



AS Communications Committee

Wednesday, April 20th, 2016

4:00pm

YU543

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); Mitchell Lee (AS Outdoor Center Marketing Coordinator); Kaitlin Backus (AS KUGS Marketing and Development Director); Kelly Grady (AS Club Support Specialist)
Absent: Bridget Williams (AS Organizing and Outreach Coordinator); Alan Leung (AS Productions Assistant Director for Marketing and Assessment); Alejandro Ibanez (AS Ethnic Student Center Internal Coordinator); Ginger Reinauer (AS Webmaster); Sierra Try on (AS Communications Coordinator); Brianna Broadwater (AS Publicity Account Executive 2)

Advisor: Jeff Bates (Publicity Center Coordinator)

Secretary: Octavia Schultz (Board Assistant for Internal Committees)

Guests:

Motions:

CC-16-S-1 To approve minutes from February 24th, March 2nd, and April 6th of 2016. **Passed.**

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

I. Minutes Approval

MOTIONCC-16-S-1 by Rios

To approve minutes from February 24th, March 2nd, and April 6th of 2016.

Second: Price

Vote: 6-0-1

Action: Passed

II. Discussion Item

a. Viking Union Banner Replacement

Gliński inquired where the funds would have come from to fund the new banner. Mason stated she did not know. Price inquired what would have happened if the AS did not replace the banner. Mason stated the university would decide on what to put up. Bates later stated that the banner was going to stay a university banner, but that he wanted to bring proposed ideas to the committee. Price suggested a collaboration between the AS and the university. Bates stated there had been a suggestion of a composite image created using 10,000 other images but that it was not feasible because of the work needed to gather 10,000 images. Schultz suggested using student-submitted images. Grady suggested using the banner to advertise the services located in the Viking Union. Price stated that was a great idea. She suggested posting something similar on the 6th floor of the building. Bates stated something similar to that was already being created.

b. AS Elections Raffle Update

Mason stated that voters could have submitted a photo of themselves voting on Twitter with the hashtag #ASElections2016 to enter a raffle. There was discussion about opening the raffle to other social media platforms. It was decided that the raffle would be available for students on Facebook and Twitter that were following the AS account of the platform they posted on.

Lee stated the Outdoor Center had a lot of things to give away as prizes along with the selected Amazon gift cards.

c. Communications Committee Purpose

Mason asked the committee members for their opinions on what purpose the Communications Committee should have had. Bates entered. Grady stated she felt communications was important, especially for the Club Hub. Price stated she was surprised that the committee had not met in previous years. Backus stated she felt it was important for each office to give each other updates and that it helped KUGS be more involved with the other AS offices. Mason inquired if the committee could have been more useful to the members' offices. Bates inquired if the AS Communications office was retweeting and sharing offices' social media posts. Grady stated she felt there should have been one person per office that was responsible for social media, and that there was some miscommunication about the Club Hub programming events.

d. Office Updates

Bates stated that Lakewood had an open house on April 30th to encourage people to visit Lakewood for the first time. He stated he was bringing a social media package to the university's Marketing Committee to advertise elections and Lakewood. Gliński stated that KVIK was recording debates for the AS Elections and preparing for the 48-hour Film Festival. Rios stated that the AS Presidential Forum was that night, and that elections were happening shortly after. He stated the Board of Directors was also creating a centralized committee-funding request so students only had to go to one place to request funding. Fee stated that Viking Recreation was hoping for a name-change and was hosting a contest for students to submit names. Grady stated that the Club Hub was hosting the Club Awards Ceremony at the end of the year, and that the Club Renew event was happening on May 10th. Price stated the AS Review Elections Issue was out, and that the next issue would only be online because of the cost of printing the Elections Guide. Backus stated the KUGS News Director was almost done collecting candidate statements from the AS Elections candidates and that they could be airing the following week. She also stated the station was holding an in-studio with two local bands. Mason stated the Communications Office was still promoting Ask the AS, and that the AS Elections Raffle was being worked on.

e. Survey Discussion

Mason stated the AS Structural Review had sent a survey out to campus to evaluate the AS. She suggested sending surveys like that more regularly. There was discussion about making the Ask the AS program more visible, and incorporating the AS more into things like Summerstart and Transitions. Mason stated she would add that discussion to the agenda for the following week. Lee stated the Outdoor Center used a newsletter to reach out students, and suggested using something similar for the AS.

III. Adjourn

Mason adjourned the Meeting at 4:43pm.