

AS Communications Committee Meeting

Friday, March 13th, 2020

1:30 p.m.

Viking Union 543

MINUTES

MOTION CC-20-W-3 Motion to expand the scope of the ad hoc committee to revise the logo and also revise the inclusive language guide. **Passed.**

MOTION CC-20-W-4 Motion to approve the minutes from 2/26/20. **Passed.**

I. Welcoming Remarks and Introductions:

Hunter Stuehm, AS Communications Director, called the March 13th, 2020 meeting of the AS Communications Committee to order at 1:43 p.m. Stuehm welcomed committee membership, guests, and asked individuals to introduce themselves.

II. Chair Report/ AS Communications Projects:

Stuehm says that at the last meeting they created an ad hoc group that developed some logo redesigns. Stuehm wants to thank Kelsey, Anna, Shaina, Christina, Steven for joining in the ad-hoc group and coming up with more branding ideas. There is a disparity in the branding of the Associated Students with Western and it's important to make it clear that the AS is within Western. The guest from WebTech is unfortunately unable to make it ad that will be rescheduled to the next quarter.

III. Action Items

a. AS Logo Redesign:

Smith introduces the logo ideas that the ad hoc team explored. The one that the committee landed on is the ASWWU logo with the swoosh. The committee then looked at different variations in the design that Smith created. Smith asks for feedback on how it looks and if it fulfils the mission statement of the committee. Moses says the design looks cohesive and professional.

Stuehm says that when they were redesigning the logo they were looking at how to take the original official western logo and break it down and incorporate the visual identity into the AS logo. The swoosh representing the water was kept in the new logo ideas to preserve some of that official western branding identity.

He also asks how people feel about shifting away from AS as their visual identity and towards ASWWU as their visual identity. Annie Cha liked the added detail version with By Students For Students and felt that was a great addition. Trinh says that she liked that the swoosh is a different color from the logo and that color difference brings attention to it. Ngo suggests that the simple logo can be the logo mark for posters but the logo with the by-students for-students could be used for videos or promotional material that is focusing on the AS of the organization. In looking at how the logo can move around in different contexts; Smith suggests a few different options for the sizing of the logo to include more visual detail or remove visual detail.

De Zwart says one of the main reasons they want to rebrand is show that they are the part of western and not a separate identity and the full ASWWU can push that forwards.

Stuehm asks if they feel they need to have more student feedback on the logo or if the committee, as representing each office, and the senate and executive board would be sufficient to request feedback from. While students at -large may be interested in the logo, the goals of the logo may be less interesting to students at large. De Zwart suggests bringing the logo back to the whole student's office. Yaranon suggests conducting a survey within the AS. Stuehm is interested in how students will receive the students and if they see it on the poster will they feel belonging to the AS. Leppeck suggests that if they do a survey it is important to have a comparative aspect to it and have them look at the old and new AS logo. Smith agrees that a survey asking if this effective way to accomplish how we want to communicate western would be an easier logo. Stuehm frames it as asking if students look at posters with the AS WWU logo and know that it is an event put on by the school and not an outside organization.

Smith asks if they should even ask AS students since they are more likely to have associated between the AS and its logo and understand how the AS works and they should probably sample at-large students and who may or may not know how this works. Smith agrees that this could go back to AS offices and feedback can be brought to the next committee meeting.

Stuehm is hoping the committee will endorse a logo and then he can take it to the board and senate and ask for their endorsement before they come up with a new branding guide. Project manager asks if they are going to present to the board all the derivations as well. Stuehm says that after an endorsement from this committee he and Bates and Smith can go back and provide a full fleet of designs to present to the board for their endorsement.

MOTION CC-20-W-3 By: Ngo

Motion to expand the scope of the ad hoc committee to revise the logo and also revise the inclusive language guide. **Passed.**

Second: Rodriguez Vote: 9-0-0

Yes:

No:

Abstaining:

IV. Approval of Minutes

MOTION CC-20-W-4 By: Moses

Motion to approve the minutes from 2/26/20. **Passed.**

Second: Leppek Vote: 10-0-0

Yes:

No:

Abstaining:

V. Membership Reports:

Stuehm also wants to put on the radar that the AS Instagram did a social media takeover with the peer sex health educators and brought attention to the new free menstrual products and gave the peer sex health educators more visibility. He also wants to let everyone know that it would be cool to have cross-collaboration takeovers between multiple AS offices to give each other more visibility. He also recommends that one person per office maintain the takeover so that people do not get locked out of the account. Stuehm also suggests tagging the AS stories when a club wants the AS to post something or information about an event.

De Zwart the AS review podcast is now called tripping on bricks and is happening Spring quarter.

Smith says that if an office wants to communicate with AS Publicity about updates to spring quarter events, they can have distributors mark any updates on posters around campus.

Cha wants to update them on how ASP is going about the event cancellation. They are still hoping that they can still put on Lawnstock but are trying to think of ways to make events virtual or do livestreams.

Ngo says that by doing virtual events it allows more people to tune in and maybe hosting speaker events or webinars and then it is on your own pace and it could potentially be a routine thing that puts disability needs for those that can't be there in person more seriously.

Bates says that if there are any project ideas that they would like to get working on now might be a good time to reach out the publicity center since they have designers funded through the year that need work.

Stuehm suggests that if offices want to send information to the Communications Office about cancellations or updates for spring quarter events the office could potentially send out a mass email to get everyone's attention. Yaranon agrees they could definitely do that.

Meeting adjourned at 2:26pm

ATTENDANCE:

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

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