



AS Communications Committee

Wednesday, February 24th, 2016

4:00pm

YU460

Members: ***Present:*** Kelly Mason (AS Communications Director, Chair); Mitchell Lee (AS Outdoor Center Marketing Resources Coordinator); Marina Price (AS Review Editor-in-Chief); Jordan Van Hoozer (KUGS Program Director); Brianna Broadwater (AS Publicity Center Account Executive 2); Brian Gliński (AS KVIK Coordinator); Anna Kemper (AS Environmental and Sustainability Programs Director); Israel Rios (AS VP for Activities); Ginger Reinauer (AS Webmaster)
Absent: Alan Leung (AS Productions Assistant Director for Marketing and Assessment); Gabriel Ibanez (AS Ethnic Student Center Internal Coordinator); Sierra Tryon (AS Communications Coordinator); Bridget Williams (AS Organizing and Outreach Coordinator); Conor O'Keefe (AS KVIK Assistant Coordinator); Alex Bartick (AS Review Assistant Editor)

Advisor: Jeff Bates (Publicity Center Coordinator)

Secretary: Octavia Schultz (Board Assistant for Internal Committees)

Guests: Casey Hayden (Coordinator of Student Activities); Kelly Grady (ASClub Support Specialist)

Motions:

CC-16-W-2 To approve minutes from February 17th, 2016. **Passed.**

Mason called the meeting to order at 4:05pm.

I. Minutes Approval

MOTIONCC-16-W-2 by Mason

To approve minutes from February 17th, 2016.

Second: Broadwater Vote: 5-0-2

Action: Passed

II. Discussion Item

a. Viking Village

Mason gave the committee a brief overview of the discussion from the previous week about Viking Village. Hayden stated the forum space was primarily self-moderated. He noted the site previously had a widget on MyWestern and that was how a majority of students discovered the forum. He stated online civil discourse had been successful on the site. He stated the program had always been student-run but was never officially part of the AS. He stated a recently graduated student working in the university Communications Office was responsible for moderating the forum. He stated the AS provided the use of OrgSync for the forum. He stated there was decreased use of the forum and that it had become less discussion based and more of a bulletin board for students to communicate about textbook sales, housing, and similar items. He stated the person who managed Viking Village was ready for the program to change and update. He stated that the AS had received permission from the Registrar's Office to import every enrolled student on campus each quarter to OrgSync. He stated that would have given the AS Communications Office a platform to communicate with all students. He stated the office could have redesigned the site if the AS took full responsibility for it. He noted the site was a social media platform, but rather a set of online tools to help

clubs and organizations be more productive and communicate. There was discussion about the community homepage of OrgSync and that the Viking Village feed was included in that page. Mason inquired what the next step was. Hayden suggested creating ideas and communicating with the staff member that was moderating the forum at the time. Broadwater inquired how many unique users were coming to the forum per day. She inquired if the amount was high enough to warrant keeping the site active, noting that Facebook was always going to be more popular. Hayden stated clubs were the primary users of OrgSync. He noted the use of the site might have changed once all students were in the system. There was discussion about the new ability to email all students and the guidelines regarding that. Price stated the forum had potential to be an alternative to Facebook for finding housing, textbooks, and rideshares. She pointed out that the site was not well advertised, but that it could have been a cool platform for students to communicate, particularly first-year students. Broadwater agreed and noted that the focus should have been promoting the site. Reinauer stated she could have created a larger button for the site on myWestern. There was discussion about the process of importing all current students to OrgSync. Mason stated the committee should have discussed ways to make OrgSync more visible and integrated into AS operations.

III. Information Item

a. Social Media Contingency Plan

Mason stated that many offices had difficulties passing along social media accounts, including passwords to those accounts. She suggested allowing the AS Communications Office to have a record of all AS social media accounts including passwords to prevent loss of passwords. Broadwater stated it was important to keep track of who was responsible for each account. (Guest) stated that often, multiple staff members were responsible for posting to social media accounts along with other position duties. Price stated a guide to how to post on social media, including language, would have been beneficial to keep the organization consistent. Reinauer suggested including that in Fall Staff Development. Bates inquired if the committee felt comfortable with the AS Communications Office keeping a record of those passwords. The committee agreed. Lee recommended using Google Forms for password input. Schultz stated it would have been useful to update the job descriptions of the AS Communications Director and Coordinator to include curating the account records for contingency purposes. There was discussion about updating the email addresses associated with social media accounts and deleting inactive accounts. Schultz suggested implementing a policy to ensure that all AS social media accounts were created with official AS email addresses. Bates suggested reviewing marketing position job descriptions. It was noted there was not a marketing position for each office. Bates stated the AS Communications Office could have assisted with that. Mason stated the office had compiled a list of all social media accounts associated with the AS that were available. There was discussion about different levels of monitoring for social media accounts and ways to keep continuous content on them. Reinauer suggested having a social media session at Fall Staff Development. Hayden suggested creating a social media guide for the AS. There was discussion about how each office used social media differently and had different needs regarding posting. Reinauer stated that best practices were still universal across the entire organization.

IV. Adjourn

Mason adjourned the Meeting at 5:00pm.