



AS Management Council

Monday, January 25th, 2016

5:00pm

VU462B

Members: *Present:* Hannah Brock (VP for Business and Operations, Chair); Osman Olivera (AS Business Director); Tanvi Soans (AS Personnel Assistant Director 2); Walter Lutsch (AS Club Coordinator); Griffin Crisp (AS Representation and Engagement Programs Director); Gabriel Ibanez (AS Ethnic Student Center Internal Coordinator); Shiffite Awel (AS Publicity Account Executive 1); Brandon Quackenbush (AS Veterans Outreach Center Coordinator); Brian Gliński (AS KVIK Coordinator); Anna Kemper (AS ESP Director); Alex Bartick (AS Review Assistant Editor); Jordan Van Hoozer (AS KUGS Program Director); Emma J. Opsal (AS Assessment Coordinator); Jonah Falk (AS Productions Program Director); Spencer Pickell (AS Outdoor Center Equipment Shop Coordinator); Kelly Mason (AS Communications Director)

Absent:

Advisor: Lisa Rosenberg (Assistant Director of Student Activities)

Secretary: Octavia Schultz (AS Board Assistant for Internal Committees)

Guests: Ginger Reinauer (AS Webmaster); Sierra Tryon (AS Communications Coordinator);

Motions:

MC-16-W-1 To approve the minutes from December 4th, 2015. **Passed.**

Brock called the meeting to order at 5:03pm.

I. Approval of Minutes

MO TION MC-16- W-1 by Olivera

To approve the minutes from December 4th, 2015

Second: Kemper Vote: 6 - 0 - 4 Action: Passed

II. Introductions

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

III. Information Item

- a. Ask the AS

Tryon stated Ask the AS was a program where students could email or text the AS and ask question about events, resources, and other campus related topics. She pulled up Basecamp to show the council the advertisements created for the program. She noted the program was targeting first year students and those that lived on campus who weren't familiar with the campus and Bellingham community yet. She said she had been inspired to create the program by seeing common questions about the university and the AS on the social media site Yik Yak. She stated Ask the AS was a good way for the AS to be more accessible and visible to students at large. She noted that an email account had been created for the program, and that handbills and posters had been ordered to advertise it. Mason entered. Tryon noted that posters would have been put up in all of the residence halls, shadow boxes throughout campus, and in buildings all over main campus. Hand bills for events, given to offices, new student outreach office. Tabling to advertise. She stated the Communications Office would have evaluated the program after a month and was considering adding a vibe checker feature for

AS events. Ibanez inquired if there was a phone number for the program that students could have texted. Tryon stated there was not a phone number, and that most smartphones were capable of sending a text to an email address. Mason stated she was excited about the program. Rosenberg clarified that Tryon would have sought answers to questions from other people if she was not able to answer them personally. Tryon stated she would, noting that the program would direct students to campus resources as well as answer questions. Brock stated she liked the idea of using the program as a vibe checker for events. She stated she wasn't comfortable with having volunteers answer questions, but if that were necessary, they would have needed training on how to answer them. She stated it would have been a good idea for marketing coordinators to respond to messages at events. Gliński asked for clarification. Brock clarified that a separate email address would have been used for the vibe checker so only specific people had access to the Ask the AS account. She stated it should have remained in control of the Communications Office, that way it as ensured all questions were responded to, and it was easy to keep track of who responded to them. Tryon stated she would sync the account with her phone to answer questions when she was not in the office. She stated she felt the best solution was to make a separate email account for the vibe checker, and potentially change the password for each event, or keep the account logged in on the iPod that was used for the AS Snapchat account. Falk suggested creating keywords to include in the subject line of emails for different events. Tryon stated that subject lines weren't always available when sending a text message to an email address. Mason stressed that whoever was responding to the vibe checker for an event needed to be present at that event to respond to situations that arose. Reinauer entered. Brock agreed and stated she was excited to see how the program was doing in the following month.

b. Flatpages Training

Brock stated that many people did not know how to edit their department's webpage, and that Reinauer had been brought to the meeting to host a training session on editing them. Reinauer stated that members had to work within the website template, but could email her for custom things. She showed the members how to access the admin site, noting they had to log in with a Universal account. She stated the text editing of the webpage was similar to Microsoft Word. Brock inquired how to add images to the webpage. Reinauer explained that there was a specific button for uploading pictures, and that for the best quality it was important to use a 16x19 aspect ratio for photos. She also stated photos were required to have descriptions for accessibility. She pointed out the save button at the bottom of the page and noted that once the page was saved it was live, and that there was no draft format. Ibanez inquired about widgets. Reinauer stated she could build them into the template, but it would have taken a while. Gliński noted he had problems previously with uploading photos, stating that the button to upload them was unresponsive when pressed, and at some formatting in the text editor did not appear when it was saved to the webpage. Reinauer stated that the HTML scrip reader considered hitting the enter/return button as a regular space, and that HTML code needed to be used for line breaks. Gliński inquired if Reinauer could have sent a guide for using HTML script. Reinauer stated she would, and noted that to add HTML to the webpage it was important to edit that in the source code, not the rich text editor. Rosenberg asked if it was possible to choose where a photo was positioned on the page. Reinauer it was possible to drag and drop photos within the text edit box, and there were positioning options in the "add image" window as well. Mason inquired if it was possible to upload a video. Reinauer stated the servers were not equipped to handle that much bandwidth. Brock stated she wanted to put the "What is the AS" video created by the Communications office on the homepage or about page of the website, but that videos weren't necessary for each office. Reinauer asked Brock to send her the video and stated she would upload it. Rosenberg asked if what was already on

a webpage would appear in the text edit box when someone went to edit it further. Reinauer confirmed that it would. Brock stated that director and coordinator positions were responsible for ensuring their offices' webpages were up to date. Reinauer noted that for changes to the staff page, employees needed to email Wyatt Chapman. She stressed the importance of making the webpages exciting and engaging for students. Brock noted that most students learned about AS programs through the website. Rosenberg inquired if Reinauer could have granted access to the admin page for employees that did not already have it. Reinauer stated she could, and that if an office needed an additional flatpage she could create one as well.

IV. Updates

a. Committee Budget

Brock stated the committee had a \$300 budget each year that was usually spent on food to eat during a meeting in the middle of the year. Mason inquired why that budget existed. Brock stated it was not necessary and that she wanted to reduce the amount to \$50 instead, to use for materials and supplies. She noted there was \$3,000 left in the Supplemental Event Fund. She pointed out a lack of direction for the council and stated that members were welcome to suggest ideas and things to discuss at meetings. She stated she wanted meetings to be used for brainstorming and collaboration between offices and departments.

b. Office Updates

Lutsch stated the Club Hub had just finished with the Club Boost event and had received good energy from that. He stated the next event for the Club Hub was the Club Showcase that would run for two weeks in Red Square. There was discussion about where to place the tables for that. Quackenbush stated the Social Issues Resource Center was hosting an event the following week. Kemper noted that the Environmental and Sustainability Programs and three events happening in February, and that the office was partnering with other offices on campus and in the AS. Van Hoozer stated KUGS was on air 24/7. She also noted the station had over 100 volunteers working and was adding 40 more in the following weeks. Pickell noted the Outdoor Center was offering free yoga classes on Wednesdays at 4:00pm in the VU. He noted that the Outdoor Center was working on getting disc golf equipment. Opsal stated that the Structure and Program Advisory Committee had recently become a subcommittee of the AS Board of Directors due to difficulties with attendance. She also noted that the entire assessment was getting restructured. Olivera inquired why. Opsal stated the committee was unable to reach quorum at meetings and was unable to pass recommendations in a timely manner. Olivera inquired if the issue had been taken to the Personnel Office. Rosenberg noted that the positions on the committee were volunteer.

V. Adjourn

Brock adjourned the Meeting at 6:00pm.