



Western Washington University

Associated Students

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 Schaeftbauer (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.**

I. 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

To...

Consensus approval

Action: **Passed**

IV. Info Items(Guests)

A. PC Requests

1. 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.
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.

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

C. Report/ How We Refer to People

1. 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.

2. O'Donnell said the DOC's advice was similar to the advice Vieira 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

Doc 2...[Accessibility Guidelines Rough Draft](#)

Doc 3...[Comments on Socials Comm Committee Guidelines](#)