

Western Washington University **Associated Students** WWU AS Communications Committee

November 1, 2021 - Microsoft Teams

Board Members: Chairperson Ryan Morris (AS Communications Director), Jacob O'Donnell (AS Club Promotion & Outreach Coordinator), Belle Wright (AS Communications Coordinator), Kayla Cortes (AS Productions Assistant Director for Marking & Assessment), Vice Chairperson Mallory Schaefbauer (ASVP for Activities), Roman Vieira (AS SAIRC Marketing & Assessment Coordinator), Abby Raynes (AS Review Representative)

> Absent: Cami Olsen-Roth (AS Outback Engagement Coordinator), Ella Neumann (AS Outdoor Center Marketing Resources Coordinator), (KUGS Marketing and Development Director), (ESC Coordinator for Marketing), (Environmental & Sustainability Programs Representative),

Advisory: Casey Hayden (Assistant Director for Student Activities), Liam Cary-Eaves (AS Publicity Center Manager)

Guests: Maggie (Lead Designer for the PC), Jayden (Project Manager

for the PC)

Secretary: Eli W. Stanciu Jr. (SGA for Internal Committees)

Consensus Actions:

CC-21-F-13 Approval of...Passed.

CC-21-F-14 Postponement...Passed.

CC-21-F-15 Group Assignments... Passed.

CC-21-F-16 Adjourn...Passed.

Call to Order

Ryan Morris, AS Communications Director, called the meeting to order at:

4:16PM

- II. **Roll Call of Members**
- III. **Approval of Minutes**

Consensus CC-21-F-13-Approval By Morris of minutes

Consensus approval IV. Info Items(Guests)

A. PC Requests

 Jayden explained the necessities of PC WIN requests. Jayden said that the PC would like a detailed description of what clients are looking for in a product. Jayden said projects can take two to five weeks to get out.

Action: Passed

2. Maggie described the PC process. Maggie said that communication with the client is the first step. Maggie said that events should have at least two weeks of publicity before the event. Maggie said that the process includes a client and designer meeting, a first pass draft (usually due two to three days after the client and designer meeting), and then client confirmation for the first pass. Maggie said all the changes that need to be made should be between the first draft and the second draft. Maggie said that the inclusion of a QR code leading to the WIN page is helpful for accessible publicity. Maggie said that, in the finalizing period, everything should be set down before the PC sends things to print. Maggie said that the PC makes sure that items of publicity have the accessibility requirements. Maggie overviewed the PC steps: initial client designer meeting, first draft, changes, second draft, finalizing, print request, and distribution. Maggie said that she would be making posters in the Publicity Center explaining these steps.

- O'Donnell asked what the effect would be if one attached multiple files in a PC request.
- 4. Maggie said it depended on the type of file being attached and that the PC is currently working on redesigning the requests to make them more accessible. Maggie said that the PC uses Basecamp for projects. Maggie said that the PC can be used for any school publicity and not only for events.
- Cary-Eaves said that only clubs pay for design time whereas offices do not.
- 6. Maggie agreed with Cary-Eaves and said that social media publicity is free, but that anything that needs to print will have an extra charge. Maggie said that everyone in the PC is a design student and are skilled in preparing publicity. Maggie said that the PC is required to uphold the brand requirements of the AS.
- 7. Cary-Eaves said that the PC will help strengthen brand recognition and awareness.

Action: Passed

V. Action Items(Guests)

VI. Info Items

A. Office Updates From Each Member

Consensus CC-21-F14 By:Morris To...Postpone Consideration of Office Updates

Consensus approval

B. Update on the Social Media Flyers for Events

 Morris said that the PC made the design for the Social Media Flyers.

C. Report/ How We Refer to People

- Morris said that communications should not describe people's ideas without their permission and knowledge.
- 2. Morris posted these words in the chat:

People in photos:

Don't use gendered language (except any pronouns they list on the media release); use names or titles instead when possible

If it's a group of people (no media release); use non-gendered language such as students, people, faculty

i.e. do not use "women" "men" "girls" etc

Talking to people in body text:

If you want to direct the audience, use non-gendered language like folks or students or your target audience

Descriptions in Alt-Text

Don't describe their body

Don't describe their gender

Do describe their clothes or hair color

Do describe the action they're doing

Do describe how they're interacting with the rest of the photo

Do include why they're relevant (if you know)

Ex: are they a student and the post is for midterms? Call them a student

Do ask people how they'd like to be described

D. Report/ Image Description and Alt-Text

1. Vieira said that buffer.com was easy to use for alt-text. Vieira said that complex images require a description on the same page as the image in addition to the alt-text. Vieira said that image descriptions should be objective and convey the exact same image as

- displayed. Vieira said the image descriptions should be written for low literacy readers.
- O'Donnell said the DOC's advice was similar to the advice Vieria described. O'Donnell said that image descriptions should be fewer than 100 characters including spaces. O'Donnell posted *Doc 2*.

E. Report/Responding to People

- 1. Cortes said that the communications should respond to everything, take the same care for normal comments as they would pay-add comments, make responds personal, authentic, and honest, hide/delete inappropriate comments, block individuals who make inappropriate comments, message individuals on why their comment has been deleted or their account blocked, "dm" sensitive information, choose a tone which fits each office, tag and relevant people, avoid jargon in answers, and unsend unintended messages.
- 2. Wright said that she spoke with Zoey Fralley who is the Social Media Manager for the official Western Washington University accounts and looked over Stanford University's social media guidelines. Wright said that Zoey Fralley has a hands off approach towards critical comments. Wright asked if communications should have a strict or lenient approach towards critical comments on social media. Wright said that Zoey Fralley suggests compiling critical comments up and sharing them with administration. Wright

asked if a possible compilation of critical comments would be presented during Communications Committee meetings. Wright also said that Zoey Fralley screenshots comments and usernames before deleting them for record purposes. Wright said that Stanford University suggests that, when operating on the University's behalf, abstain from political activities or opinions. Wright asked if communications should not be commenting on anything that expresses a political opinion. Wright posted *Doc 3*.

VII. Action Items

A. Deciding Next Steps for the Guidelines

Consensus CC-21-F-15
To...Have Same Groups
Bring Considerations on
What Communications
Should Implement
Concerning Each Area.

Vieira and O'Donnell: Image Description and Alt-Text Morris and Schaefbauer: How We Refer to People

Wright and Cortes: Responding to People Who Comment and Message

By:Morris

Consensus approval Action: Passed

VIII. Other Business

IX. Adjourn Meeting

Consensus CC-21-F-16-Adjourn By:Morris meeting To...

Consensus approval Action: Passed

Morris adjourned the meeting at: 5:01 PM

Doc 1...Oct. 18th Minutes

Doc 2... <u>Accessibility Guidelines Rough Draft</u>

Doc 3...Comments on Socials Comm Committee Guidelines