

2018 Associated Students

Publicity Center

Pending approval of AS Board of Directors

AS Assessment Process
Final Recommendations



Introduction:

The Publicity Center presented their recommendations to the AS Assessment Coordinator, with the insight of the AS Management Council.

The AS Publicity Center (PC) is a full-service advertising facility. We provide graphic design, digital display design, poster and banner distribution, large-format printing, photography for AS offices, and coordination with on and off campus outlets for promoting your office or event. We are also the home of the AS Review, Western's alternative weekly, online and on news-racks across campus.

Program/Services Provided:

We provide professional quality promotional services to the offices of the Associated Students including:

- Graphic design*
- Photography**
- Large and medium format printing*
- Account management
- Digital signage
- Promotional product sourcing*
- Branding consultation and development
- Office staff photography**
- Distribution of posters, both on and off campus*
- Distribution of The AS Review, New York Times, and table tents
- Approval point for designs for AS promotional items

*Available to all Western students

**Via AS Review photographer

SW/COT Chart:

See Section 1: SCOT Analysis of supporting documents.

Areas for Improvements/ Recommendations:

The following are the Structure and Program Advisory committee's recommendations for strategic goals over the next four years:

1. Coordinate regular trainings with Club Hub staff for training new clubs on promotions.

- a. Add to PM job description.

2. (From previous recommendations) Improve communication to the public by combining AS Comm, PC, and AS Review.

For the Publicity Center to be most effective it needs to work smoothly as an integral part of the programming, planning, and promotions of events. Strategic delivery of promotions is imperative to successful engagement with current students, while video and animation are expectations in deliverables. For design to work best and promotions to succeed, we need a unified approach to our PR and promotions that will succeed best by an analog solution, combining physically.

- a. Move Comm, including video production, into shared space on 4th floor.
 - i. Consider moving into current ESP location to house both Comm and Comm Video. This would allow for better communication between the PC and Comm, as well as provide better supervision of Comm Video by the Comm Director.
 - ii. Identify a shared confidential space for Comm to use when needed.

3. Renovate design area to improve workspace and add workstations.

The PC currently houses most of the design staff in the “design cave” VU412. This space is closed to natural light, and boxed in. By opening up the space we could gain better communication and visibility of design staff while preserving their privacy and increasing workstations.

- a. Add two work stations to accommodate AS Comm.
- b. Move Lead Designer into design area, either within, or adjacent to VU 412.
- c. Drop east wall of design space to create more open office.
- d. Add frosted glass half wall to north wall of design space, VU412.

4. Addressing timeline compression

The PC continues to field “rush” requests, as well as deal with events that have no time for PC promotions. This undermines the AS’s attempt to achieve its strategic goals of outreach to students who have traditionally been not reached out to, and the goal of improving the accessibility of AS services, resources, activities, and opportunities for students.

- a. Change to no due dates for mid project to-dos to allow for client changes and input on their schedule. Keep first and last draft to-dos with deadline.
- b. Work with AS Communications to streamline social media production and dissemination by working more closely with individual office marketing personnel to assure promotions are out on time and to all possible students.
- c. Continue to work with staff advisors to assure all events have adequate timelines for successful productions. Events should not be allowed to move forward without six weeks of lead time prior to event date.

5. Improve Lead Designer job description to provide for more empowered participation in branding and promotions discussions.

The PC Lead Designer is charged with upholding the AS brand throughout all AS promotions from the Publicity Center. This position could be emboldened to utilize their expertise across

offices by involving them in all office rebrand discussions as well as overall AS brand development, and large event promotions.

6. Departmental branding

Improve process for individual office rebrands by requiring office to follow specific steps in assessment of the current brand and development of the new.

- a. Require consultation with Lead Designer and approval from AS Communications Committee prior to development.

7. Reduce waste and increase sustainability by limiting handbill usage by clients.

The PC receives many requests for handbills to promote various AS events. Staff in the PC regularly notice that these handbills often go unused. We propose the AS consider reducing handbill use for all but urgent promotions and large scale events.

- a. Change Request for Publicity to include a statement discouraging use of handbills in favor of more sustainable outreach.
- b. Endeavor to get a motion passed by the AS Board restricting handbills to all but urgent and large-scale events.

8. Leverage design staff for production of AS/Western branded items for sale in order to better promote the AS

PC design staff enter their positions with substantial skill in developing attractive designs that other students would find engaging. We'd like to expand our use of the design staff during summer to leverage this revenue possibility for the AS.

- a. Utilize summer design team to design and produce branded swag such as t-shirts, stickers and other items using AS branding.
- b. Encourage programmers to order swag to be sold at large events such as Lawnstock.