

EXTERNAL COMMUNICATION

(All Communication with those outside of our Organization)

Conveying Key AS Messages

Guiding Purpose for AS External Communication

The guiding purpose for AS external communication is to convey the following key messages in all AS does, says, writes:

- AS matters
- AS serves & benefits all students
- AS has a great mission & we live it in all we do
- We are really good stewards of public dollars
- We are a vehicle for change:
 - Advocates for the under-represented
 - Social change agents
 - Political change agents

AS External Communication processes are intended to ensure that the following goals are continually met:

- AS communications represent all of AS, not just disparate parts.
- All AS supported and funded events, functions... credit "UCSB Associated Students".
- Key Messages are being conveyed.
- Convey the volume and diversity of what we do.
- Publicize all AS events, functions, meetings, activities
- Oversee what is being publicized to ensure consistency with Key Messages and these goals and to ensure quality (e.g., grammar, spelling, design).

In this section:

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- [Access](#)
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EXTERNAL COMMUNICATION TOOLS

There are many tools we use to aid in communication, but as anyone who receives over one hundred emails a day knows, the tools can become a hindrance if misused. The following list shows the types of external communication tools we have at our disposal:

Electronic Tools	Print Tools	Audio / Visual Tools	Gatherings and Events
Web Site	AS Brochure	KCSB	Concerts
• Main Page	Planners	You Tube	Fundraisers
• Entities Pages	Map	Media Center Resources	Meetings
• Services Pages	Notebook (sometimes)	• Cameras (still & video)	Tabling
• Job Site	Annual Report	• Backdrops	Word of Mouth/Buzz
• Photo Gallery	Bookmarks	• Audio	Rallies
• Staff Web Page	Backs of Readers	• Computers	Town Halls
Facebook	News Paper Ads		Workshops
Twitter	Press Releases		Movies
LinkedIn	Posters		All in person events
Instagram	T-shirts/Apparel		
Flashback	Swag		
Digiknow	Calendars		
Email Lists			
Campus Calendar/Events Site			
Surveys			

Tool Type	How to Access
Electronic	Work order request on the AS web page
Social Media	Fill out form at: https://www.as.ucsb.edu/social-media/
Print	Graphic Design through a work order on the AS web page
Audio/Visual	Submit materials to CNT for upload on appropriate web page
Gatherings/Events	Utilize verbal and printed materials to communicate your message

SEE THE AS STAFF WEB PAGE FOR THE APPROPRIATE CONTACT PERSON TO ASSIST YOU WITH THESE TOOLS.



External Communication Checklist

We want all AS affiliates to follow these communication standards:

- ____ 1) Acknowledge AS affiliation in all spoken and written communication.
 - This directly conveys that you spent student dollars
 - Indirectly conveys that you fall under AS' Mission
- ____ 2) Highlight that AS works for the public good (Mission)
- ____ 3) Refer to UCSB Associated Students—community members may not know what "AS" is
- ____ 4) Target communication for intended audience(s)
- ____ 5) Highlight accomplishments
- ____ 6) Be proactive; control message
- ____ 7) Improve Web presence
 - ____ a) Better/complete links, common search options
 - ____ b) Clearer/consistent/intuitive instructions
 - ____ c) More information and in real time
- ____ 8) Improve social media presence
 - ____ a) Official
 - ____ b) Consistent
 - ____ c) More

We want all Associated Students Entities to have websites

For all websites and social media sites:

- ____ 1) Students must share passwords with web technology staff AND all must be set up through an advisor so AS can:
 - ____ a) Update sites with required info such as links to:
 - ____ i) Main site, other entity sites, related social media pages
 - ____ ii) Calendar information
 - ____ iii) Annual funding reports
 - ____ iv) Related processes
 - ____ v) Applicable awards, reports, etc.
 - ____ b) Manage/pass on to new students when current students move on

We want regular, positive media coverage for the good things we do

- ____ 1) Establish regular, positive media contacts
- ____ 2) Create links to media coverage when AS is referenced
- ____ 3) Establish press notification rules & process

Electronic Tools

✓ **Main Page & Entities Website Communication Checklist**

A.S. WEB PAGES: MAIN PAGE, ENTITIES, SERVICES:

When changes are needed, WebDev handles:

- ____ 1) Work orders placed via the work order form linked to the AS Main Page.
- ____ 2) The Web Development Team meets weekly and tasks are assigned based on the change needed.
- ____ 3) At a minimum, Services and Entities' pages should contain:
 - Where the office is located
 - When and where meetings are held
 - What services they provide
 - Contact information

✓ **AS Job Website Communication Checklist**

Posting positions on the site:

- ____ 1) Contact the Assistant Director for Technology to receive a "Job Lister" account.
- ____ 2) Receive an account and a tutorial on site usage.
- ____ 3) Post jobs for the student body to see and apply for at (<https://jobs.as.ucsb.edu>)

✓ **Staff Page Website Communication Checklist**

When new staff is hired AND/OR existing staff is promoted or changes jobs or job description, Assistant Director for Human Resources and External Communication:

- ____ 1) Sends that staff person the website job description template and asks that they provide Web Developer with the requested information.

When new or changed information is received, Web Developer:

- ____ 2) Updates the staff webpage. Note, Web Developer may edit the information for consistency with the other materials on the webpage or to correct grammatical errors. If the edits are significant, Web Developer will return them to staff to edit and/or review.

If advisor, Web Developer will:

- ____ 3) Link entity page to advisor's profile and vise-versa

Each year in August, Web Developer:

- ____ 4) Reminds staff to look at their online job description and send updates as needed.

✓ **Photo Gallery Communication Checklist**

To place photos in the gallery:

- ____ 1) Contact the Assistant Director for Technology to setup a special account.
- ____ 2) Receive an account and a tutorial on site usage.
- ____ 3) Post photos and videos that are appropriate for public consumption at <https://gallery.as.ucsb.edu>



Social Media Communication Checklist

To place information on Facebook, Twitter, or LinkedIn:

To post on an Associated Students' social media outlet, fill out the form at <https://www.as.ucsb.edu/resources/internal-assistance/social-media/>



Flashback Communication Checklist

Gathering information:

This is currently done by the AS staff Research Specialist, who is also the editor of *Flashback* and the printed annual report.

Because *Flashback* is online, information gathering is continuous and a call is out on the *Flashback* homepage to encourage alumni to contribute any information they may have about their year(s) participating in AS.

Each quarter the Research Specialist will send an email to the entities, execs-senate, and staff email lists to encourage contributions for the reports. This request will include a detailed description of the information required. It will also include an AS Activity Summary template that can be used across AS to document activities.

The Research Specialist also chooses a WordPress theme each year and learns how it works before uploading information. This has been necessary, because WordPress themes evolve, each year adding features that allow more creative flexibility in how the information is presented.

Information includes texts, photos, videos, audio clips, and links.



DigiKnow Ads Communication Checklist

DigiKnow is a digital signage network comprised of 34 screens located at the front desks of all eight residence halls, throughout the four Dining Commons, the Loma Pelona Multipurpose Building, the Housing & Residential Services administrative office (1501 Residential Services), Westgate Apartments, Santa Ynez Apartments, Family Student Housing, and the San Clemente Villages Community Center and administrative office.

To place ads on the DigiKnow system:

- Go to the DigiKnow website at <http://www.housing.ucsb.edu/digiknow/home>
- Click Submit Ad in the upper right hand corner.
- You will be asked to upload your graphics, which must be in one of the following formats: JPG, PDF, PNG, PPT, PPTX, MOV, MP4, SWF, WMV. Yes, you can include video.
- For images 4 x 3, at 200 ppi is best.
- Drag and drop or upload the media onto the DigiKnow page.
- Fill out the form that will appear after you upload the image
- If you have an account with Housing and Residential services DigiKnow, in the Comments section write: "Please bill to Associate Students account. If you have questions, ask Julie. Thanks."
- Submit the ad

Once you've submitted the ad, you will get a confirmation email that you've submitted the ad. If you haven't set up an account, you will then need to take a check for \$10 made out to UC Regents to the DigiKnow Office in person for each ad you submit. They will not run the ad until you've paid. AS will reimburse you.

If you know that you will be placing more than \$100 worth of ads in a given quarter you can set up an account with DigiKnow. For \$100/quarter you can place 3 ads per week during the quarter. To do this you will have to fill out a Requisition and turn it in at AS Admin and contact Julie Levangie at DigiKnow office. Her contact numbers are: jlevangie@housing.ucsb.edu or Ext. 6038.



E-Mail Lists Communication Checklist

All adds and resignations from AS entities and offices must be approved by the Senate.

There are three ways that names are added to or removed from the email server lists and the printed AS Email Contacts sheet:

- From CoC spreadsheets
- As individuals
- As a group of individuals

Process for Committee on Committees (CoC) adding names to lists at the beginning of the year and later updates:

- ____ 1) This process begins as soon as individuals CoC has suggested for positions or membership in the various AS entities and offices are approved by the Senate.
- ____ 2) CoC creates a comprehensive spreadsheet that includes everyone assigned to the positions in the AS executive offices and AS entities. The spreadsheet includes names, positions, and email addresses, which is all that's needed for the the server and printed lists.
- ____ 3) The Chair of Committee on Committees sends the CoC spreadsheet to contact-updates@as.ucsb.edu. This email address is linked to the staff member who is designated to update the existing email server lists and the printed email contact list.
- ____ 4) Staff IT is responsible for creating new server lists. They are created upon request.
- ____ 5) Periodically over the course of the year, the CoC Chair sends updated spreadsheets. One of these is just resignations. The spreadsheet cells are color coded to highlight adds and resignations.

2. Process for CoC adding individuals:

- ____ 1) Send an email to contact-updates@as.ucsb.edu.
- ____ 2) In the email, specify which list(s) you want the person to be added to.
- ____ 3) Write the name of the person to be added to the list in this form. Double space between columns. Do not tab.
- ____ 4) First and Last Name Email Address Position in AS

Example:

Aintzane Elizalde aelizalde@senate.ucsb.edu Senator Off-Campus

This is how individuals are listed in the printed AS Email Contacts list.

Process for CoC adding several people without using spreadsheets:

- ____ 1) Same as process for individuals. List in this format:

Aintzane Elizalde aelizalde@senate.ucsb.edu Senator Off-Campus
 Annikki Jarvinen annikkijarv12@gmail.com Environmental Affairs Board Chair
 Batari Wulandari batari.wulandari@umail.ucsb.edu Office of the President Chief of Staff
 Erdenechimeg Smith erdenechimegs01@umail.ucsb.edu Senator Off-Campus

- ____ 2) Plus send a list of just the email addresses.

Example:

aelizalde@senate.as.ucsb.edu
 annikkijarv12@gmail.com

batari.wulandari@umail.ucsb.edu
erdenechimegs01@umail.ucsb.edu

This list can be cut and pasted directly into the email server.

Process for removing people from the lists:

- ____ 1) Send the name and email of the person to be removed to: contact-updates@as.ucsb.edu
- ____ 2) It's important that both the name and email be sent, because sometimes people don't use their names in their email addresses.

AS staff is responsible for:

- ____ 1) Entering name and email address on the server and on the Word document that lists all the lists
- ____ 2) Verifying that what is on the server matches what is on the Word document
- ____ 3) Sending document out to staff for updates and corrections.
- ____ 4) Making updates and corrections.
- ____ 5) Emailing Word document to all the lists



Surveys
Communication Checklist

To have a Qualtrics survey created:

- ____ 1) Email the web developer
- ____ 2) Provide the questions for the survey
- ____ 3) Web developer will create and send a link for public use



Campus Calendar/Events Site
Communication Checklist

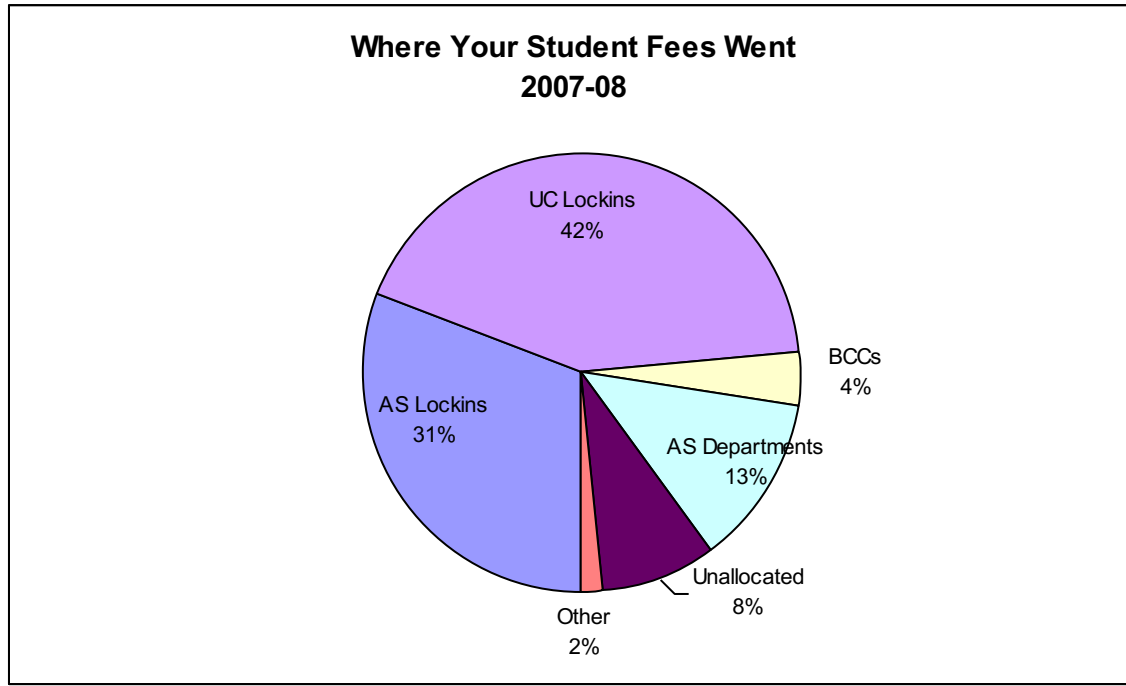
- To view the Events site: <https://events.ucsb.edu>
- To request access to post your events: <https://events.ucsb.edu/request-submit-events/>
- Basic guide to the site (this includes ticketing and cashier information): <https://events.ucsb.edu/basic-guide>
- Adding your events: <https://events.ucsb.edu/visual-guide>

Print Tools



Annual Report Communication Checklist

The External Communications Committee has determined that at a minimum the annual report shall include a graphic (pie chart or other appropriate display) showing students where their fees go. E.g.,



Elements of the Annual Report

- Executive officers and senate
- Presidents statement
- Executive director statement
- Highlights of the year
- Fast Facts showing numbers and interesting accomplishments
- Bills and resolutions
- Student employee list
- Staff organization chart
- Financial statements

Additional information that could be used:

- AS-funded groups
- Awards
- Staff mission statement
- Reports on various events
- Information on alumni

Annual Report Workflow

Introduction:

The ultimate goal of this process is to collect as much information as possible about activities across the entire AS organization and summarize it in the online version of the AS Annual Report called *Flashback*. The print version of the report is a condensed version of the online report and focuses on areas specified by the AS staff management team.

Sources of information:

Ideally, each AS executive officer, senator, entity, staff advisor, financial officer, and the Executive Director would create a yearly report summarizing the activities of their respective entities or areas. There is currently no AS policy in place to facilitate this. All participation is voluntary.

Sources currently used include:

- Statements by the year's AS President and from the Executive Director
- A general financial statement from the Assistant Director for Finance and Budgets
- Reports from whoever decides to contribute
- Meeting minutes
- News media including: *Daily Nexus*, *The Bottom Line*, *Santa Barbara Independent*, *Noozhawk*, *Edhat*, and the *UCSB Current*
- AS entities' Facebook sites
- AS entities' websites

Gathering information:

This is currently done by the AS staff Research Specialist, who is also the editor of *Flashback* and the printed annual report. Each quarter the Research Specialist will send an email to the entities, execs-senate, and staff email lists to encourage contributions for the reports. This request will include a detailed description of the information required. It will also include an AS Activity Summary template that can be used across AS to document activities.

Printed annual report:

The Research Specialist works with the Assistant Director for Human Resources and External Communication to determine what will be included.

The staff Art Director designs the report and submits it to the printer. The Art Director contracts with University Graphic Systems (UGS) at Cal Poly San Luis Obispo for the printing. This was negotiated by AS and is by far the most cost-effective printing for the report.

The time of printing is dependent on the external financial audit. Typically, this is completed in December. For example, for the 2015/16 academic year the audit would be completed in December 2016. Ideally, the report would be issued by January 31 of the following year.

The print run varies from year to year. It is currently 250.

The report is distributed by the Research Specialist and is available at the AS Main and Admin Offices.



Creative Media Unit Communication Checklist

The Creative Media unit houses 4 functions essential in External Communication including graphic design, web development, marketing, and the AS Media Center.

Graphic Design & Video

Student artists work under the guidance of a professional staff to create flyers, t-shirts, logos, advertisements, web art. All AS entities may put in a work order to have print art designed by staff artists. The Art Director also supervises student videographers.

Web Development

The Staff Web Dev team develops websites and applications for Associated Students.

Marketing

The marketing component of the Creative Media Unit is student run with a staff advisor. This group develops campaigns to publicize the work of all Entities in Associated Students, works with Committee on Committees to outreach to the student body for involvement and develops marketing campaigns for smaller boards and committees that do not have their own marketing person.

Media Center

An education and equipment center headed by a staff person and assisted by students from the reception desk, artists and web designers. The Media Center provides workshops on a variety of media related topics, provides equipment including cameras and video for check out and provides computers with media related software program for use by students. Student artists, videographers, web developers, and marketing coordinators use the center to do

their work.

Newspaper Publication Deadlines and Costs

✓ Display Ad Communication Checklist

At least one week before the reserve/cancellation deadline for the paper:

- ____ 1) Prepare display ad text and graphics working with the entity's graphic designer or the Art Director—note if there are any legal language requirements (notices), size limitations and cost.

At least 24 hours before the reserve/cancellation deadline for the paper:

- ____ 1) Send the draft ad to Art Director who:
- ____ a) Refines the ad size to meet the column inch, margin and pixel requirements of each paper;
 - ____ b) Reserves the ad space;
 - ____ c) Proofs the copy;
 - ____ d) PDFs the final copy;
 - ____ e) Sends it to the paper by deadline.

NEWSPAPER DISPLAY AD DEADLINES & RATES			
Publication	Reserve/Cancellation Deadlines	AS Deadlines	Cost
South Coast			
Daily Nexus (weekly, Thurs.)	Tuesday 12 p.m.	Monday 12 p.m.	\$12.60 per ci ¹
The Bottom Line: (weekly Wed.)	Monday 12 p.m.	Friday 12 p.m.	\$8.00 per ci ¹
SB Independent (weekly, Thurs.)	Friday 5 p.m.	Thurs. 5 p.m.	Approx \$26-29 per ci ¹ (1 column = 1.75" wide)
Web ads	--	--	\$30-500/week depending on ad size
SB NewsPress (daily)	Dates/times vary from 4-6 days before publication date.	24 hours before reserve date/time.	Approx \$26-29 per ci (1 column = 2.062" wide)
Web ads	--	--	Call for more info
Noozhawk (web)	2 days prior	--	Costs vary. Visit www.noozhawk.com/advertise
Edhat (web)	--	--	Call for more info. Discounts offered to non-profits.

✓ Graphic Design Services Communication Checklist

Graphic design materials including logos, posters, flyers, banners, shirt/apparel designs, advertisements, bookmarks, brochures, programs, etc.:

- ____ 1) Clients (limited to entities/projects only within AS) will submit a design request at least two weeks in advance at http://support.as.ucsb.edu/design_order
- ____ 2) Art Director will reply to client via email to follow up about the project, ask for more details, set up an appointment to meet in person if necessary, and provide a projected finish date.
- ____ 3) Art Director will email client with first draft and provide multiple design options if appropriate (such as logos designs).

- ____4) Client will give feedback/request changes, or approve the design for print.
- ____5) Once design is approved, the Art Director will provide electronic file in format requested via email or DropBox, and provide printer recommendations if requested including AS Publications (if project does not require bleed or wide-format printing).

Student Planner:

Each year—on a contract basis—the Art Director will work with the Assistant Director of Student Programs, Events and Services and a printing company (currently Action Printing) to provide introduction pages of student planners to be distributed at Convocation and throughout the year. The Art Director reaches out to other campus departments (such as Transportation and Parking Services, Athletics Department, etc.) to gather the content for these pages each year. Currently, the intro pages are in black and white and include the following content:

- General Associated Students advertisement
- UCSB academic calendar
- AS email and phone directory
- Campus website directory
- Campus main contacts
- About 2-3 pages with AS-related advertising (such as new services)
- Bicycle map
- Campus map
- Sports game schedules

The Art Director will also work together with the Creative Media Unit in spring quarter to decide the content of these pages. Once the information is gathered, the Art Director will:

- ____1) Design a cover that includes "UCSB Associated Students" and the AS logo;
- ____2) Request a proof of the entire planner from the printing company's project manager to check for errors (spelling, phone numbers, advertisers we cannot work with as listed in the legal code, etc.);
- ____3) Send a draft of the intro pages for review to the Assistant Director of Student Programs, Events and Services and the Assistant Director for Human Resources and External Communication via email;
- ____4) Send approved final draft to printing company's project manager via email by late June;
- ____5) Coordinate shipment of planners to be received at UCSB Mail Services;
- ____6) Coordinate with UCSB Furniture Services to deliver planners to the Faculty Club Lawn on the morning of Convocation, as well as to the side of the AS Cashiers and Ticket Office to be distributed during week one of fall quarter.

Campus Map:

The Art Director will:

- ____1) Collect statement from AS president for inside panel of brochure.
- ____2) Coordinate with Bike Committee and Transportation and Parking Services (TPS) for updates to bicycle map and campus map.
- ____3) Send map changes to be reviewed by Bike Committee advisor and TPS.
- ____4) Once graphics are approved, maps will be printed to be ready to distribute before fall quarter begins.
- ____5) Distribute maps to each AS office, Visitors Center, residence halls, bookstore, and information kiosk in the UCEN.
- ____6) Make contact with offices in winter and spring quarters to provide any maps that may be left over.