



AS Communications Committee

Wednesday, May 25th, 2016

4:00pm YU543

Members: *Present:* Kelly Mason (AS Communications Director, Chair); Alan Leung (AS Productions Assistant Director for Marketing and Assessment), Kaitlin Backus (AS KUGS Marketing and Development Director); Sierra Tryon (AS Communications Coordinator); Mitchell Lee (AS Outdoor Center Marketing Coordinator); Alejandro Ibanez (AS Ethnic Student Center Internal Coordinator); Julia Hinson (AS Environmental and Sustainability Programs Staff); Marina Price (AS Review Editor-in-Chief)
Absent: Bridget Williams (AS Organizing and Outreach Coordinator); Brain Gliński (AS KVIK Coordinator); Ginger Reinauer (AS Webmaster); Brianna Broadwater (AS Publicity Account Executive 2); Israel Rios (ASVP for Activities, Vice Chair)

Advisor: Jeff Bates (Publicity Center Coordinator)

Secretary: Octavia Schultz (Board Assistant for Internal Committees)

Guests: Gregorio Moreno (Incoming AS Productions Assistant Director for Marketing and Assessment); Jacqueline Chavez (Incoming AS Ethnic Student Center Internal Coordinator); Sarah Pearson (Incoming AS Outdoor Center Marketing Coordinator)

Motions:

CC-16-S-3 To approve the minutes from April 27th, May 4th, and May 18th, 2016. **Passed.**

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

I. Minutes Approval

*MOTIONCC-16-S-3 by Tryon
To approve the minutes from April 27th, May 4th, and May 18th, 2016.*

Second: Ibanez Vote: 9-0-0 Action: Passed

II. Discussion Item

a. Office Updates

Mason noted the Communications Office was working to promote all the remaining events of the quarter. Leung noted the Underground Coffeehouse Coordinator position was re-opened. He noted the outdoor film event was successful and that the office was preparing for LawnStock. Backus noted that KUGS was DJing at the LawnStock events before the event began. Price noted the AS Review had two more issues left, one for the end of the year and one for the summer. Mason inquired how the AS Review blog was coming along. Price noted she would train the incoming Editor-In-Chief to edit the site. Ibanez noted that the Ethnic Student Center had events coming up and that the office was finishing projects. He noted his position was changing into three separate positions. Lee noted the Outdoor Center was finishing up for the year as well as getting ready for the summer. He noted the Outdoor Center just got several new mountain bikes. Hinson noted the Environmental and Sustainability Programs Office was hosting a summit for all campus environmental clubs. Bates noted the Publicity Center was very busy and encouraged employees to submit publicity requests early for Fall Info Fair and SummerStart. He noted the Publicity Center E-Assist Trike was a great promotional tool that offices could have used.

b. AS Branding Guide

Mason noted the AS Communications Director created the Branding Guide, two years prior. Bates noted it was created as a class project. Mason noted it needed updates, and questioned the necessity of having a branding guide. Bates noted the guide was only helpful for posts and materials from the Associated Students, not individual offices. Ibanez stated that office logos should not have been inferior to the AS logo, and noted that the AS was meant to support departments and offices, not control them. He suggested allowing the logos to be the same size or larger. Price agreed that department logos should have been larger than the AS logos. Ibanez noted AS email signatures were not mobile friendly, and should have incorporated links to offices' social media pages and websites. There was discussion about changing the yellow color of the AS colors. Tryon noted the AS should have used colors that made the organization a part of the university but also set it apart. Leung suggested getting student-at-large input. Bates inquired if it was necessary to have a color other than the two blues used in the branding guide. Tryon suggested allowing each office to select their own accent color. She noted that color families were also useful, especially for use across platforms and programs. Ibanez noted the organization still needed to be cohesive and that office brands needed to work together to be unified. Mason noted it was important to evaluate the "brand position" and the values listed in the branding guide. Ibanez noted that accessibility needed to be included in the list. He also stated the "brand personality" needed to be assessed, noting that each office should have had their own personality. Tryon noted offices needed to have genuine relationships with students. There was discussion about the AS being unbiased. Tryon stated it was important to consider which situations required more formality. Ibanez noted that branding guidelines needed to be recommendations, not censorship. Tryon stated the current branding made the AS feel separated from students-at-large. Ibanez that offices' social media accounts could have interacted more with each other. He stated he felt the AS had too many social media accounts, and that many offices were not active with their social media accounts. Schultz noted it should have been the job of incoming marketing positions to interact with other social media accounts.

III. Adjourn

Mason adjourned the Meeting at 4:58pm.