



# AS Communications Committee

Wednesday, June 1<sup>st</sup>, 2016

4:00am

YU543

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

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

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

**Guests:** Damien Puentes-Alkire (Incoming AS Communications Director)

## Motions:

CC-16-S-4 To approve minutes from May 25<sup>th</sup>, 2016. **Passed.**

*Mason called the meeting to order at 4:02pm.*

## I. Minutes Approval

*MOTIONCC-16-S-4 by Tryon  
To approve minutes from May 25<sup>th</sup>, 2016.*

Second: Reinauer Vote: 5-0-1

Action: Passed

## II. Discussion Item

### a. Office Updates

Bates noted the new large-format printer had been installed in the Publicity Center. The members explained their positions and how those positions worked with the AS Communications Director. Reinauer noted the VU website updates were nearing the finish, and that the AS website was going to be updated to be more mobile-friendly. She also noted there was also an open position within the department.

### b. Committee Feedback

Tryon noted it would have been better to start the committee meetings earlier. Schultz noted it was important to have a goal that committee was always working towards. Tryon suggested putting the agenda as text in an email rather than an attached document.

### c. AS Branding Guide Edits

Mason reviewed the edits the committee had made the previous week. Reinauer inquired how the document was meant to be more accessible. Mason explained the document contained a voice that was not consistent with the values of the AS, and that the document used ableist language. There was discussion about the font that was meant to be the primary AS font. Backus noted it needed to be more clear about who was responsible for following the branding guide and what the responsibilities for each office. Tryon stated the document could have been

shorter and more succinct. Schultz noted the document could have been used as a training tool once it had been edited. There was discussion about removing or changing the AS tagline. There was discussion about advertising the AS as an organization versus marketing individual offices. The members discussed the necessity for having the AS logo bigger on posters and advertisements. It was agreed that all logos should have been the same size. It was noted that any changes made to the branding guide needed to be approved by the AS Board of Directors. Bates noted that the Publicity Center was responsible for creating posters and graphics, and noted that offices did not need to worry about but that a guide for social media would have been more beneficial.

### **III. Adjourn**

***Mason adjourned the Meeting at 4:43pm.***