



AS Communications Committee

Friday, October 26, 2017

9:00am

VU 462A

Members: *Present:* Mohammad Ebrahimi (Communications Director); Julia Rutledge (VP for Activities); Erasmus Baxter (AS Review Editor in Chief); Micah Rubart (ASP Assistant Director for Marketing & Assessment); René Powell (Publicity Center Project Manager); Kelly Oberbillig (OC Marketing Resources Coordinator); Jacob Carver (AS Videographer); Leti Romo (EIRC Coordinator); Abby Ramos (ROP Director).

Absent: Julia Henson (ESP Media and Marketing Coordinator); Mikayla Saechao (Clubs Promotion & Outreach Facilitator); Emma Scalzo (Organizing and Outreach Coordinator); Serina Edward Puis (ESC Assistant Coordinator for Marketing); Adelaide Sandström (KUGS Marketing & Development Director).

Advisor: Jeff Bates (Publicity Center Coordinator)

Secretary: Chrissa Browder-Long (Board Assistant for Internal Committees)

Guests:

Motions:

Mohammad Ebrahimi called the meeting to order at 9:10am.

I. APPROVAL OF MINUTES

II. DISCUSSION ITEMS

A. FacebookTags

Mohammad Ebrahimi stated that at the previous Communications Committee meeting, the group determined that all AS office tags should be formatted as “AS_(office)ofWWU.” For example, the REP office tag would be “AS_REPofWWU”. Jeff Bates added that having all the AS offices with tags of the same format would make it much easier for students to find all the AS offices on social media. Ebrahimi added that changing the tag won’t affect anything on the office Facebook page. Everyone agreed that this shift would be beneficial. Ebrahimi stated that he will email the committee to let them know to make that change to their pages. Bates stated that with offices like the ROP that have multiple sub offices, each of the offices will have to change their tag, not only the main ROP page.

B. Inclusive Language Guidelines

Ebrahimi stated that he has been working with some of the advisors trying to come up with inclusive language guidelines for the AS and add this document to the AS website. Bates stated that he has worked on this document with Jenn Cook, Casey Hayden and some other people for the past three years. Bates clarified that in addition to going on the AS website, the document would be given to performers/speakers who come to campus. Ebrahimi referred to the document and stated there is a short description of the AS that includes the goals of the AS at the beginning of the document. Then there are sections explaining what inclusive language is and why it is important. Ebrahimi stated that there is a list of words to avoid, alternatives and why to avoid those words. Ebrahimi stated that some of the sections in the list aren’t very relevant anymore and should be updated. He explained that the list states that people should avoid calling someone a “transgendered person” and use “person who identifies as trans” instead but he has found that some people prefer the opposite, so it depends on the person which he thinks should be mentioned in the document. He thought

that they should add more to the list because there aren't that many listed. Abby Ramos wondered how this would be enforced if it is a guideline for the AS. Bates stated that since it is a guideline it wouldn't be enforced. Ramos asked what the point of the document is if it isn't going to be enforced. Ebrahimi stated that the point of it is for the information to be available to someone if they want to use it. He added that if they work in the AS they should be using it because the AS has inclusive language training. The AS is an inclusive organization, so its employees should be using inclusive language and AS employees can use this document to help them alter their language to be more inclusive. But all other WWU students can use it to become more educated on how to use inclusive language. Ramos stated that she asked because there are people within the AS that don't use inclusive language, she wondered if it would be monitored or if it would just be something that they hope the AS employees will use. Julia Rutledge stated that if they wanted to come up with a way to enforce it they could try to create a way to do that. Leti Romo stated that maybe at the end of the document there could be a section on how to keep the community accountable. She added that they could make the document more about "things to do" versus "things not to do". For example, the point could be to use people first language and explaining what that means and how to use it. Romo stated that instead of having the table, they could have "how to be inclusive", "why you should be inclusive", and provide examples on how to do that. Ebrahimi agreed that breaking it down would be beneficial and he will work on adding that. He added that there is a glossary at the bottom of the document with some terms that people might not know. Rutledge asked if the document includes anything about pronouns and defaulting to using "they" instead of "he" or "she". Ebrahimi stated that he was planning on adding a section on that but he didn't have time yet. _____ mentioned that he recently learned that the term "Anti-Semitism" shouldn't include the hyphen or capitalize the 's.' Ebrahimi changed "Anti-Semitism" to "Antisemitism." Ebrahimi stated that he sent this draft out to everyone in the committee but he thought they could create a Google Document that everyone could edit. Erasmus Baxter stated that he doesn't see the point in having the glossary because if people are curious above a term, they will most likely Google it, they probably wouldn't go back to this document. Ebrahimi stated that the point of the glossary is for people that don't know that these terms exist. He added that he will set up a Google Document and send out the resources they used to develop the document. Bates stated that there have been multiple instances when performers have come to campus and insulted people accidentally, so they are trying to make it so that information is more available. Bates stated that he would rather keep everything within the AS network, so they could use the transfer drive instead of a Google Document. Ebrahimi stated that he will create a file in the transfer drive instead. Baxter asked whether they should run this by other offices in the AS. He thought it would be best to show other offices and receive input from them so that it isn't just pulled from the internet and is more based on the AS community and it's values. Ebrahimi stated that is a good idea and is the reason why Communications Committee has representatives from each office. Ramos agreed with Baxter that the QRC should definitely look over it but all other AS offices should look it over as well. Bates thought the best way to get the document distributed would be to send it to Romo and let her distribute it. Rutledge stated that if it is on the transfer drive, they can just tell people where they can find it. Ebrahimi wondered how they could make changes. Bates stated that on the transfer drive they would just track the changes on a Word Document. Ebrahimi stated that everyone should work on it over the next two weeks then Communications Committee will review it again at the next meeting.

C. Campaign Theme/Slogan

Ebrahimi stated that he has been trying to come up with a new slogan for the organization because the last two are pretty old and simple. He hoped to utilize this committee to come up with a new slogan and run some marketing campaigns. Bates asked if any offices were using particular slogans because he knew that the Outdoor Center had been using “get outside” as their slogan for some time. Kelly Oberbillig stated that she is transitioning out of using that because she is pretty sure that REI uses “#get outside.” She stated that currently her hashtags are “wwuoutdoorcenter” and “outdoorsareforeveryone.” Micah Rubart stated that ASP is coming up with a new slogan to use when they transition into their new logo but they aren’t sure what it is yet. Baxter stated that the AS Review is going to use “by students, for students.” Rutledge stated that she likes any slogans that include all students and express that the AS is working for the students and something that shows that all students are included in the AS. Ebrahimi stated that he wants this decision to be inclusive, so they could send out survey to all the AS employees and ask for ideas. Rutledge thought they could make it into a contest to win AS swag or an AS Bookstore gift card. Bates stated that if they decide to have a contest, they should state that the winning slogan might not be used because they could end up getting all slogans that they don’t like.

D. Office Updates

Rubart stated that Nightmare on High Street is tonight. Bates asked about the marketing of that event. Rubart stated that the marketing coordinators he is working with on this event have been working with the Publicity Center, Facebook’s boosting features (which has been working very well), and then they will be uploading photos from the event afterward. He would really suggest using the boosting feature on Facebook because it can reach thousands of people in the Bellingham area. Baxter stated that they are working on getting more likes on the Facebook and are very close to their goal. He added that Facebook gave them a \$10 coupon for advertising, he used it and found it quite effective, so he may be looking into using paid promotion more. Oberbillig stated that Reel Rock is on November 7th which is one of the OC’s biggest events which is open to non-Western students as well. She has been contacting Whatcom Community College and Bellingham Technical College more because all OC amenities are also open to those students. For next quarter she is going to push to get the OC excursion and rental posters to those campuses as well. Ramos stated that next week is an event with Denice Frohman, the QRC is having the Queer Dance on Halloween, and the SIRC is having Black Minds Matter on Monday. Ramos added that the ROP has been having issues with publicity and outreach, so they are looking into teaming up with the Public Relations major in the WWU Journalism Department. They are also trying to get a marketing specific position for the ROP since it is such a big department and most AS offices already have a marketing specific position. Bates asked how offices are analyzing their metrics on social media. Rubart stated that he has been using Facebook to see how many likes they get organically versus the likes they receive after paid promotion. Baxter stated that he has also used Facebook paid promotions and they are very effective. Oberbillig has also been considering boosting Reel Rock through Facebook. Ebrahimi stated that he has been using Hootsuite because it gives pretty good analytics. He added that he made some changes on the homepage of the AS website and hopefully more changes can be made. He figured out how to add the AS events to the homepage and has added the slideshow. His next project is to add the group photos of the AS to the page but he will be discussing how to make that change with IT. Bates stated that the AS website has been dormant and unchanging for quite a while because it was built on a systems that the AS no longer uses. He stated that he hopes IT will start working on it Winter Quarter but it will be a long process. Rubart thought having a photo of the AS employees on the homepage isn’t a good idea, he thought it should focus more on the Western students, not the AS employees. René Powell agreed with Rubart and she thought they

were thinking of putting event photos on the homepage. Ebrahimi stated that he was thinking of having multiple photos up, one of the AS employees and one from Info Fair. Bates stated that the website doesn't have the capacity to have a slideshow, so it would have to be a collage. Ebrahimi stated that since they don't have the slideshow availability, they could just have the photo from the Info Fair. Romo stated that the banner would be a good place to add the slogan. Ramos stated that they made some updates to the ROP website. They added a staff page to all the ROP pages and added more tabs because their website used to have a lot of text on one page, so she separated that information into separate tabs. Ebrahimi stated that the ROP page looks really great, so maybe some of the other offices could format their pages like the new ROP page. Bates wondered if this committee would want the social media and marketing person from the university to come and give a presentation. Rubart thought that would be a good idea to try and structure the AS media like the university's. Bates stated that he would help set that up.

III. INFORMATION ITEMS

IV. ACTION ITEMS

V. ADJOURN

Ebrahimi adjourned the meeting at 9:59pm.