



"AS Board Awareness & Accessibility Pilot Project" (AAP)

Proposed Motions:

Approve the AS Board Awareness and Accessibility Pilot Project, designate the AS VP for Business and Operations to lead the project and allocate the transfer of up to \$500 (as needed) from the AS Discretionary Reserve to AS Board Admin [FXXBAD].

Sponsor: Hung Le, Vice President for Business & Operations

Persons of Contact: VP Business & Operations

Date: July 2013

Action Item Update: Added "as needed" in the proposed motion to better reflect the intent of the motion.

Background & Context

A yearly goal of AS Boards is to have a greater presence on campus as the Board of Directors. This stems from the belief that students should know who represents them and how they are serving students. This proposal seeks to actively engage students on campus and increase the awareness and accessibility of the AS Board of Directors. This pilot project includes outreach by 5 means: print, video, publicity, signage & online mediums. (Online mediums in development.)

This project is in collaboration with the AS Board, Communications Office, Publicity Center, AS Review, KVIK, VU Tech, and Cindy Monger. This would fulfill the Board's expressed goals of:

- Making processes easier for students to understand
- Reaching out to new groups on campus
- Increasing student awareness of and access to campus events

The ASVP for Business & Operations would lead the project while working with Cindy Monger, AS Board Program Assistant and Mason Luvera, AS Communications Director, to make sure this project runs smoothly and is projecting the Board in a matter that is tasteful and accurate.

Summary of Proposal

I. **Print Outreach** through periodic AS Review articles collaborating with the AS Review Editor-in-Chief.

AS Board members would each write a piece for the AS on a rotating basis. This work would include a personal introduction, a summary of position responsibilities, perhaps goals for the year or details on a current project. The 7 articles will be disbursed throughout the 9 month academic year.

II. **Video Outreach** through quarterly "State of the AS" videos collaborating with KVIK.

The AS President & KVIK coordinator will work to create a several minute update video at the beginning of each quarter and 1 video at the end of the spring quarter. It will accompany a quarterly email from the AS president informing students of current events/AS update.

III. **Publicity** through posted banners/other print mediums working with the AS Publicity Center.

The AS VP for Business and Operations would work with the PC to create and display 2 large banners (3x8); the first at the start of fall to welcome students to campus and another at the end of the year. There would also be quarterly 11x17 material displayed through our distribution team.

IV. **Signage for Board meetings** working with Cindy & Publicity Center.

This would create signage in board meetings so that attendees can more easily understand Board meeting processes. Additionally, this would make use of the sandwich boards to weekly advertise the AS Board Meetings.

Fiscally

The only costs this project will incur is for signage under parts III & IV. Expenses at this point are speculative to how aggressive the outreach would be. But expected costs at this point would

- include two large format banners (\$200-300)
- Roughly a 150-200 11x17 posters (\$110)
- Misc. signage for board meetings (\$50)

Total \$360 - 460 Asking for \$500 to be conservative

*Estimates based on current PC rates: <http://vu.www.edu/feeschedules/publicitycenter.php>

Plans for the future

If this project is successful, the AS VP for Business & Operations will propose a plan to institutionalize its successful aspects by spring quarter.