



Western Washington University

Associated Students

AS Communications Committee

October 18, 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)

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

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

Guests: N/A

Secretary: Eli W. Stanciu Jr.

Consensus Actions:

- CC-21-F-9 Approval of...**Passed.**
- CC-21-F-10 Divide Up...**Passed.**
- CC-21-F-11 Progress Update...**Passed.**
- CC-21-F-12 Adjourn...**Passed.**

I. Call to Order

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

4:17PM

II. Roll Call of Members

III. Approval of Minutes

Consensus CC-21-F-9-Approval By Morris
of minutes
To...

Consensus approval

Action: **Passed**

IV. Info Items(Guests)

V. Action Items(Guests)

VI. Info Items

A. Charter Update

1. Morris said that the charter was approved.

B. Office Check Ins

1. Cortes said that AS Productions would like help promoting the taste-test survey, the weekly underground coffeehouse events, and the VU gallery.
2. Morris said that graphics and photos should be shared with this group so that the members can share them through their accounts.
3. O'Donnell asked if Cortes could share the taste-test survey and Cortes put it into the chat.
4. O'Donnell said that the Club Hub should promote WIN.
5. Morris said that O'Donnell and her were working together on a promotional video for WIN with the AS Visual Comm. Office.
6. Vieira said that SAIRC just finished hiring its officers last week.

C. Social Media Takeovers

1. Wright said that AS Communications is trying to make the AS social media accounts have more faces on them and be more personal. Wright said that Cortes and her were working on increasing engagement on the AS social media account by student interviews.

Wright said that they were also working on creating more awareness of the job opportunities in the AS by having current employees talk about their positions and why people should apply for them. Wright said that there is a google form and other information in teams for the social media takeovers.

2. Morris said to build a story around an event for the takeovers.

VII. Action Items

A. Dividing Up Work for the Social Media Guidelines

Consensus CC-21-F-10 By: Morris
To...Divide Up Work for the
Social Media Guidelines

Vieira and O'Donnell: Image Description and Alt-Text
Morris and Schaeffbauer: How We Refer to People
Wright and Cortes: Responding to People Who Comment and Message

Consensus approval

Action: **Passed**

1. Morris said to talk to the DOC or advisors to see what might be the best practices for each topic. Morris said that the "best practices" will apply to the entire AS and not only the individual departments.
2. Morris reminded the committee that there was video captioning help in the DOC.

VIII. Other Business

A. Possibly Not Meeting Again Until November 1st

1. Morris asked if the committee wanted to meet next week or in two weeks.

2. Cary-Eaves said the committee already had a commitment next week.
3. Cortes said the weekly seemed to work.
4. Morris said that the committee will still meet next week.

Consensus CC-21-F-11- By:Morris
Progress Update
To... Inform the Committee of the
Progress in the Social Media
Guidelines Groups by Next Meeting

IX. Consensus approval Action:**Passed**
Adjourn Meeting

Consensus CC-21-F-12-Adjourn By:Morris
meeting
To...

Consensus approval Action:**Passed**

Morris adjourned the meeting at: 4:41 PM

Doc 1...Oct. 11th Minutes

Link 1...<https://www.surveymonkey.com/r/29PN8YQ>

Link 2...

https://docs.google.com/forms/d/e/1FAIpQLSckguwxOUXE_Cu9z8DmB5s1qvmjRGHieOZ1HdCWxvQGDKiWCQ/viewform