



AS Finance Council

February 16, 2022 4:00 p.m. Teams Online

Members: Present: Noemi Bueno, Chair (AS Business Director), Glory Basic, Vice Chair (AS President), Ben Crandall (Activities Rep), Naira Gonzales Aranda (ASVP for Diversity), Chelsea Joefield (Resources Rep- ESC), River Johnson (Student Senate Representative), **Absent:** Brenner Barclay (AS Student Senate President), Silvia Leija (Resources Rep- SAIRC), Kaylan Rocamora (Central Services Rep)

Advisor: Raquel Vigil, Assistant Director for Business Services and Planning

Secretary: Samantha Hughes, Viking Union Organization Business Services Program Support; Cindy Monger, VU Administrative Specialist

Guests: Liam Cary-Eaves, AS Publicity Center Manager; Ryan Morris, AS Communications Director; Susanna Schronen, VU Fiscal Tech

MOTIONS

FC-22-W-07 Approve the minutes of January 26, 2022. **Passed**

FC-22-W-08 Approve the Grant Proposal & Rubric with stated amendments. **Passed**

Noemi Bueno, chair, called the meeting to order at 4:06 p.m.

I. Call to Order

II. Approval of the Minutes- January 26, 2022

MOTION FC-22-W-07 by: Basic

Approve the minutes of January 26, 2022

Second: Crandall Vote: 5-0-0

Action: Passed

III. Revisions to the Agenda

IV. Public Forum

V. Black Student Demand Updates

Bueno shared that the Black Student Coalition is working with Amy Westmoreland, Director of Multicultural Student Services on the BSC grant application, to provide clarification on some areas of concern such as ESC funding, and hopefully facilitate moving the grant forward.

Basic shared that she reached out over the summer to the Cops off Campus Coalition and is now working to set up a meeting with Coalition to discuss the de-funding of Western's UPD, which is in line with Black student demands. Basic also met with Oregon State University because they implemented a new program called "OSU Assist" which is an alternative to police presence on campus with a greater focus on mental health services. This project is still in progress.

VI. Action Items

A. Grant Proposal Rubric

Doc. 1

Changes to the rubric included changing capitalization at the beginning of sentences to maintain consistency, changing the order of the bullet points under “Justification”, changing the table column titles from 3, 2, 1 to +, ✓, -. Changing the “Equity and Inclusion” row to add “underserved or”. Changing language in the “Effectiveness” row column “✓” and “-” for consistency with the other section of the row. Changing the “✓” and “-” column in the “AS Mission & WWU Mission” and “Office Mission” rows to add the word “with” in place of “to”. Changing the “-” column of the “Achievement of Objectives” row for language consistency between the other sections of the row. Changing the objective of the rubric to say “This rubric is used to assist in evaluating AS Reserve Grant proposals and Decision Packages during the annual budget process”.

MOTION FC-22-W-08 by: Gonzales Aranda

Approve the Grant Proposal & Rubric with stated amendments.

Second: Busic

Vote: 5-0-0

Action: Passed

VII. Information Items

A. Comm Office Grant Proposal

Doc. 2

Ryan Morris, AS Communications Director and Liam Cary-Eaves, AS Publicity Center Manager presented the proposal requesting funding for a Mailchimp subscription, a service that the AS can use to send out emails to students. Mailchimp gives students the option to unsubscribe from emails, which is an option currently not available through the university’s Bullseye service. The main purpose of the grant will be to increase accessibility to AS events through mechanisms such as alt text, improve outreach to students, improve engagement and visibility within the AS, allow access to analytics, and represent student voices by allowing groups that have been previously left out of WWU’s promotional material to be represented and have a say in how they are represented. The grant proposal is asking for \$5,800, or \$200 per month from March 2022-July 2024 to pay for the subscription.

Gonzales Aranda asked how this would help students have more control over how they’re represented. Morris said everything that is submitted to the WWU Newsletter is material submitted by students or material posted on WIN by students, so all promotional material comes from the clubs, offices, and programs themselves rather than being written by Morris. Mailchimp would make the process of sending out updates and gathering analytics more efficient.

Crandall asked, “Would marketing coordinators within each AS office be able to utilize this? I think a lot of offices have their own marketing person and know that the OC uses MailCimp too. Could be a way to save funds if other offices didn't have to utilize their own MailChimp subscription?” Morris answered Cary-Eaves said that there is a free version of MailChimp which can be used by students. Morris also added that MailChimp can only have 5 mailing lists under the standard plan, which is not enough for all of the other AS offices to use. However, it may be possible for the AS to choose 5 lists for offices to use. Joefield asked if it would be possible to bundle different offices into one mailing list that goes out to the MCC to help with the mailing lists the limit . Morris noted that this newsletter is written by the Communications Office, and that it will be primarily used for promotional purposes for events and opportunities relevant to students.

Crandall asked if there is any overlap between what WIN is offering and what MailChimp is offering, and if this would allow for decreased reliance on WIN, or the potential to save or move around funding previously put towards WIN. Crandall emphasized that WIN was difficult use as a student programmer. Morris answered that the appeal of MailChimp over WIN is that students have to seek out WIN on their own to learn more information and RSVP to events, and MailChimp eliminates this extra step by allowing them to reach out to students directly with all of the relevant information. Morris said that MailChimp could potentially substitute the announcement feature on WIN. Carey-Eaves added that MailChimp is mobile friendly, whereas Bullzeye is not, which could increase student use. Bueno asked how the analytics work. Morris answered that MailChimp does its own organizing of analytics, and from that they can see how many clicks were on each link, how many people opened the email, how many people subscribed and unsubscribed, etc. It also allows for analytics to be stored for a certain amount of time. Carey-Eaves said that MailChimp also tracks how long people are engaging with the newsletter as well, and also track demographics.

Vigil asked if there's "any chance you ran this by our IT Manager, Jeremy M. for review and feedback?" Carey-Eaves answered that he did not, but that it would be a great idea before installation and set up. Vigil said "We should get his approval, to make sure we can support the platform, before we purchase it".

Monger asked, "I wonder if this would need any kind of university level approval. I just know that they really lock down who can use Bullzeye". Carey-Eaves answered that they have talked to John Thompson (WWU Comm Director), and that the approval will be supported. Several sections of University Communications uses Mailchimp and not Bullzeye. Morris also added that students who are not interested can unsubscribe.

Bueno asked if there are any other features that are unique to MailChimp when compared to Bullzeye. Morris answered that some differences are that MailChimp has a space to create email templates, it allows the use of apostrophes, video, and photos, it allows for sharing between the newsletter and social media, personalization of messages, and for the embedding of branding and templates.

Vigil asked, "how is this newsletter different from the AS Review?" Morris said that the AS Review does not send out a newsletter and they do not collaborate with the AS Review. The newsletter also does not report on news or do long-form storytelling. It is purely a promotional tool for offices on campus.

B. Comm Office Equipment Request

Doc. 3

This request is for the purchasing of new equipment to support the entirety of AS visual content. The proposal is asking for \$19,996. Morris said the AS Comm Office has been supporting a lot of visual communications this year such as video, photos, etc. Their office serves the university, AS programs and offices, AS clubs, VU events, and works on their own projects. Their team only consists of three people.

Currently, they have a total of three cameras which have all broken in some capacity. To supplement, students have been needing to use their own equipment, which is not equitable, especially for the next student employees coming in. In the past, this equipment has supported activities such as professional headshots for an AS club, a WIN promotional video with the Club Hub, and covering the Fred Wilson event. They have also recently been asked to help with livestreaming. This grant would support

these activities, and allow for the purchasing of new lighting, cameras, and other necessary supplies to support AS visual content.

Vigil asked “Who will be responsible for taking care of the equipment after it is purchased?” Morris answered that the Visual Comm Office will be taking over the equipment and Carey-Eaves will oversee as the advisor. The Visual Comm Office also has a check-out system implemented, with the option to include notes about anything wrong with the equipment. They will also begin to lock up their equipment to keep it better protected. Crandall asked if other marketing and visual people from different offices would be able to check out the equipment for official office duties. Morris said that it is not something they have talked about yet, but that they can start up the discussion and it could likely be worked out.

The meeting was adjourned early due to the loss of quorum. All other agenda items were tabled until the next meeting.

The Meeting was adjourned at 5:14 p.m.