

# AS Communications Committee Meeting

Friday, February 21st, 2020 2:30 p.m. Viking Union 462B

## MINUTES

**MOTION CC-20-W-1** Motion to approve the minutes from 10/31/2019.  
**Passed.**

**MOTION CC-20-W-2** Motion to approve a subcommittee to explore and understand the AS logo as it is and explore a redesign of the logo that aligns with the Western Brand. **Passed.**

### I. Welcoming Remarks and Introductions:

Hunter Stuehm, AS Communications Director, called the February 21st, 2020 meeting of the AS Communications Committee to order at 2:36 p.m. Stuehm welcomed committee membership, guests, and asked individuals to introduce themselves.

### II. Approval of Minutes:

**MOTION CC-20-W-1** By: de Zwart  
Motion to approve the minutes from 10/31/2019. **Passed.**  
Second: Ngo  
Vote: 8-0-0  
Yes:  
No:  
Abstaining:

### III. Chair Report/ AS Communications Projects:

Stuehm wants to first remind everyone that any outreach from news offices should go through the Communications office. Stuehm is working with Prevention and Wellness Services to get some publicity out for the free Menstrual products in all of the restrooms in the Viking Union. Stuehm thinks it would be effective for the Peer Sex Health Educators or do a takeover of Western social media accounts to get information about those products out. Stuehm also welcomes any AS offices to reach out to him or Yaranon on doing social media takeovers, as it would be a great cross-collaboration effort between AS offices. Yaranon and Stuehm are working on meeting with subjects of the Black History Month Portraits and getting some small interviews done on the importance of the month, and why they participated in the projects. These will be up on AS social media outlets soon.

The video team has been creating fun videos for the AS Instagram and other social media platforms for difference events, most recently the QRC's Drag Show. Stuehm wants to thank the new AS Videographer, Meg, for putting together a great video. Stuehm states that video project ideas should also go through the Communications Office since there are many video projects on the radar and they can assist the Videography team in scheduling and balancing video projects for the AS.

### IV. AS Logo/Branding Guide:

a. **Context for logo review**

Stuehm has been exploring the strengths and challenges of the branding guide that the Publicity Center as well as all the AS offices use for their designs. Stuehm is concerned that it is not intuitive and does not capture the voice or goals of the Associated Students. As part of the branding guide update and redesign, Stuehm also wants to explore the AS logo and whether students understand the role of the AS from the logo. Stuehm thinks that this is a great time to pay attention to the logo of the AS while working on the branding guide redesign. Students do not know that the AS is part of Western and some think it exists outside the university. A new logo which stylistically aligns with the university brand could potentially help students understand that the AS is part of the Western.

b. **Proposals for Western branded logo**

Stuehm included a few ideas for a new AS logo aligned with the Western marketing brand. There is one western branded logo similar to the Viking Union logo and another one that is stacked. Stuehm wants to specify that this only affects AS branded materials but not the logo of outward facing offices, for example, the outdoor center and the ESC. Stuehm is concerned that the current logo does not reflect the AS is part of the Western community and thinks this would create cohesion between AS marketing and the universities marketing. A committee member agrees that the new logo ideas make the AS brand more cohesive with Western branding and also elevate the brand. Another student mentions that as a first-generation student it did take time to understand that the Associated Students is a part of campus and not a separate off-campus entity, and a Western brand could potentially help future students draw that connection easily. Cha is more concerned that there are not enough promotional materials overall to help the student body understand what the Associated Students is and how it works. They are also concerned that making the AS logo match the Western logo would hide the work of students because it looks like any logo that western the university would make and it erases the distinction of the AS as students employed by students. Ngo is concerned that the Western Brand of the AS logo is formal and would throw students off as well. Leppeck says that the academic feel of the Western brand logo may make it less approachable. However, Leppeck says that it may change how students perceive the formality of AS events and could elevate the perception of the Associated Students as a formal organization. The question for the committee in deciding to adopt the Western Brand AS logo is how they want the organization to be perceived. De Zwart asks if it is possible to design a totally new logo that is in between the student based AS logo and the Western logo. Stuehm clarifies that they are not in the stage of redesigning the logo. For this meeting they are just interested in exploring benefits and drawback of the current logo. Stuehm has heard that there is not a lot that can be done to the Western logo to make a good derivative. Bates suggested even just including the word Western could solve the problem of AS not being clear. They have a lot of latitude with University Communications in redesigning the logo. The committee members

toss around ideas for how a logo could better represent the AS. Ngo mentions that the font of the logo should also be sans serif. Stuehm asks if they want to move forward with this discussion and create an ad hoc group with himself, Smith as the lead designer, Bates as the committee advisor, and members of the communications committee. Stuehm does not want to revise the branding guide until they decide whether or not to change the logo. Ngo sits on restructure committee and states that doing this work together would help to make the restructure transition easier. Stuehm says the university is open to working with the Associated Students on the restructure and the branding to make sure that students who are unfamiliar with the Associated students are brought in together.

**c. Integration of AS Branding Guide to WWU's design system**

Stuehm introduced University Communication's online digital branding guide, Design System. In conversations with Donna Gibbs, who is the Vice President for University Relations and Marketing, she has expressed acceptance with digitizing the branding guide if that is helpful to them. Stuehm thinks it might be cool to digitize it and make it interactive and integrate it to a platform that the university is already using rather than remake a sixty-page pdf. It would also give some information on how the AS brand is distinct from Western. The voice, personality, relationships to students, and expectations for inclusive language are all factors in branding that are specific to the AS.

**d. Inclusive Language Statement/Guidelines as addendum**

Stuehm is concerned that the inclusive language guide is just a chart and that the terminology it recommends are outdated and need to be updated. He suggests creating an inclusive language statement instead of a guide. The statement would include expectations for use of inclusive language and how they define inclusive language. That way it can be adapted to individual offices and be more fluid as opposed to a 'say this don't say this' guide. The university would be willing to adopt the inclusive language statement as well.

**e. Discussion**

Bates suggests creating a basecamp project as a way to communicate about the logo redesign exploration process.

**MOTION CC-20-W-1** By: Smith

Motion to approve a subcommittee to explore and understand the AS logo as it is and explore a redesign of the logo that aligns with the Western Brand. **Passed.**

Second: Trinh

Vote: 8-0-0

Yes:

No:

Abstaining:

## V. Discussion Items:

### a. WIN Events/Postings

The AS review is struggling to find information on events on WIN, it is not a specific office issue but there are often non-publicized events that do not get put up on WIN. Stuehm recommends trying to get events up on WIN as soon as possible beforehand.

### b. Updates on AltText vs. Image Descriptions for SM postings

Stuehm spoke with WebTech and University Communications on how to align AS social media use with the best practices for digital accessibility. On AS pages we have been using image descriptions on all posts and in one meeting, he was told alt-text was better. However, since then Stuehm has learned that image descriptions are best practice. Any publicity from offices need to include image descriptions, but logistical information can be included in the posts and the image descriptions can just describe the images. At one workshop Stuehm attended, a presenter used their personal screen reading technology to review the accessibility of AS marketing materials. Smith asks if the design should incorporate any image descriptions. Stuehm clarifies that the image descriptions pertain to the posting end and not so much the design end.

## VI. Membership Reports:

### a. AS Review: Podcast Ideas

De Zwart announces that the AS Review is going through the logistics of producing a podcast and they want to launch and present the podcast to students at the beginning of spring quarter. It is a weekly podcast within ten minutes that shares student stories or what professors might be doing or business ventures, roommate horror stories, or funny student experiences among other ideas that give a voice the students. It is meant to be listened to on the walk to class and connect students to student stories around campus. They are welcoming suggestions on how to make it more engaging to students or how to publicize the podcast. De Zwart says that it would be distributed on Apple Music or Spotify that many students listen through. Someone asks how they will find participants for podcasts. De Zwart answers that if there is a theme, they would use social media to ask for stories and engage students or open up channels for podcast submissions. Stuehm sees that this could give the AS Review a really distinct branding.

### b. Jeff Bates: Posting Policy (attached)

The campus wide posting policy has been updated and hope to bring it by the president's cabinet for approval in spring quarter. This committee must also review and approve it before them. Eric Alexander requested that chalking guidelines also be added to the posting policy and so that is not yet in this draft. Bates asks everyone to review this document and send feedback his way. Ultimately this body needs to approve it as a main constituent. It covers banners, department posting, and other guidelines. It is shorter than

the own guideline. It does not get into the minutia of department bulletin boards, although Eric Alexander suggested that it may need to as well. It does not deal with the aspect of how many posters should be dropped off at the publicity center or some other minutia in order to make the policy stand for a long time. Smaller policies can be enacted as guidelines. Someone asks if that also applies to brick art. Bates has not addressed that in the policy. Bates says it is mostly so that off campus businesses do not consistently post up flyers over student/staff/faculty posters and to create consequences for doing so. At the next committee it will be back with the chalking guidelines included as well.

**VII. Closing Remarks:**

The next meeting will cover digital/social media accessibility and will include a guest from WebTech that lead a workshop that Stuehm attended on social media accessibility.

**Meeting adjourned at 3:24pm**

**ATTENDANCE:**

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

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