



Western Washington University

Associated Students

AS Communications Committee

November 15th, 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: N/A

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

Consensus Actions:

CC-21-F-21 Postpone Consideration...**Passed.**

CC-21-F-22 Use Google Slides...**Passed.**

CC-21-F-23 Have Members...**Passed.**

CC-21-F-24 Adjourn...**Passed.**

I. Call to Order

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

4:15 PM

II. Roll Call of Members

III. Approval of Minutes

IV. Info Items(Guests)

V. Action Items(Guests)

VI. Info Items

A. Office Check-Ins

1. Morris said that the Comm. Office interviewed Fred Wilison and it went very well. Morris said that the Comm. Office will be sending out the third news office.
2. Wright said that communications have some beautiful pics of the Fred Willison event from Sam, that the giveaway will be happening in a few weeks, that West-Fest will be happening soon, and that there continue to be several student take-overs.
3. Cortes said that AS Productions has been promoting open-mic night, West-Fest, and several movies being shown at Western.
4. Morris asked if everyone should be promoting West-Fest.
5. Cortes said that that would be great and asked Wright if it would be possible to do a takeover of the AS Instagram for the event.
6. Wright said that a takeover would work great.
7. Vieira said that for Trans Day of Remembrance they will be having a table in Red Square that will be an individual space. Vieira said that they are still working on their reproductive justice panel and are looking for someone who identifies as black and/or indigenous. Vieira also said that there will be a kick-back table event on the thirtieth at the VU.
8. Morris asked if the tabling will be going up as a WIN event.

9. Raynes said that the AS Review is in the process of lots of articles. Raynes wondered if the AS Review should collaborate with AS Communications for a feature piece of the Fred Willson event. Raynes suggested establishing a common calendar of all the events on the website. Raynes said that the calendar is already live on the website and is to date up to a month in advance.
10. Schaeftbauer said that the Club-Hub is planning the showcase that will take place on Jan. 13th-14th in the multipurpose room.

B. Social Media Analytics, "Loomly"

1. Wright shared a presentation that can be seen in *Doc...1*.
2. Morris asked Wright to share why she looked into Loomly.
3. Wright said that it mostly was the social media analytics. Wright said that the AS is currently using the free version of Hootsuite. Wright said that the paid version of Hootsuite starts at \$49 a month while Loomly starts at (then Wright's feed cut out of the meeting).
4. Cary-Eaves said that Morris and Wright should be on the campus-wide Hootsuite.
5. Wright returned and continued to say that Loomly starts at \$26 a month.
6. Morris said that there is a lack of social media tracking analytics in the AS Communications Office. Morris said that the Communications Committee could continue working on improving the AS's social media tracking analytics.

7. Cortes asked how offices currently using the free version of Hotsuite would be able to pay for or use Loomly.
8. Morris said that there is not currently a set plan.
9. Cary-Eaves said that the price is based on per account.
10. Wright said that having hard data and facts will be beneficial for implementing new changes that will last.
11. Morris said that marketing would be strengthened by using good analytics.
12. Cary-Eaves asked if this would allow people to post directly on the AS comm channels.
13. Wright said that it would allow people to post directly.
14. Morris said that this would be a benefit to the AS.

C. Writing Process for the Social Media Guidelines

Consensus CC-21-F-21-
Postpone Consideration of
Item
To...

By: Morris

Consensus approval

Action: **Passed**

VII. Action Items

A. Deciding the Format of the Guidelines

1. Cortes said it would be easier to discuss this item once all the members have seen what everyone has written up for it.
2. Morris and Vieira said that they used bullet points.
3. Cortes and Wright said that they used bullet points.

