



Western Washington University

Associated Students

AS Communications Committee

November 8th, 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), (ESC Coordinator for Marketing), (Environmental & Sustainability Programs Representative), Abby Raynes (AS Review 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-17 Approval of...**Passed.**
- CC-21-F-18 Do a Presentation...**Passed.**
- CC-21-F-19 Members Report...**Passed.**
- CC-21-F-20 Adjourn...**Passed.**

I. Call to Order

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

4:15PM

II. Roll Call of Members

III. Approval of Minutes

Consensus CC-21-F-17-
Approval of Minutes
To...

By Morris

Consensus approval

Action: **Passed**

IV. Info Items(Guests)

V. Action Items(Guests)

VI. Info Items

A. Office Check-Ins

1. Morris said that the social media posters have been printed. Morris said that they were very well done. Morris said that the AS Comm. Office is sending out a newsletter every Wednesday with events for that week. Morris said that if the members wanted their event to be on the newsletter then a member would need to fill out the WIN form by that Monday before. Morris asked for thoughts concerning the name of the newsletter. Morris said the AS branding guide is outdated, is being worked on and will, and will be brought before the AS Communications Committee.
2. O'Donnell said that Club Hub is getting ready for the Club Showcase in the first full week of January. O'Donnell said that the Club Showcase is going to be held in the multi-purpose room instead of Red Square. O'Donnell said that this Club Showcase hopefully will have more clubs in it this year. O'Donnell said that Club Hub just released the Club point system.
3. Morris asked if the AS should have a showcase for AS offices and programs.

4. O'Donnell said that the trick-or-treat worked well and that maybe something similar could work for advertising the AS.
5. Vieira said that the DOC is hosting an accessible events training on Nov. 11th, 2021 from five to seven. Vieira said that the event will be through Zoom. Vieira said that attendants have to reserve a spot beforehand. Vieira asked the other members to attend the event.
6. Morris asked if the event is on WIN.
7. Cortes said that ASP is preparing for West-Fest which is a music festival. Cortes said that the ASP has an open-mic night on Tuesdays, Jazz on Wednesday, and the VU art gallery has "Something Strange" still going until Nov. 16th. Cortes said that starting today the Casy Hear virtual gallery is up.
8. Wright said the ESP will be having their club kick-off. Wright said that it is hunger and homelessness awareness week and transgender awareness week. Wright said that for the prep week that is coming up, Morris has been working really hard on merch for it. Wright said that the winner will be decided on December sixth and get their prizes on the tenth. Wright said that they will have a takeover with Morris on this Thursday, with Ella Newmen from the Outdoor center on the 15th and Janelle and Chloe of KUGS will be going over a takeover on the 18th.
9. Morris said that Fred Willson will be here this Friday introducing his art piece that will be going into the VU.

B. Report on Guidelines

1. Wright said that the AS should be trying to respond to every comment on its social media. Wright and Cortes shared Doc...2.
2. Morris said that there should be a time limit for how long a person has to edit an out of compliance comment.
3. Wright agreed with Morris.
4. Morris suggested a 24 hour time limit.

C. AS Prep Week Giveaway

1. Morris said that the giveaway will be on the AS account. Morris said that they are asking students to post photos of events and things that they are attending and tag AS. Morris said that they would randomly assign the winners of five prizes.

VII. Action Items

A. Deciding Next Steps for the Guidelines

1. Morris said that the committee should decide how the guidelines would be presented. Morris suggested doing a video.
2. Cortes suggested using a slideshow.
3. Wright suggested having a short video with a detailed document to follow suit.
4. Morris said that it would be possible to do both a video and a document. Morris said that if the committee did a slideshow then a video could be embedded on the first slide.
5. Mallory approved of the slideshow with video.

Consensus CC-21-F-18

By:Morris

To...Do a Presentation With
an Embedded Video for
the Social Media Guidelines.

Consensus approval

Action:**Passed**

6. Morris suggested adding a “best practices section.”
7. Wright asked how the video would look.
8. Morris said that the video would cover the main areas of concern in social media like accessibility, engagement, and branding. Morris said that the video would be like a table of context to the presentation.
9. Wright suggested finding people in the AS who deal with social media to talk about certain sections in the video.
10. Morris suggested that the members on this committee would be those people.
11. O’Donnell asked if the video would go through the rules step by step.
12. Morris thought that it should be more like a table of context to the guidelines dealing with social media content.
13. Cary-Eaves asked how the committee would go about defining accessibility in the many different areas of social media.
14. Morris said that defining accessibility may be present in the “best practices section” of the guidelines.
15. Cary-Eaves said that there should be a difference between the communications and marketing sections.

16. Morris hoped that the guidelines would be for both communications
and marketing.

Consensus CC-21-F-19 By:Morris
To...Have the Members
Report on Their Findings
For the Social Media Guidelines
and Video in a Future Meeting.

Consensus approval

Action:**Passed**

VIII. Other Business

IX. Adjourn Meeting

Consensus CC-21-F-20-Adjourn By:Morris
meeting
To...

Consensus approval

Action:**Passed**

Morris adjourned the meeting at: 4:53 PM

Doc 1...Nov. 1st Minutes

Doc 2...Best Practices for Social Media Comments and DMs