

AS Communications Committee Meeting

Friday, February 21, 2020

2:30 p.m.

Viking Union 462B

AGENDA

- I. **Welcoming Remarks and Introductions**
- II. **Approval of the Minutes:**
 - a. 10/31/2019 (*attached*)
- III. **Chair Report/AS Communications Projects:**
 - i. Building more cooperative and collaborative marketing efforts between offices
 - ii. AS Media Relations Update
 - iii. Cross-streaming with PWS for VU Menstrual Product Awareness
 - iv. Black History Month Portraits
 - v. Video awareness for the Student Trustee role
 - vi. Video collaboration with AS Outdoor Center
- IV. **AS Logo/Branding Guide:**
 - a. Context for logo review
 - b. Proposals for Western branded logo
 - c. Integration of AS Branding Guide to WWU's design system (link attached)
 - d. Inclusive Language Statement/Guidelines as addendum
 - e. Discussion
- V. **Discussion Items:**
 - a. WIN Events/Postings
 - b. Updates on AltText vs. Image Descriptions for SM postings
 - c. Office social media account takeovers and cross-posting
 - d. Promotional video ideas and supporting student clubs/organizations who may want video services
- VI. **Membership Reports:**
 - a. **AS Review:** Podcast Ideas
 - b. **Jeff Bates:** Posting Policy (attached)
- VII. **Closing Remarks:**
 - a. Next meeting will cover digital/social media accessibility and will include a guest from WebTech

VOTING MEMBERSHIP:

Hunter Stuehm, AS Communications Director (Chair) (Staff), KUGS Local Music Liasion	Selome Zerai, AS VP for Activities (Vice-Chair) Jack Augustine, Outdoor Center Marketing Resource Coordinator
Maks Moses, AS Video Coordinator	(Representative), Publicity Center Project Manager
Soleil de Zwart, AS Editor-In-Chief	Quynh Trinh, ESC Marketing and Outreach Coordinator
Christina Ngo, SAIRC Marketing and Assessment Coordinator	Kelsey Leppek, AS ESP Director
Nicole Ballard, REP Organizing and Outreach Coordinator	(Representative), AS Productions Assistant Director for Marketing and Assessment
Stephen Smith, AS Lead Graphic Designer	Jeff Bates, Publicity Center Coordinator (Advisor)
Shaina Yaranon*, AS Communications Coordinator (Ex-officio)	Jude Ahmed*, AS Board Assistant (Secretary)

* = Non-Voting Members who attend by nature of their position