



AS Communications Committee

Thursday, November 19th, 2015

9:00am

YU460

Members: ***Present:*** Kelly Mason (AS Communications Director, Chair); Israel Rios (ASVP for Activities, Vice Chair); Brain Gliński (AS KVIK Coordinator); Marina Price (AS Review Editor-in-Chief); Sierra Tryon (AS Communications Coordinator)
Absent: 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 ESC Marketing and Outreach Coordinator); Ginger Reinauer (AS Webmaster)

Advisor: Jeff Bates (Publicity Center Coordinator)

Secretary: Octavia Schultz (Board Assistant for Internal Committees)

Motions *No Motions were made.*

Mason called the meeting to order at

I. Introductions

a. The members introduced themselves with their names, positions, and pronouns.

II. Information Item

a. Bullseye Policy

Bates explained to the committee what the Bullseye method was, and noted that at the time, there were no specific guidelines on when to use the method. Mason stated that standard practice was to limit sending three Bullseye emails per quarter, and that one of her goals for the committee was to establish a set of guidelines for sending Bullseye emails. Gliński inquired if Bullseye emails were sent campus-wide, or if they were just sent within the Associated Students. Bates stated that emails could have sent to students within specific majors or specific departments. He posed the question of whether sending emails to the entire student population was very effective or not. Mason stated that previously, Bullseye emails had been sent by the AS Board of Directors and had been very effective. She expressed her concern that the limit of three emails per quarter may not have been enough. Tryon agreed, stating that setting a low limit could have caused the AS to prioritize what emails were sent, meaning that there may not have been an allowance for some important emails. She suggested establishing guidelines for what kind of subject matter merited a Bullseye email. Price speculated that the method was used primarily for campus-wide emails, and suggested targeting smaller groups more frequently so individuals weren't receiving emails that were not interesting or applicable to them. Mason expressed her concern with targeting smaller groups, noting that if the AS consistently marketed to certain groups on campus, they were not serving the entire student population, and events would primarily consist of the same group of people. Rios stated because quarters were such a long period of time that establishing a weekly limit would have been more practical. He suggested limiting Bullseye emails to one per week. Schultz agreed citing that in an outside conversation Josie Ellison, the AS Legislative Advocacy Coordinator, had mentioned students were more likely to value emails from senders they received consistent communication from. Price stated that content that did not present an immediate concern, or could have been publicized with other methods over time should not have been included in Bullseye emails. She stated that she felt

the email previously sent regarding Western's Title IX investigation was very useful and was a great example of what kind of content merited a Bullseye email. Bates noted that the committee had expressed the value of a weekly email sent to the student population, and inquired if the committee could have created a calendar to plan those emails ahead of time. Gliński stated that KVIK often needed to actively recruit volunteers, and inquired how the program could have used Bullseye emails to facilitate that process. Bates suggested that Gliński contact the Volunteer Center of Whatcom County, an organization that sent emails throughout Whatcom County advertising volunteer opportunities. Bates also suggested adding a designated section at the bottom of each Bullseye email to advertise hiring and volunteer opportunities within the AS. Mason agreed that it was a good idea. Mason stated that she would bring the suggestions made to the staff of the AS Communications Office and would present a proposal to the committee at the following meeting. Rios initiated a discussion about what the emails would have consisted of visually. He noted that long blocks of text were not very accessible or exciting to read. Bates stated that the Bullseye program only allowed for raw text, and that more appealing formatting was not possible to use. Price expressed her concern that if the standard of a weekly email had been set, the content of some emails may have been lacking if there had not been much to include that week. She stated that each Bullseye email sent by the AS needed to be unique and memorable in order to be of value to students. Mason also stated that a weekly newsletter type email could have been overlapping with the AS Review. Schultz stated that a weekly requirement did not need to be set, though weekly emails could have been sent if there was enough content.

b. Ask the AS

Tryon stated that many students had questions about the AS and the university but did not know where to ask those questions. She stated the "Ask the AS" email column was meant to be a resource for students that would give them information or direct them to other resources on campus. She stated that the program would serve as an email hotline that students could email or text from their phones. She explained that the program would have been only for student use, would not have been used as a promotional tactic for events or programs, and would not have replaced outreach programs. She noted that she and Mason would have been the individuals that responded to comments and questions sent to the program. She inquired if the committee felt the program could have been used as a "vibe checker" at events. Price stated that it seemed like a large project to start, but that it would have been a great resource for students. She suggested creating a Frequently Asked Questions booklet for questions that were commonly asked and easy to answer. Tryon stated the program would have been promoted throughout campus via posters and digital graphics. She noted that the focus for the following January would have been advertising the program, and that once students had begun to ask questions she would evaluate the program. She stated that the goal of the program was to make the AS a more active and everyday resource. Schultz suggested that a larger group of employees answer questions so Mason and Tryon were not overworked and questions could have been answered more quickly. Tryon suggested sending an automated email when a student sent a question that stated the question had been received and would be answered soon. Gliński stated that a numerical estimate of when the question would have been answered was not needed. Price suggested posting in the automated email that Tryon's and Mason's office hours were the hours that the program would be working. She suggested allowing volunteers to answer the questions sent in. Tryon stated that work study positions could possibly have helped to answer them. She mentioned that she was going to set up the "Ask the AS" email account on her personal so she could respond to questions quickly. Bates inquired how the time spent answering questions

would have been recorded. Tryon stated that she didn't foresee receiving enough questions to require a lot of time. She stated that someone was spending a lot of time researching or answering questions for the program that could have been addressed when the program was reviewed. She asked the committee again if the program could have been used as a "vibe checker" for events. Rios pointed out that Mason and Tryon were not likely to be at each individual event. Tryon stated the director of each event could have used the iPod the AS owned to access the "Ask the AS" email account. She stated that a keyword could have been chosen for each event, and the director of that event would have only opened emails containing the keyword. Price suggested creating a separate email account to use as a "vibe checker" for events. Schultz inquired if Price had meant a separate email address for each event, or one to use for all events. Tryon stated that event directors could have used their office email address if there was an issue of multiple simultaneous events. Bates stated the base of the program needed to be piloted before a specific program for events was established. Price stated that the AS Review could have partnered with "Ask the AS" to create featured articles to answer more complex questions or address comments. Tryon stated that if questions or comments concerned controversial topics, the operators of the program were to provide resources, not opinions. Schultz inquired if the students would have been able to submit questions anonymously. Bates stated that the email address or phone number of a submission would have been visible. Tryon stated that no contact information would have been saved. Mason stated the next step was launching the program.

c. Office Updates

Bates noted that the Publicity Center had changed the phone number for disability accommodations on all posters to that of the AS Disability Outreach Center. Mason inquired if the phone number had been changed on all Facebook banners as well. Bates confirmed that it was. He noted that the Publicity Center was getting the word out and letting clients know of the change. He also stated that the Publicity Center was hiring one more graphic designer. Price noted that the AS Review was hiring. She stated that the last issue of the quarter was scheduled to be released on November 30th, and that the office was going to work through finals week to have an issue ready to release at the start of winter quarter. She stated that the writers were open to suggestions for content to include in that issue. Gliński stated that KVIK was winding down after a couple of events. He noted that the program was hiring work study and intern positions. He also mentioned the office was doing a lot of work on adding subtitles to videos. Bates noted that all videos created by the university were required to have subtitles. Mason stated she was working on the employee spotlight, and was creating social media and interview guides for AS offices. Tryon stated that "Ask the AS" was the main project she was working on. Rios noted that the AS Board of Directors had started hosting work sessions that were separate from Board of Directors meetings, to address concerns and hear student and community feedback in an informal setting before creating formal proposals to discuss at Board of Directors meetings. He also stated that the AS Board of Directors was collaborating with the AS Review to create a newsletter, and that the Board of Directors Office was hiring another Board Assistant. Schultz stated that she had been collaborating with Zach Dove, the AS VP for Academic Affairs to establish caucus spaces for students to discuss campus climate and inclusivity.

Mason adjourned the Meeting at 9:44am.