



AS Communications Committee

Date: 11/14/2018

Location: VU567

- Members: Present** Sam Frost (Communications Director), Mia Steben (Communications Coordinator), Lucas Van Dyke (Videographer), Abbie Chacon (Video Production Coordinator), Isabella Jones (OC Marketing Resource Coordinator), Mikayla Saechao (Publicity Center Project Manager), Jacob Carver (AS Review Representative), Christina Ngo (SAIRC Representative), Quynh Trinh (AS Club Promotion & Outreach Facilitator)
- Absent:** Ama Monkah (ASVP for Activities), Sofian Mahmoud (ESC Coordinator for Marketing), 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 9:05am.

I. Approval of Minutes

No minutes approved.

II. Revisions to the Agenda

No revisions to the agenda.

III. Action Items

No action items.

IV. Information Items

A. Office Updates

Sam Frost stated that the Bullseye software had been fixed and that weekly newsletters would resume. Frost said that the Communications office often didn't have enough time to promote events and that promotion requests needed to be submitted farther in advance.

Mia Steben talked about tabling for the AS Student Senate Elections. Steben said that tabling was cancelled on November 14th due to the weather but that there would be tabling on November 15th. Steben mentioned that the Board Assistant for Academic Shared Governance would be helping and that if anyone wanted to table, they should contact her. Steben said that she would send an email if a shift was cancelled. Steben also asked for promotion requests to be submitted as early as possible, at least a week before the event for social media promotions.

Abbie Chacon said that she was working on promos for the Outdoor Center as well as the Underground Coffee House. Chacon also mentioned that she was looking to do a video series for the SAIRC offices.

Isabella Jones said that the Outdoor Center was currently selling reusable mugs for \$5. Jones said that she planned on having a table with coffee and hot chocolate to sell mugs and advertise winter events. Jones also mentioned making an elevator sign to advertise the OC services and that there would be a film at the end of January that would be promoted soon.

Frost asked how the RealRock event went. Jones said that approximately 400 people came and that the event was sold out.

Mikayla Saechao said that the Publicity Center had a good amount of projects coming though and reminded people to keep up on communication through the project process.

Christina Ngo said that this was Trans Week of Remembrance. Ngo said that the Queer Resource Center was putting on several events this week, including a demonstration in red square and a reflection of Friday with the theme of “honor our dead, celebrate our living”. Ngo also mentioned an event discussing the effects of a reversal of Roe v. Wade in partnership with Planned Parenthood. Ngo said that the annual drag show would happen in Winter Quarter sometime in February.

Frost asked about the dates for these events and about partnering with Planned Parenthood. Ngo said that the dates were not set yet. Frost asked if the Publicity Center was working on promotional materials yet. Ngo said that she was unsure.

Brennan Commons asked for Publicity Requests to be submitted as early as possible. Commons said that professors give 3-6 weeks for projects in class and the same should be true for the Publicity Center in order to have products that look good.

Jacob Carver said that the AS Review was pumping out stories as fast as they could and that there would be no issue this week due to the short week. Frost asked if the AS Review was still running the Student Senate ad. Carver said that they could since filing ends this week. Commons asked if the Memoir Info Sessions would be covered in the AS review. Carver said that he was unsure.

B. Inclusive Language Plan

Frost mentioned the inclusive language plan which is being spearheaded by Quynh Trinh. Frost said that they were working on the language that would be on the posters and that the goal was to have them finished the first week of winter quarter and bringing in a speaker in the Spring. In the future Frost wanted to have it be an annual fall event put on by the Communications office.

C. AS Rebrand Survey

Steben said that she had been working on questions for the survey and asked for suggestions or comments about the wording. Carver suggested switching the order of the “yes” and “no” options. Commons suggested using a scale to give respondents more choice. Lucas Van Dyke suggested using a scale from 1-7. Jones suggested using a scale from “not familiar at all” to “very familiar”. Commons said that it is the web design itself that makes you want to go to a website, not the logo. Bates suggested asking what feelings the AS Logo gives or if it instill confidence. Frost asked how the question could be rephrased.

Trinh mentioned that a better designed logo could enhance the experience on the website.

Van Dyke suggested asking, “if you saw this image online, would you want to click on it?”

Frost said that an open ended question should be added asking students what changes they would like to see. Check boxes with an “other” box could also be added.

Commons said that the survey questions were only asking about the logo and that the logo may not necessarily be changed in a rebranding of the AS. Commons also mentioned that when creating designs for a client, the client doesn’t always know what’s best for a design. Frost said that students wouldn’t actually be voting on changing the AS brand but that it would be an advisory vote.

Commons said that in creating a new product, preliminary questions should be asked that don’t tell you what is going to happen. The survey should ask questions like, “what does the AS logo mean to you?” Commons said that people might not want to see change but that the Communications Committee could decide on change based on secondary not primary feedback.

D. Rebranding Task Force

Frost asked who would want to be on the task force. Bates, Commons, Steben, Van Dyke, and Jones said that they wanted to be. Frost mentioned that Olson may want to be as well. She also said that an email would be sent out to see who was interested.

E. Western Social Media Policy

Bates said that the social media coordinator for Western was writing a social media policy that would apply to all people paid to do promotional work on campus. Bates said that he and Eric Alexander had met with the Social Media Coordinator, as the AS is a stakeholder in this policy. Creating this policy would be a yearlong process. Some of the big concerns are that posting comments would be subject to University Policy and Law and that design and logos would be subject to the University's branding guidelines. Bates said that the unique branding of the AS and AS events sets the AS apart as a student organizations. He said that different departments, such as the athletic department may be allowed to have their own branding. Bates encouraged committee members to give their feedback on the proposed policy.

Frost asked about University policies and law applying to social media. Bates said that FERPA and HIPPA protected things like confidentiality, copyright, and intellectual property as well as following the Responsible Computing policy and other university policies. Bates said that it made more sense to determine who could follow these policies based on who was paid to do social media advertising.

V. Other Business

Frost asked if anyone had anything else to discuss. Frost asked Trinh to submit a publicity center request for the inclusive language posters and research quotes to put on them. Ngo mentioned talking to the University LGBTQ+ Coordinator as a resource.

Frost adjourned the meeting at 9:38am.