



AS Communications Committee

Wednesday, January 11th, 2016

9:00am

VU 567

Members: ***Present:*** Kelly Mason (AS Communications Director, Chair); Israel Rios (ASVP for Activities, Vice Chair); Ginger Reinauer (AS Webmaster); Anna Kemper (AS Environmental and Sustainability Programs Director); Brianna Broadwater (AS Publicity Account Executive 2)
Absent: Brain Gliński (AS KVIK Coordinator); Marina Price (AS Review Editor-in-Chief); Mitchell Lee (AS Outdoor Center Marketing Coordinator); Rachael Belisle (AS Organizing and Outreach Coordinator); Alan Leung (AS Productions Assistant Director for Marketing and Assessment); Kaitlin Backus (AS KUGS Marketing and Development Director); Gabriel Ibanez (AS Ethnic Student Center Marketing and Outreach Coordinator); Sierra Try on (AS Communications Coordinator)

Advisor: Jeff Bates (Publicity Center Coordinator); Victor Valadez (VU Lead Developer)

Secretary: Octavia Schultz (Board Assistant for Internal Committees)

Guests:

Mason called the meeting to order at 9:03am

I. Discussion Item

a. Bullseye Email Policy

Mason presented a draft version of the Bullseye Email Guidelines to the committee, which were drafted from the suggestions presented at the previous meeting. Reinauer inquired what the Bullseye emails were used for. Mason stated the emails were used to send important information to the student population. The committee agreed with the guidelines.

II. Information Item

a. AS Review Website

Bates stated that the AS Review was dissatisfied with the online platform it was using at the time and was looking for a different platform to use that more closely resembled an online newspaper. Mason stated that many offices were interested in creating blogs and inquired how those blogs could have been incorporated into the AS website. Reinauer stated they were going to update their PowerPoint to teach people about the blogging platform WordPress. Mason asked how many could have been created. Reinauer stated they were hesitant to allow a lot of offices to create blogs because often they were not kept up to date with relevant information or curated intentionally. Mason agreed, noting that many offices had Twitter feeds that were not kept up to date. She stated that offices or positions that wanted to create a blog needed to show initiative and the ability to keep a blog active. Bates inquired how blogs could have been integrated into the AS website. Reinauer stated they could place a button on an office's webpage, along with the other the social media icons, that linked to the blog. Mason noted that the Ethnic Student Center had a blog, and inquired if that was how their blog was linked. Valadez stated they were not aware of the blog being linked through the AS website. Mason speculated the blog may have been shared through the Ethnic Student Center's Facebook page.

b. Budget Center Update

Mason stated that Hannah Brock, the AS VP for Business and Operations, had been working to update and improve the AS Budget Center, and was interested in moving it to a more

accessible location on the AS website. Mason suggested moving it to the page that listed student fees, because the Budget Center kept track of how those fees were spent. Reinauer stated they could make that change. Schultz noted that it would have been more accessible to change the Budget Center from an excel sheet to a more user-friendly website. Mason inquired if there was a way to track how many people viewed the Budget Tracker. Valadez said there was not, because the excel sheet was hosted by OneDrive, and not through the AS website. They then pulled up data which showed that in the previous year 113 people had visited the webpage of the AS Business Office, which was the page that contained the link to the Budget Center. Reinauer noted that they had filtered out internal IP addresses from the data, and that the 113 page views were from non-AS computers. Rios stated that AS employees may have viewed the page from their personal devices. He also stated that the Budget Center could have been more accessible if it were not an excel sheet. Bates inquired why the Budget Center existed, noting that AS offices had a separate program to keep track of their budgets. Rios stated the Budget Center was intended to be a resource for students-at-large and individuals outside of the AS. Bates stated that because it was linked from the AS Business Office webpage, it seemed that the Budget Center was intended for internal use. Schultz stated that Brock had wanted to update the Budget Center in order to be more transparent about how student fees were spent. Bates inquired if the page was intended to be updated each year after budgets were decided upon. Schultz stated she was unsure, but speculated that it would be updated more frequently.

c. AS Website Updates

Reinauer stated that they were intending to update and improve the AS website, stating that many things were not intuitively placed. Broadwater inquired how much work it would have been to redesign the website. Valadez stated it could have potentially been a lot of work, depending on the nature of the changes. Bates agreed, noting that to changes to the overall styling of the site would have needed less work than a complete redesign. Valadez stated that the website had gone through many small changes, but large structural changes would have been more difficult to complete. Reinauer stated they welcomed suggestions and ideas for how to improve the website. Mason asked Kemper what she thought of the Environmental and Sustainability Programs' webpage. Kemper stated she used the website often, and that the office was looking to rebrand and focus more on economic and social sustainability, along with environmental sustainability. Rios inquired what the library button was for on the webpage. Reinauer stated the button linked to books that were available in the office's resource library. Kemper noted that the office had previously gotten rid of its resource library and was making the shift to focus more heavily on programming. She stated the text on the website was small and difficult to read, and that it would have been beneficial to describe what the Environmental and Sustainability Programs were on the first page. Bates inquired why offices were listed in two categories of programs and services on the main navigation page. He stated the difference seemed more like an internal categorization, and suggested listing them all together in alphabetical order. Valadez speculated the two categories were an attempt to put the offices into relevant groups. Bates re-iterated Mason's concern with the number of clicks required to navigate the website. Mason noted the difficulty of creating smooth navigation with an organization that had so many departments. She suggested that the members all communicate with their offices to create a list of ideas and priorities for what was needed on the website. Reinauer encouraged everyone to look at examples of other websites for ideas or inspiration. They suggested creating a poll to send to AS employees that asked questions about the website to gather feedback about the biggest priorities concerning the website. They noted that a lot of information on the website was

outdated and was not being read. Bates suggested including specific questions in the poll to gather more effective feedback. He also encouraged the committee members to ask if everyone in their offices was comfortable and familiar with the admin page of to edit the information on the website. Reinauer stated they could assist with training people to use the admin page. They noted it was important to remember that a website was meant to be an experience, not just a source of information, and should have been inviting and interesting. Bates brought up the fact that blogs were not often updated on a strict weekly basis, and inquired how procedures could have been established to keep blogs active and relevant, and how that would affect workflow. Reinauer stated it was important to be conscious of curating a blog. Bates asked if the addition of a blog would change any job descriptions within an office. Broadwater suggested making any blogs the responsibility of the marketing positions within the organization. Bates stated it was also important not to just report news, but generate it.

Mason adjourned the Meeting at 9:45am.