of position of 6 credits for undergraduates and 4 credits for graduates.
- Maintain a minimum of a 2.00 cumulative grade point average.
- Ability to complete the entire term of the position.

Preferred Qualifications

- Strong organizational, multitasking, and time management skills.
- Attention to detail and problem solving abilities.
- Computer skills including Microsoft Word, Excel, and Outlook.
- Ability to work independently, within deadlines and milestones, and hold flexible hours.
- Demonstrated ability to work collaboratively with people of diverse backgrounds and opinions.
- Knowledge of AP-style.

AS Employment Responsibilities

- Serve the membership of the Associated Students in a professional and ethical manner by:
 - Being familiar with and upholding the AS Charter, all WWU policies, and all AS policies including the Employment Policy, Code of Conduct, and Program Standards.
 - Attending all AS staff development events: pre-fall orientation, pre-winter, pre-spring, and mid-quarter staff developments.
 - Being knowledgeable of the AS organization and its general operations.
 - Serving on search committees as designated by the AS Personnel Director.
- Ensure the legacy of this position by:
 - Working with supervisor and Personnel Director to revise and update position job description.
 - Working with the previous position holder to complete a minimum of 15 hours of unpaid internship as well as providing a 15 hour internship to the incoming position holder.
 - Developing and maintaining a legacy document as required by the AS Employment Policy.

Position Responsibilities

- Enhance and maintain the integrity and accuracy of the AS image by:
 - Updating and maintaining an accurate media contact list.
 - Developing working relationships with media outlets including, but not limited, editors for all on-campus publications, journalists, and Bellingham community media.
 - Helping AS employees contact and speak with the media.
 - Being knowledgeable about the Associated Students organization including offices, upcoming events, initiatives, and ongoing projects.
- Ensure the effectiveness of all office marketing and programming efforts by:
 - Compiling and distributing a comprehensive calendar of all AS and student-related events, activities, and programs and using it to update the AS website, the Office of University Communications event management system, and coordinate event planning for AS offices.
 - Assisting the Communications Director with the coordination of organizational and office social media resources.
- Promote the Associated Students organization on and off campus by:
 - Assist the AS Communications Director in the AS presence and outreach for university events such as Summer Start, Compass 2 Campus, Western Preview, and Back2Bellingham.
 - Providing The AS Review with a weekly list of upcoming events.
 - Writing and distributing press releases to appropriate media contacts for select events and initiatives.
 - Assisting the Communications Director with implementation of cross-divisional and organizational promotion campaigns.
- Ensure the smooth, effective operations of the Communications Office by:
 - Devoting at least 15 hours per week to Associated Students business.
 - Establishing and maintaining at least 10 posted office hours per week.

- Performing other duties as needed or assigned.

Salary

This position will receive approximately \$5,746.97 per position term (about \$302.47 twice per month).

Reportage

This position reports directly to the AS Communications Director.

This job description is subject to change in accordance with the AS Employment Policy.

The Associated Students is an Equal Opportunity Employer.

Revised Feb. 24, 2012 by motion ASB-12-W-28

Associated Students

AS Website Management Committee

Charge

This committee is charged with the responsibility of evaluating and approving design/feature changes to the Associated Students website.

The committee will only consider:

- Proposals which are not contrary to the General Site Concept, i.e., *The AS website is one website with a common layout for all pages.*
- Design/feature changes that generalize to the whole site or to a major sub area (ROP, ASP, etc.).

Simple text updates to current web pages will not be submitted to this committee.

Issues for the committee's consideration:

- Does the proposal bring added value to the AS website (i.e. is it necessary)?
- Feasibility:
 - Is the proposal technically possible?
 - Economic costs
 - Timeliness: Approximately how long it will take to implement

Reportage: To the Viking Union Administration and the Associated Students Board of Directors

Membership:

- AS President or Designee
- AS Communications and Marketing Office Director
- Technical Services Applications Project Manager
- Publicity Center Coordinator

Chair:

- The Chairperson will be the AS Communications and Marketing Office Director. The VU Technical Services Applications Project Manager acts in the absence of the Chairperson.

Meetings:

- Will be called by any committee member
- Will be held monthly or as needed
- Items for the agenda may be submitted to the Committee Chair who will forward agendas to members at least two working days prior to the meeting.

Viking Union/Associated Students

Agreement for the Operation and Maintenance of the AS Website

General Site Concept: The AS website is one website with a common layout for all pages.

Maintenance Responsibility

Design and development of the AS website will be performed by VU Technical Services. Workflow decisions will be the responsibility of VU Technical Services.

The Student Personnel will consist of:

1 Web Developer

1 Webmaster/Designer

The Student Personnel will be VU Hourly Employees, Managed by and located in VU Technical Services and funded by Associated Students.

Maintenance Process

Content Changes

- A web interface will be supplied to facilitate the updating of content.
- The AS Communications and Marketing Office Director will determine which positions are allowed to make updates. These positions will be responsible for updating and reviewing all content.
- VU Technical Services will not be responsible for content.

Design changes (other than updated text)

- Design changes are restricted to those that generalize to the whole site or to a major sub area (ROP, ASP, etc.).
- An AS Website Management Committee will be formed to evaluate design/feature change proposals. Criteria for evaluating design/feature changes will be outlined in the committee's charge.

Process for requesting design/feature changes:

1. The AS Office or Program will submit a proposal with the requested changes to their Program advisor.
2. The advisor will endorse the changes and forward the proposal to VU Technical Services, vu.it@wwu.edu.
3. VU Technical Services will inform the AS Communications Director and Marketing Office of the request so that the AS Web Management Committee can be convened to approve or disapprove the request.
4. The AS Web Management Committee will notify VU Technical Services of their decision.
5. If approved, the VU Technical Services Manager or Applications Project Manager will determine where the task fits into the AS Webmaster's workflow.
6. The requesting Design form will be flagged "complete" when the task is completed.

X

Anna Ellermeier
AS President

Date

X

Jim Schuster
Director of VU Facilities

Date