



AS Communications Committee

Wednesday, January 27th, 2016

9:00am

YU567

Members: ***Present:*** Kelly Mason (AS Communications Director, Chair); Marina Price (AS Review Editor-in-Chief); Ginger Reinauer (AS Webmaster); Anna Kemper (AS Environmental and Sustainability Programs Program Director)

Absent: Mitchell Lee (AS Outdoor Center Marketing Coordinator); Alan Leung (AS Productions Assistant Director for Marketing and Assessment), Kaitlin Backus (AS KUGS Marketing and Development Director); Gabriel Ibanez (AS ESC Marketing and Outreach Coordinator); Sierra Tryon (AS Communications Coordinator); Brianna Broadwater (AS Publicity Account Executive 2)

Advisor: Jeff Bates (Publicity Center Coordinator); Victor Valadez (Information Technology Specialist 3)

Secretary: Octavia Schultz (Board Assistant for Internal Committees)

Guests:

Motions: No motions were made.

Mason called the meeting to order at 9:00am.

I. Discussion Item

a. Rescheduling

Mason suggested changing the scheduled meeting time of the committee due to a lack of quorum. The members agreed.

II. Information Item

a. AS Review Website

Price stated the AS Review was the primary communicative outlet between the AS and students-at-large. She noted it was easily accessible to students because it was distributed throughout campus. She stated the goals for the newspaper were publicizing AS events, updating students in events regarding student life, and informing students of community events and issues. She stated social media was crucial for newspapers and publications, and that the print newspaper industry was declining. She stated that news outlets on social media were tailored to specific interests, noting that headlines were very important in gaining readership. She stated there were many parts to a news Facebook post, and that social media was an easy way to get students involved. She stated the AS Review at the time could not engage in social media because of the program "Issuu" that was used at the time. She stated students couldn't search through the paper using Issuu using keywords, or search through past articles. She also noted that it was not possible to link to specific articles through Facebook when using Issuu. She stated that one of the reasons that The Western Front was so successful was that it had a well-designed website. She noted that the AS Review website reflected on the AS as a whole. She stated that her goal for the AS Review was to create a website using a better platform to allow for more social media engagement. She suggested linking the website to the AS Review page of the AS website. She suggested using a different program called "Wix" that was less expensive than Issuu, but had more features and better accessibility. She stated the website would have been easy to create and there were a lot of possibilities to make the site unique and engaging for students. Bates ask Valadez if that same kind of website were possible using WordPress. Valadez stated the version of WordPress that

WWU used was limiting. Price stated that The Western Front used WordPress, and that she had looked into using that site, but the only template that would have worked for a news organization was the one The Western Front had. Valadez stated they had not looked at the WordPress templates available to campus, but knew there were much less of them than was available through other sites. Bates inquired how Price had discovered Wix. Price stated she had used the website in classes because it was easy to use and very customizable. She stated she was open to other options if Wix was not a usable option. Valadez stated that the university had put in a lot of work to get Issuu set up, and expressed their concern with dropping the program so soon after it was established. They inquired how the AS Review was published online before Issuu was used. Bates stated articles were posted directly to the AS website. He stated using a different program would have created more work for the AS Review staff because of the need to copy articles and paste them to a website. They stated that after articles stopped getting posted directly to the AS website, web traffic to the AS Review page had dropped dramatically. They suggested creating an alternative solution with the resources already available. Price stated her primary concern with using Issuu was that it was not compatible with social media, noting that most students used social media as a primary source to news and information. Valadez suggested indexing articles to make them searchable in Issuu. Bates stated that a weekly issue publication was not fast enough to keep up with news as it happened. He suggested potentially moving away from a weekly schedule. Price suggested posting all articles to the website the same day the printed newspaper was released, but posting individual articles to the AS Review social media pages as they were relevant. Bates stated that catered to two different types of users. Valadez stated that as long as the AS Review continued to print the newspaper, it was always tied to a weekly schedule. Mason inquired what would have happened to archived articles if the AS Review switched from Issuu. Price stated she was unsure. Bates noted that PDF files of articles were available to post on a new website. Mason inquired if moving the AS Review to its own website would have reduced web traffic to the AS Website. Valadez stated they would look into it. Price stated analytics data would have been available through Wix. Mason agreed that social media involvement was important for the AS Review. She inquired what the next step would have been. Price stated she was unsure. Bates suggested looking at WordPress to find other templates different than The Western Front, because WordPress was supported on campus and its longevity was more foreseeable than Wix. Price stated that WordPress may have been a good option if an appropriate template was found. Mason inquired if it needed to be discussed at the following meeting. Valadez and Price stated they would do more research.

b. AS Website Feedback

Mason stated the survey to receive feedback about the AS website had received thirteen responses, and that it was good feedback. Mason stated it was unclear what offices the responses had come from. There was discussion about the Events tab of the AS website not working consistently. Bates drew the committee's attention to a comment that stated that not each page of the AS website needed to look alike. He inquired how important it was to the committee to make the website look continuous between pages. Price stated continuity was somewhat important, but customization should have been available. Mason stated that continuity was important for brand recognition. Reinauer stated that the website didn't represent the entire organization of the AS, noting that the website was a small piece of information to increase visibility of offices and programs.

****The Secretary was not present at this meeting and the recording cut out at this point. It was confirmed that not motions were made after the recording stopped.***

