



# AS Communications Committee

Wednesday, May 4<sup>th</sup>, 2016

4:00pm

YU543

**Members:** **Present:** Kelly Mason (AS Communications Director, Chair); Brain Gliński (ASKVIK Coordinator); Marina Price (AS Review Editor-in-Chief); Kaitlin Backus (AS KUGS Marketing and Development Director); Ginger Reinauer (AS Webmaster); Brianna Broadwater (AS Publicity Account Executive 2); Kelly Grady (AS Club Support Staff); Julia Hinson (AS Environmental and Sustainability Programs Staff)

**Absent:** Israel Rios (ASVP for Activities, Vice Chair); Sierra Tryon (AS Communications Coordinator); Alejandro Ibanez (AS Ethnic Student Center Internal Coordinator); Alan Leung (AS Productions Assistant Director for Marketing and Assessment); Bridget Williams (AS Organizing and Outreach Coordinator); Mitchell Lee (AS Outdoor Center Marketing Coordinator)

**Advisor:** Jeff Bates (Publicity Center Coordinator)

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

**Motions:** No motions weremade.

*Mason called the meeting to order at 4:04pm.*

## I. Discussion Item

### a. Office Updates

Bates noted the Publicity Center was creating a 25<sup>th</sup> anniversary t-shirt for staff. Mason noted the AS Board of Directors was hosting an inauguration for the incoming Board of Directors the following week. Grady noted the Club Hub was hosting a Club Renew event and an awards ceremony later that month. Backus noted that KUGS was tabling at Back2Bellingham and had an in-studio session coming up. Price noted the AS Review was continuing their work on the website. Gliński noted that KVIK was hosting a 48-hour Film Festival the following week. Hinson stated the Environmental and Sustainability Programs office was working on hiring and legacy documents. Reinauer noted that VU Tech Services was working on updating the Viking Union website. Mason noted that AS Productions had announced the title of outdoor movie they would play later that month.

### b. Information Factsheet for Campus Tours

Mason noted the factsheet was given to campus tour guides to speak about the AS during tours. Bates stated the introductory paragraph could have been much shorter and more succinct. There was discussion about including information about student fees and funding in the tour. Grady stated it was important to be transparent about how student fees were used. Bates brought up discussion about including the AS Recycle Center and Child Development Center, and AS Outback Farm in the list of offices mentioned. He also noted that Lakewood was partially an AS program but was primarily run through the Viking Union. Mason suggested including the Outback Farm in the Environmental and Sustainability Programs.

### c. Summerstart Informational Session

Mason asked the members to review the presentation for the AS Summerstart session. Grady suggested including content about OrgSync because after the current year each student would have been automatically imported into the OrgSync system and have an account. The committee discussed more effective and detailed ways to highlight the Resource and Outreach

Programs in the session. Mason suggested including VU Late Night in the special events section. There was further discussion about including each office's logo in the presentation. Mason noted a lot of the information in the presentation was pulled from the AS website and that if it was outdated, the website needed updating as well. Mason suggested including information about the WWU Late Night Shuttle in the session. Backus suggested separating KUGS and KVIK from the same page in the presentation because students often got the two programs confused with each other. There was discussion about which KUGS shows were highlighted. Backus stated there needed to be more emphasis on the opportunities for involvement KVIK offered. Bates suggested changing the voice in the presentation to give students a stronger feeling of ownership of AS programs and services. Grady suggested adding more information at the end of the presentation about how students could have gotten involved with the AS.

## **II. Adjourn**

***Mason adjourned the Meeting at 4:38pm.***