



# AS Communications Committee

Date: October 31, 2018 Location: VU 567

- Members: Present** Sam Frost (Communications Director), Ama Monkah (ASVP for Activities), Mia Steben (Communications Coordinator), Lucas Van Dyke (Videographer), Isabella Jones (OC Marketing Resource Coordinator), Mikayla Saechao (Publicity Center Project Manager), Quynh Trinh (Club Promotion & Outreach Facilitator), Brennan Commons (AS Lead Graphic Designer)
- Absent:** Abbie Chacon (Video Production Coordinator), Erasmus Baxter (AS Review Representative), Sofian Mahmoud (ESC Coordinator for Marketing), Christina Ngo (SAIRC Representative), Katie Winkelman (ESP Representative), Luke Bridges (AS Productions Assistant Director for Marketing & Assessment)
- Advisor:** Jeff Bates (Publicity Center Coordinator)
- Secretary:** Nate Jo (Board Assistant for Internal Committees)

## Motions:

*No motions.*

*Sam Frost called this meeting to order at 9:07am.*

### I. Approval of Minutes

No minutes were approved.

### II. Revisions to the Agenda

No Revisions to the Agenda.

### III. Information Items

#### A. Office Updates

Sam Frost asked each committee member to share what offices are currently working on. She said that the Communications office had just released the student senate video and was working on promoting student senate elections.

Mia Steben asked about promoting events in the kiosk and said that student senate promotions were posted yesterday and would be posted today.

Frost said that the Communications office live streamed the candidate forum and that it was very successful. They will also be streaming the local candidate forum.

Ama Monkah said that she was working on more student engagement across campus, specifically with the athletic programs. She said that she is meeting with the marketing coordinator to talk about more inclusion. She is also working with the alumni association to bring ESC alumni as mentors to the current ESC students. Monkah reported that the election forum run by Natasha Hessami was successful.

Jeff Bates asked what things Monkah was working on with the athletic department. Monkah said that tailgate activities with alumni before sporting events and other activities were some ideas.

Lucas Van Dyke said that he was working on a marketing campaign for the underground coffee house, specifically promotion videos for Instagram and Facebook. He also said that he was working on promoting the Queer Resource Center resources and that those videos would be posted soon.

Frost noted that the AS newsletter is temporarily stopped due to a malfunction with the Western Involvement Network.

Isabella Jones stated that the Outdoor Center is in a transition period between fall events and planning winter events. Jones asked that people promote the Real Rock film event. She also said

that the outdoor center was selling ceramic mugs for \$5, specifically for people who do not have a reusable cup.

Bates said that he had just returned from a media convention on journalism.

Quynh Trinh said that the club hub was working on a window decal, rearranging systems, organizing the supplies closet and helping new clubs get up and running. Trinh stated that there were about fifteen new clubs this year, one of which is ping-pong club.

Mikayla Saechao said that the Publicity center had shuffled many projects out. Saechao stressed the Publicity Center deadlines and asked people to submit requests for events at least six weeks in advance if possible.

Frost talked about club requests for promotion. She said that she talked to the university's communication department and they mentioned having clubs apply for promotion. Monkah asked the requests were AS Club events and what kind of events they were.

Frost mentioned the Dead Parrot Society event and questioned if she should say no to club promotion request. Monkah said that activities council favors clubs that show strong success for events in the past, which encourages clubs to promote their own events. Frost mentioned that because she was in some clubs, this could be seen as a conflict of interest and there could be problems of favoritism depending on which club events were promoted.

Bates said that there could potentially be another newsletter highlighting clubs and club events.

Jones said that there could be a set limit of promotions per quarter per club. Monkah asked if that would put too much stress on the communications office to track. Frost said they could see what happened in winter quarter. Jones suggested using an Excel spreadsheet to track who already received promotions. Frost agreed on having a maximum number of promotions and they could see if it ended up being unfair or a good idea.

Brennan Commons suggested that the clubs with the most reach and representation be favored for promotions. Frost said that on the other hand clubs with a weaker reach needed more help with marketing. Commons replied that it seemed logical to favor clubs that generate the most revenue. Monkah said that because there are some clubs that are trying to pick back up and have a weaker reach favoritism is not the best option. Bates mentioned activities council funding which measures the investment in club events to reach students. Monkah said that Activities Council was often based on clubs' history. Frost said that setting a limit of promotions for quarter and using a spreadsheet to track this was a good idea. Jones said that in this committee people had to reach out and ask for publicity and could not just expect to get it free.

## **B. Social Media Statistics and Goals**

Frost said that since many people were missing, this item would be skipped until next meeting.

## **C. Inclusive Language Guide: Posters and Ideas**

Frost stated that Trinh had approached her with the idea of an inclusive language poster as well as an inclusive language marketing campaign. Monkah mentioned the idea of a video with multiple students speaking on inclusive language. Van Dyke said that a video asking students what inclusive language meant to them could be powerful. Frost mentioned that the board of directors could also be featured since most of them strongly support the use of inclusive language.

Trinh suggested having workshops in addition to the video could be very impactful and bringing in a speaker could be good for the spring. Frost mentioned doing this as an annual event in the hall, but in the spring this year. Van Dyke mentioned that it could be similar to the cookies and condoms programming in the residence halls. Steben suggested talking to Anne Lee (VP for student life) about connecting with residence life and inclusive language.

Monkah said that people do not want to be active in the winter so posters and the video should be done now and bigger events in the spring.

Frost asked if Trinh wanted to lead off this project. Trinh agreed and said that if they became too busy it could be passed on.

Bates mentioned that the publicity center had digital signage and worked on a preliminary video last year and that he would email these things to Frost.

#### **D. Weekly Newsletter**

Frost noted that the weekly newsletter was temporarily paused due to technical issues.

#### **E. Rebranding**

Frost stated that she had read the branding guide and that it contained so much unnecessary information that did not add anything to the AS brand. Additionally, there is a lot of information that is not currently being used by the AS Brand. Frost questioned whether the branding guide should be scrapped or changed. Frost also mentioned redesigning the AS logo, which she said was almost out of date and communicating clearly through the AS logos that all the programs and offices are unified. This would help students know what the role of the AS is through branding. Jones said that many offices do not appear to be a part of the AS especially the Outdoor Center. She said that there should be another option for the logo that is attached to the AS. Jones said that she was running a survey in the OC asking people why they aren't getting involved and multiple people said they didn't know where the AS was or what the AS did. Jones stated that the AS does not have enough presence on campus.

Frost said that she was terrified of coming into the AS before becoming more involved and that the AS needed to push its presence on campus and magnify student voices. Jones mentioned the Facebook page. Steben mentioned sharing a survey on the social media pages.

Jones suggested tabling for a survey with hot coco and donuts to get people to take the survey. Commons asked why Monkah wore the SEEDS hoodie so often. Monkah said that she loved the design and the event with which it was associated. Commons asked why she didn't wear the AS T-shirt more often. Monkah said that in part because it was not a hoodie. Commons said that the SEEDS design was more personal. He stated that the design proves the work of the publicity center. He mentioned that in researching other university's associated students he found that they did not have strong branding. ASUW had a branding book but no one was using it. Commons stated that if the communications committee developed a new branding guide, everyone would need to use it.

Frost mentioned that many AS employees have inconsistent or unprofessional email signatures. She said that having professional signatures is important for student employees' relationship with admin.

Frost said that the branding guide should be consolidated and in addition, a booklet should be made as a quick reference guide. Jones agreed and said there should be a two page step-by-step branding guide. Commons said that there could be a table of contents that linked to the larger branding guide.

Steben suggested continuing to change the branding guide and pulling the whole AS together to talk about it. Steben also suggested collaborating with the Personnel Office to create a training on the importance of branding. She said that we are the communicators of the brand.

Commons said that the OC sells merchandise and asked why the AS does not. He suggested that people might not want to buy AS merchandise. He said that the AS should do research going forward to find out why people do not know what the AS is. Commons stated that the AS is good at identity on the inside but that is useless if it is not shared with the whole university. Frost said that AS employees know the identity of the AS but other students do not.

Jones said that the SEEDS hoodie speaks to people and interests people. She said that the AS encapsulates so much but that the logo doesn't express this and there needs to be a tie to further explain all of the functions and programs of the AS.

Monkah said that before she was elected she did not really know what the AS does and that this is confusing for students.

Trinh suggested throwing events that are wide spread. Trinh said that there needs to be more reach that is external. The AS logo could be changed but for now, the band could be personalized.

Frost said that every office has their own logo, with the exception of the Communications Office and the Publicity Center. She mentioned that Amazon has a unified brand across all of their logos and that this sort of design would help students see offices as connected.

Van Dyke mentioned having personalized clip art style icons that are paired with the AS logo. Commons said the University of Washington has an icon set where all the logos and icons are at the same level. In the AS, the OC and KUGS logo stand out from the rest. He said that a rebrand might not be the best idea but that it would allow for changes.

Trinh questioned how this would translate to the ESC. Frost said that a conversation needs to be had about allowing offices to have their own identity but have a united brand. She mentioned that the QRC is overshadowed by other AS offices and could benefit from a rebrand, in order to magnify offices instead of stomping out identity.

Van Dyke said that the problem is the AS is viewed as separate from its offices. In reference to hierarchy, Steben said that logos could have the AS icon and an extra icon. Trinh said that the AS logo could be added as a TM to logos.

Jones said that having the AS logo next to the OC logo looks weird. Frost said that the AS and OC appear to be separate organizations. Jones said that this is because the OC does so many things on their own.

Commons returned to the Amazon logo and mentioned the Amazon Fresh logo and how it still fits within their brand. Commons said that ideas could start being tested with students and if it works, it could be an indicator of brand that was working. He said that student voices were important in this process.

Trinh said that people tabling could ask students to compare two brands and which one worked better. Frost said this could help determine whether to move forward with rebranding. A survey question could see if students knew that the Outdoor Center was part of the AS. Commons said that we need to get more ideas about identity and about solid color logos as well as the current color pallet. Frost asked if the survey questions seemed good. She questioned if the rebrand was moving quickly enough and if weekly meetings would help as a check in. Frost said that if anyone wanting to be a part of the rebrand sub-committee should email her. She also asked if there was a professional who was experienced in rebranding. Inviting Kessa to talk to the committee was recommended. Trinh asked if there was someone with a background in sociology to address the survey questions. Bates said that he, Joanne Demark, and Casey Hayden, could help with this.

#### **IV. Other Business**

No other business.

*Frost adjourned the meeting at 9:56am.*