



AS Communications Committee

Friday, November 17, 2017

9:00am

VU 462B

Members: *Present:* Mohammad Ebrahimi (Communications Director); Julia Rutledge (VP for Activities); Mikayla Saechao (Clubs Promotion & Outreach Facilitator); Micah Rubart (ASP Assistant Director for Marketing & Assessment); Julia Henson (ESP Media and Marketing Coordinator); Emma Scalzo (Organizing and Outreach Coordinator); Brandon Cole (Publicity Center Project Manager).

Absent: Erasmus Baxter (AS Review Editor in Chief); Jacob Carver (AS Videographer); Kelly Oberbillig (OC Marketing Resources Coordinator); Serina Edward Puis (ESC Assistant Coordinator for Marketing); Adelaide Sandström (KUGS Marketing & Development Director); ROP representative.

Advisor: Jeff Bates (Publicity Center Coordinator)

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

Guests: Octavia Schultz (Board Assistant for Fall Info Fair)

Motions:

CC-17-F-1 Approval of the standardization of Facebook tags to “AS_(office)ofWWU. *Passed.*

Mohammad Ebrahimi called the meeting to order at 9:04am.

I. APPROVAL OF MINUTES

II. DISCUSSION ITEMS

A. Guide Book

Mohammad Ebrahimi stated that Octavia Schultz will be going over Guide Book and explaining how AS offices can utilize it. Schultz explained that the AS paid for a service called Guide Book that is an app hosting service. Using that platform, they have created a mobile app experience for the AS and it can be used as a supplement to the AS website since the website is not very mobile friendly. The special event module can be used for different AS events. Schultz stated that the special event module is how the Info Fair was available on the app. Schultz added that this idea has been discussed in the past and once they realized the pricing they purchased a yearlong subscription. They shifted from solely using it for Info Fair to using it all year. Schultz noted that Guide Book costs \$1,750 for a one year subscription. The funding for that came from the Info Fair budget, the Communications Office and the Club Discretionary Fund. Schultz stated that the guide is titled Associated Students. Schultz stated that there are various tabs like “About the AS”, “Offices and Programs”, “Events Calendar” and each tab has descriptor info and links that could be helpful. The AS OrgSync calendar is loaded into Guide Book and updates twice a day. The AS Review WordPress blog is available on the app. There are direct links to various parts of the AS website that would be helpful as well. There is a tab for the various AS social media pages. Schultz explained that it has a lot of the same resources and links as the AS website but it is more mobile friendly. Using it as an event tool is going to be similar to how it was used during Fall Info Fair. Schultz stated that they are thinking about having the full AS website information available and then having the specific event in the “Featured Event” module. Schultz stated that the app is very useful with bigger events, so they thought it could be useful for events like Viking Lobby Day, Cultureshock, and Lawnstock. They explained that for Info Fair one of the modules was “Event Updates” that would help communicate with users. Schultz stated that you can also

include live links to websites, PDF documents and just pasting text from a word document. Schultz stated that you can include maps to help orient the attendees to the event location. There is a "Safety & Emergency" menu and Schultz stated that they think all events should include this tab and should be standard for all AS events. Schultz added that you can disable lists if you don't want anyone to see it until its ready and then you just enable the list so it is visible. Guide Book can also include a survey or poll to receive event feedback but only one can be active at a time. Schultz stated that the website is very intuitive and user friendly. The "Features" tab includes prepopulated functions that you can choose from but they are customizable as well. Schultz stated that they used the "Web View" feature a lot because it allows you to link websites. They also used the "Custom List" function a lot. Schultz stated that they though it would be best to leave the home page the "About the AS". In addition, users will be able to rate each menu item but Schultz hasn't used that. Each list can have a certain location specified. Schultz stated that the list function is how they added all the office modules and they emphasized that the list function is the most versatile and useful. Schultz added that the surveys imbedded into Guide Book can't only go to certain people, anyone using the app will have access to the surveys or poll. The lists can be sorted into folders to make them more organized. Schultz stated that the goal is to have the AS website information and events only use up the "Featured Event" module. Schultz noted that because of the variety of functions Guide Book has, it is best suitable for larger events. Jeff Bates asked if photos can be added. Schultz stated that they didn't use the photo function for Fall Info Fair but that function is available. There is a function where others besides admin can upload photos but you can turn that off. Schultz stated that they could turn off user uploads but the AS Photographer could have access to upload their photos. Schultz added that there isn't an approve function before a photo is added, so inappropriate photos could be added which could be risky but users can report photos. Schultz added that it accepts all image file types. Schultz explained that they changed the Inbox function title to "Event Updates", so they could send messages to all the attendees. Two functions that haven't been paid for are "Tracks" and "Attendance", so attendance information needs to be obtained a different way. Even though the calendar is uploaded from OrgSync, you can manually add or delete events as well. Ebrahimi stated that he would be giving people access to Guide Book and he wondered if he could keep people from changing events on the calendar. Schultz stated that in the "Members" section, Ebrahimi can add people but they will all have access to everything. Although, Guide Book tracks all the changes, so if anything goes wrong, Ebrahimi can go back and see what happened. In regards to promotion, they used a QR code but there are other ways to promote it as well. They could add a badge to the AS website so people would be directed to the app from the website. There is an email template for sending out the link but Schultz would suggest to personalize the email more. Guide Book also has a poster template but Schultz recommended that the Publicity Center create a poster instead. When you download the app, you can either use it as an anonymous user or create an account. When users create an account, you have the ability to see who is using the app in the "Metric" section. Through Guide Book, you can see analysis of what has been used and different information from those using the app. Schultz added that there is a "Check-in" feature on Guide Book but it is only available to users who took the time to create an account. Schultz stated that the Guide Book support website is very helpful when creating an app. Julia Rutledge stated that she could spread this information to AS clubs so they could utilize it for any events they may have. Mikayla Saechao stated that the Club Hub could use it at Club Kickoff. Bates will add this to the Publicity Center Request Form and Ebrahimi can direct people to use Guide Book. Schultz stated that since they have already paid for it, the AS should try to use it as much as possible. Julia Henson stated that her only concern is if changes or updates are made to the AS website, Guide Book wouldn't make those updates. Schultz stated that you would have to

go edit it via Guide Book as well but any links included should remain the same because the URL won't be changing. Schultz stated that they tried to keep the descriptor pages quite generic so there wouldn't be a constant need for updates. Micah Rubart stated that AS Productions could use Guide Book but he would be hesitant to use it because he doesn't believe the students are going to use it. There are other platforms that would be more useful and reach more people but he thought it could be utilized internally in the AS. Schultz stated that there are limits to other social media platforms, so that is why Guide Book was purchased.

B. Finalizing Facebook Tags

Ebrahimi stated that the Facebook tags have been discussed at the last two meetings, so he will add a guide onto the Q-drive on how to change your tag on Facebook. He clarified that the new tag would be "AS_(office)ofWWU."

MOTION CC-17-F-1 By Rutledge

To approve the standardization of Facebook tags to "AS_(office)ofWWU."

Second: Henson Vote: 7-0-0 Action: Passed

C. Charge & Charter

Ebrahimi stated that he updated the Charge & Charter and the only changes are adding the AS Club position and changing the KVIK member to the AS Videographer. Bates recommended that Ebrahimi sends out the updated document and then vote on the document over Outlook.

III. INFORMATION ITEMS

IV. ACTION ITEMS

V. ADJOURN

Ebrahimi adjourned the meeting at 9:54pm.