



# AS Communications Committee

Wednesday, January 17<sup>th</sup>, 2016

4:00pm

VU462B

- Members:** *Present:* Kelly Mason (AS Communications Director, Chair); Marina Price (AS Review Editor-in-Chief); Bridget Williams (AS Organizing and Outreach Coordinator); Ginger Reinauer (AS Webmaster); Anna Kemper (AS Environmental and Sustainability Programs Program Director); Conor O'Keefe (AS KVIK Assistant Coordinator)  
*Absent:* Gabriel Ibanez (AS Ethnic Student Center Internal Coordinator); Sierra Try on (AS Communications Coordinator); Brianna Broadwater (AS Publicity Account Executive 2); Kaitlin Backus (AS KUGS Marketing and Development Director); Alan Leung (AS Productions Assistant Director for Marketing and Assessment); Mitchell Lee (AS Outdoor Center Marketing Coordinator); Israel Rios (AS VP for Activities, Vice Chah); Brain Gliński (AS KVIK Coordinator)
- Advisor:** Jeff Bates (Publicity Center Coordinator); Victor Valadez (Information Technology Specialist 3)
- Secretary:** Octavia Schultz (Board Assistant for Internal Committees)
- Guests:** Hannah Brock (AS VP for Business and Operations); Alex Bartick (AS Review Assistant Editor)

## Motions:

- CC-16-W-1** To approve minutes from November 19<sup>th</sup> of 2015, and January 13<sup>th</sup> and January 27<sup>th</sup> of 2016. **Passed.**

*Mason called the meeting to order at 4:00pm.*

## I. Minutes Approval

*MOTIONCC-16-W-1 by Mason*

*To approve minutes from November 19<sup>th</sup> of 2015, and January 13<sup>th</sup> and January 27<sup>th</sup> of 2016.*

Second: Kemper Vote: 5-0-0

Action: Passed

## II. Discussion Item

### a. AS Review Website

Price stated that through Issuu, students could have searched for articles but only through one issue of the AS Review at a time. She stated she had looked at template options through WordPress and had found some usable templates. Reinauer noted that the derivative of WordPress that the university used, called CampusPress, was more limited than the full version of the site. She also stated she gave trainings on how to use CampusPress. Valadez suggested that the AS Review continue to use Issuu and try to work around any limitations that arose with the software. Reinauer stated she could assist Price with using Issuu. Mason suggested creating a blog for the AS Review to post articles in addition to using Issuu. Price agreed, stating that she had hoped for a blog-style website for the AS Review. Bates suggested making the AS Review webpage the homepage of the AS website and featuring articles to drive AS related content. Valadez stated there were ways to feature articles on the homepage of the website. He also suggested posting links to individual articles on the AS Review webpage. Reinauer suggested creating an AS Review widget to display on the myWestem

page. There was discussion about the possibility of editing the current AS widget to include the AS Review. Mason suggested adding a “Read the AS Review” link at the bottom of the existing widget.

### **III. Information Item**

#### **a. Dr. Vandana Shiva Campus Visit**

Kemper stated the plans to bring Dr. Shiva to campus had been developing since the previous June and that grants had been used to fund the event. She stated tickets were being sold for \$3 to students, and that about 250 had been sold at the time. She stated she hoped to sell even more tickets and asked the committee for suggestions on how to market the event. Reinauer inquired if the event was in the “Featured Events” slideshow in the homepage of the AS website. Kemper stated it was not. Bates stated he would get the information for the event. There was discussion about promoting the event on KUGS and local radio stations. Kemper stated a Bullseye email had been sent out to all of campus. She also stated the Facebook event had been receiving a lot of activity. Brock inquired if there had been any outreach within the local community to advertise the event. Kemper stated that was her focus for that week. She also noted that the event was being advertised on Venders’ Row the following week, and that the staff of the Environmental and Sustainability Programs were doing class wraps to advertise to students. Bates suggested advertising the event on the Transition Whatcom blog. Williams inquired what the goal was for ticket sales. Kemper stated her goal was to sell 700 tickets, noting that the Performing Arts Center seated 1,200 people.

#### **b. Viking Village**

Bates stated that Viking Village had been run through the website but had been taken over by the AS and run through OrgSync after the library had decided to remove the site. He noted the site was not receiving much traffic and that the AS was considering removing it or turning it into an internal communication platform for AS employees. Schultz noted that there were already multiple Facebook pages that students on campus used to communicate. Price stated the site would have been a useful tool if it was promoted and more students knew about it. Brock stated there was a need for a platform where students could discuss off-campus housing options. She suggested shifting the purpose of Viking Village to focus on housing and roommate topics. Bates stated the university previously had a board in the Viking Union to facilitate ridesharing, and suggested that Viking Village also be used for that. Williams stated she would have used the site when searching for an apartment if she had known about it at the time. Price stated it could have been marketed as a tool for students to communicate with one another for practical needs. Brock noted the Facebook pages were useful for students to communicate, but often created too many notifications. She stated the benefit of having Viking Village was that it created a way for students to communicate without connecting a Facebook account. Price stated that when students advertised housing on Facebook, they often linked the post to a related Craigslist add. She suggested making Viking Village compatible with those platforms as well. Bates stated the AS Club Activities Office was in charge of moderating the site and that the staff of the office had expressed they felt it was not a valuable use of their time. Valadez inquired if running the site created additional costs for the AS. Bates stated it did not. Kemper stated she had used the site occasionally to advertise events. Brock noted the site had previously been linked to the myWestern page but the widget had been removed. Bates noted there hadn’t been any efforts to

promote the page. O' Keefe suggested using the site as a way to gather feedback about events from attendees. Mason stated she personally disliked OrgSync, but that she preferred to keep the site running and promote it more. She noted she had spoken briefly with Casey Hayden, the Coordinator of Student Activities, about the AS Communications Office taking responsibility for the site. Bartick stated the site may have been relevant to the work the AS Legal Information Center did. Mason suggested having different offices moderate different forums on the site. She stated Hayden would attend the following meeting to discuss the matter further.

c. AS Snapchat

Mason stated the AS Snapchat had originally been created to promote events but that offices were not using it. She suggested giving the password to every AS employee to make it more accessible. Reinauer stated she felt Snapchat wasn't a very appropriate platform for the organization to use. Price stated that many corporations used Snapchat to document events and that was generally successful. Brock inquired if the topic would have been worth bringing to the AS Management Council. Mason stated gaining followers on the account was easy but that content needed to be posted consistently. Schultz inquired if it would have been possible to tell who was posting specific photos if each AS employee had the account's password. There was discussion about the potential for problematic posts if every employee had the password; for example, if someone forgot to log out of the account and meant to post to their personal account. It was decided to keep the account limited to the AS iPod. Mason inquired if the account should have been deactivated. Brock stated she would bring the topic to the AS management Council before a decision was made to get more feedback from department directors. Bates stated the account should have been a tool that marketing coordinators were using.

#### **IV. Adjourn**

***Mason adjourned the Meeting at 4:49pm.***