



STUDENT GOVERNMENT

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Monday, February 5, 2018.

To Whom It May Concern,
Associated Students of Washington State University Vancouver
14204 NE Salmon Creek Avenue
Vancouver, WA 98686

Dear Sir or Madam,

This report has been rendered in response to a request from the ASWSUV President Mr. Jose Scott, to provide a comprehensive report on departmental updates. The following statement will contain a fall 2017 recap, a spring 2018 outlook, the impact of my work on the student body, changes that may occur in the future with the communications department, as well as a general discussion section.

Perhaps the most notable happening for Communications during fall of 2017 was the discovery of an unpaid invoice from fiscal year '17. The amount of the outstanding invoice was \$3,506.14; at the time this would have consumed close to 90% of the remaining Director of Communications budget. During the period in which we were researching the validity of the invoice, all other purchasing operations were placed on hold by the former Director, Miss Moon. Once the validity of the Invoice was confirmed, how the department would pay for it was determined. We decided it would be best to pay for the invoice out of the DC budget. Because this essentially depleted the remainder of the DC budget the rest of the communication purchase for FY18 will be subsidized by unused funds from other departments (more specifically, Associate Director of Legislative Affairs wages). On a brighter note, after the invoicing issues were resolved, we were able to proceed with purchasing operations that had been planned. We bought another run of pop sockets as well as the "clip-me" accessories, and we ordered a series of shirts, all of which were intended as swag items for the greater student population.

As far as marketing and advertising are concerned the department completed 15 advertisement requests via our form on CougSync, "ASWSUV Advertisement request form." The deliverables for an advertisement request consists of six digital files and two printable files, all of which have been optimized for distribution on different channels. Also, most applications also include two A-frames. In addition to the full ad materials requests that were completed, upwards of 40 different projects were completed by the department as well. These projects consisted of anything from a logo or club design, to a one-off poster or tabling material.

There are many things to look forward to in Spring 2018 for the communications department. The first, being purchases. We have already purchased fidget spinner pens as an additional swag item to give out to students. The goal is to leave next years' team with more swag items that were left for us. This will aid in the transition periods so that the new department is not forced to leverage a large percentage of their budget to have an acceptable amount of swag on hand. The second thing the department is looking forward to is the redesign of our ASWSUV website. Our new Assistant Director, Mr. Joshua Yoes is well versed in web development and has undertaken the duty of understanding the current framework and how he can both optimize and modernize our look and feel online. The last big thing that we have our eyes set on as a department is to continue increasing our

reach and engagement on all social platforms that are being utilized, and it is essential as a communications team that we communicate with our constituency where they prefer to be communicated with.

The actual impact of the communications departments' work is not directly quantifiable. I say that only because we are one of many cogs in the event planning process. We do not ourselves host or plan events, but we help embody the spirit and message of a broad spectrum of activities all while helping to execute the events marketing plan to ensure that the event will at the very least be known about by the greater student body. I would say that the sheer number of advertising requests and projects that we have completed is enough to justify the need for our department within our organization. Student-run organizations and those who plan events on campus would be at a considerable deficit if it were not for the services that we provide for them. Without us, it would be up to the event planning committee to create and disperse all materials on digital channels to which they only have access to the people that they are already friends with on social media. With us, they have the ability with a single click to send an email to every current student, a social media network of 1500+ followers, and the assurance that they are getting materials created by students who are pursuing degrees and careers in the same digital content creation/marketing industries.

There are a few things that stand out as red flags to me that have a significant chance of changing the way this department operates in the future. The first and foremost, organic reach on social networks. Recently facebook effectively destroyed organic reach for "pages." The reason for this was to return the platform and newsfeed to its users. What this does not mean is that advertising is ending on social media, what it does mean is that you either pay to play, or the network will not be giving your posts priority in your follower's feeds. The fear is that spending money on advertising would be a great way to reach students. However, I do not believe it to be a just decision to spend student dollars to reach them. We already have access to a tool that can put an email into every one of our student's email inbox, for FREE. Paid advertising, in my opinion, should be reserved for those organizations who can sell products or services and can effectively communicate an ROI for their spent dollars. We are not selling any products or services to our students, as such any dollar spent on advertising should be considered a poor use of state and student funds.

I appreciate the interest and time you have dedicated to reading this report if you have any further questions, please feel free to reach out to me during my posted office hours or by email at aswsuv.dc@wsu.edu.

Sincerely,

Travis Toth,
Director of Communications