

# **CREATIVE MEDIA UNIT AGENDA**

Associated Students

November 24, 2020 at 6:00 PM

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**CALL TO ORDER at 6:00 PM by Irene Chen**

## **A. MEETING BUSINESS**

### **A-1. Roll Call**

<b>Name</b>	<b>Note:</b> absent (excused/not excused) arrived late (time) departed early (time) proxy (full name)	<b>Name</b>	<b>Note:</b> absent (excused/not excused) arrived late (time) departed early (time) proxy (full name)
Irene Chen	present	Ana Chavez	Absent
Veronica Roy	Present	Priscilla Siow	Excused
Celine Liu	present	Melody Li	Present
Mary Olsen	present	Angel Diaz	Absent
Hannah Ford-Monroe	present	Nathan Le	present
Harvest Keeney	Absent		

## **B. REPORTS**

*For officers, also updates on brainstorming for individual projects*

### **C-1. Chief Marketing Officer Report**

- a. Update on ASOP collaboration -- general timeline for rest of quarter + winter quarter
  - i. Met with Tianna and met with more people from the office of the president. Met with Chelsea at the end of last week. Goal for this quarter: get everything set up and start the rebrand with the AS logo and reaching out to other BCUs. Tianna mentioned that internal coordinators should be able to help out.
  - ii. Goals for the rest of the year: rebrand the AS website and will speak to JudyAnn. Anyone is welcome to join.
- b. For officer updates: brainstorm ideas for your individual projects. We're approaching dead week so it's ok if you don't have any ideas fleshed out yet.

### **C-2. Advisor Report**

- a. **Chelsea:**
  - i. Thank you to everyone who is planning and working on the adobe giveaway. We currently have 421 applications. Thank you to everyone who has been sending it to department newsletters.

- ii. Mary's is not here but I wanted to thank her for hosting the LinkedIn photos outside the lagoon. Sean and I put together a proposal and we've gotten approval. It looks like there was a need. 70% of the respondents said they would do it (with 100 respondents)
- iii. The last thing: honoraria apps are due this Friday. The email has all the instructions.

**C-3. Marketing Directors Report**

- a. Veronica: update on Adobe giveaway
  - i. The official end date is next Tuesday and we'll be announcing the winner the following Tuesday. How do we want to choose the winners?
- b. Celine: update on CMU website
  - i. Spoke with Melody this week. Went over the Current website and progress from Spring 2020. Will combine current and new design-- use Theresa's old designs and make the website more cohesive easier to navigate.
  - ii. Also been posting the photos and bios on the creative media instagram

**C-4. Social Media Coordinator Report**

- a. Mary: update on social media giveaway for fall quarter
  - i. I was thinking about doing something electronic based. I'm going to try to get an Apple item to giveaway. The week after November break is when I will host the giveaway.

**C-5. UCSB TV Producer Report**

- a. Hannah:
  - i. No big update. Posted our most recent video last week. Talked about how people are reacting to covid during the holiday season. We're not going to be posting a video this week. We've been getting about 3X the amount of views on igtv compared to last quarter.
  - ii. Spoke to Irene and Mary about the BCUs video project. Here to offer editing processes. Have not asked the UCSB TV editors so I can gather some more information about it.

**C-6. Media Specialist & Web Developer Reports (Career Staff)**

- a. Andy:
  - i. Major shoutout to UCSB TV! The content and video was really well done and very necessary. Liked the whole tone and editing of it. It sounds like what you've done this week is in the same vein and I think it's very necessary right now.
  - ii. Also again, this giveaway(Adobe) is totally brilliant. I'm now able to send out an email to 400+ people about the workshop and I've received a few replies.
  - iii. I have been challenged creatively this week; I attended a B&H conference this week. The work that people have been doing has blown me away-- I've been able to post photos of their work on the AS Media center website.

- iv. The BCUs video: they sent me an email and they sent me videos of them with white background and white tshirts. I recommended that they do this as a group (virtually) and make this more entertaining and relaxed.

**C-7. Student Staff Reports (Graphic Designer/Videographer/Photographer)**

**a. Melody:**

- i. No updates except that Priscilla and I are working on our December stickers. Looking forward to helping with the website redesign and AS logo rebrand.

**C-8. Senators:**

- a. Nathan: Has been a quiet week from Senate. All good.

**C. ACTION ITEMS**

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*These are generally financial approvals. Detailed information and staff recommendations/reports are provided in attachments. Approvals of allocations of funds require Senate approval. Travel requests and exceptions to policy require Finance Board approval.*

**D-1. Old Business**

**D-2. New Business**

**D. DISCUSSION ITEMS**

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*Items on which we may make a decision in the future. Public testimony is welcome. We will not make decision motions but may instruct members/staff to do research and/or place item on future agenda.*

Ideas for video project

**BCU Video:**

**Mary:** Would you all like to do this on zoom or send me individual videos?

**Chelsea:** How long are they supposed to be?

**Mary:** I think they're only supposed to be 1 minute long.

**Celine:** What is this video for?

**Mary:** Keep students informed about what we're doing, our mission, our values, our goals, why students should join our committee and how to learn more about. Do you guys have any ideas?

**Chelsea:** They're asking us to send in videos and be informed and encourage them to check out our org

**Mary:** they encouraged us to do a zoom recording. We can each answer a question and schedule a time to meet up

**Chelsea:** I think we should do kind of conversationally and make it engaging

**Andy:** We all have reasons as to why we're a part of the committee and I think that's what they want to hear

**Irene:** I like the idea of doing it as a zoom

**Hannah:** It will be better for cohesiveness and editing will be easier

**Mary:** It's due on the 30th

**Nathan:** If you're curious, the video will be posted on their shoreline, facebook, and instagram (COC). I know that was a question another BCU had

**Andy:** The sample video was not very inviting and I think we can do better. CMU is very effective and we've got a lot done.

**Irene:** we can do it right now.

**Mary:** I think we should do it later so we have time to gather our thoughts.

**Celine:** Let's put in background music.

**Mary:** So let's do it next week during our officer meeting. Each person pick one of those questions and prepare a response.

**Celine:** what we do

**Veronica:** values

**Hannah:** why students should join

**Mary:** how to learn more

**Irene:** Goals and mission

**Andy:** You might want to experiment with speaker view and gallery view. A mix might be most effective.

#### **Last Meeting:**

**Irene:** Let's move our last general meeting to next week instead of Dead week. We'll combine the officer and general meeting next week. I would like the directors/ officers to come with their fleshed out ideas about their quarter projects. We can use the rest of the time to work on the video

#### **ADJOURNMENT**

*MOTION/SECOND: Celine/Veronica*

*ACTION: CONSENT*