

# AS Video/Photo Equipment

## Grant Proposal

### Overview

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**Contact:** Ryan Morris (she/her), AS Communications Director, [as.communications@wwu.edu](mailto:as.communications@wwu.edu)

**Summary of proposal:** The AS Visual Communications Office requests funds from the AS Equipment Reserve Funds to purchase the necessary equipment to support the entirety of AS visual content. Our current stock of equipment is not only in short supply, but in poor condition as well. Three offices share this supply and often cannot work on projects simultaneously.

**Total fiscal impact:** \$19,996 (highest level of funding)

**Duration:** One-time expense for long-lasting equipment

### Information

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**Grant Objectives:** AS office, programs and clubs continue to ask for support from the AS Visual Communications Office, VU Event Services and Tech Crew, and the AS Review when concerning video or photo services. These three offices share a single supply of visual equipment which is both limited and in poor condition. This grant will better support all three offices to produce more accessible, high quality visual content from the Associated Students.

**Details:** The grant will allow us to purchase new equipment. The AS Vis Comm Office has been asked to support many AS offices such as AS Productions and the Club Hub, as well as clubs like WWU Glee Club. In addition, the AS Review and the AS Vis Comm Office have branched out to support campus wide events such as the Fred Wilson art installation. VU Event Services and Tech Crew have aided this increased demand for visual services, but with all three offices sharing equipment our already short supply has become increasingly limiting. With more equipment all three offices of student employees can create more elaborate, accessible, and high-quality content for campus — with an emphasis on students and the AS — on a weekly basis. There are seven people regularly using the AS Vis Comm Office and its current stock of only two working cameras — one with some broken features. In addition, we are lacking in memory storage, sound equipment, lighting and more.

### Fiscal Impact

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Below you will find a link to an excel sheet that breaks down each piece of equipment, the cost, quantity, and priority. There are also different brands and models under “preferred”, “alternate”, and “budget”. On this document the highest level of funding is listed with all the preferred equipment, the middle level of funding is with our alternates, and the lower level is with the budget



level equipment. In addition, I've included a figure for approved funding for only the high priority equipment.

Highest level of funding (preferred equipment): \$19,996

Middle level of funding (with alternates filled in where it is cheaper): \$13,176

Lower level of funding (with budget and alternates applied where possible): \$11,469

Only the high priority equipment in its preferred form: \$16,271

Note that on this excel sheet there is an optional \$85 piece of equipment that can be subtracted from any of the levels of funding. [Here is the link](#). The password is "asgear".

## Justification

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The AS and University continue to increase the use of photos and videos in marketing, communications, and student outreach. With the current supply of visual equipment for the Associated Students we are unable to advance our communications and engagement with students on a regular basis. With over 200 AS offices, programs, and clubs two cameras is not enough to support every event, marketing campaign, and accessibility need.

This equipment is baked into the daily tasks of seven AS and VU employees' jobs. These seven employees capture photos of events and campus, engage students with visual storytelling, craft marketing videos that bring awareness to the AS, and more — they are crucial to student engagement with the AS and the University.

Accessibility in marketing plays a large role here. One example is access to events virtually. During virtual classes AS offices livestreamed events, such as live music at the Underground, to allow attendance from home. With increasing cases, many off-campus students, immunocompromised community members, and limits on event attendance livestreaming is still crucial to the success of some AS events and connection between students.