

Associated Students 100th Anniversary 2008-09

History

The Associated Students was installed in 1908 as an unincorporated association at Western, then called the Bellingham Normal School. Over the ensuing 100 years, this humble beginning has seen this Association grow into a multi-million dollar organization providing facilities, services and educational opportunities for generations of students. It would seem appropriate that the AS take next year to reflect on where they've come from, where they are, and where they want to go.

Program Proposal

The committee recommends that the AS celebrate this major milestone in a variety of ways. This is an opportunity to recognize the contributions of the students of Western – past, present and future. To that end, we propose the following:

- Ⓜ Self study – the AS will commence a thorough review of the Association with the goal of reviewing all programs, services, and activities and creation of a long-range plan.
- Ⓜ Visits to other schools to garner ideas for improvements to the association
- Ⓜ All organizations and clubs encouraged to provide programming around the 100 year anniversary theme.
- Ⓜ Set aside special dollars for Activities Council to grant to these entities.
- Ⓜ One major event each quarter should be planned, coinciding with the first week of Fall quarter and an ending event at the end of Spring quarter.
- Ⓜ That the AS pick someone from the pool of candidates from the Special Events coordinator position search to be hired as the 2008-9 anniversary events coordinator.
- Ⓜ That one of the major events be an alumni dinner of past AS Board members and interested former student employees to recognize people who have made contributions to the AS over the years.
- Ⓜ Send out an invitation to all current students to invite them to help celebrate the anniversary
- Ⓜ Have a display of photos in the library of students participating in various activities through the years.
- Ⓜ Ask departments to respond to the anniversary announcement with a congratulatory message to the AS, perhaps with testimonials.
- Ⓜ Ask the Board of Trustees and the mayor of Bellingham to declare the year as the “Year of the Associated Student of WWU 100th Anniversary”
- Ⓜ Add additional money for the summer to the PC budget for a graphic designer dedicated to anniversary work
- Ⓜ Create a graphical timeline of AS “milestones” to be mounted in a prominent location

- ④ Have the AS Board, on behalf of the students of Western over the years, donate a significant gift to the student body – i.e. fund the proposed development of the VU Plaza – gift should be long lasting, useful, and fun.
- ④ University Dining Services has agreed to partner with the AS in celebrating their anniversary.

Promotions

- ④ Require the AS 100 year anniversary logo on all promotional materials of the association
- ④ Purchase a commemorative gift (i.e. fridge magnet with 100 year logo) in sufficient quantities to give one to every student (15,000 = \$1,200)
- ④ Have banners made for Red Square, VU High St. location, and large banner for Garden St. façade.
- ④ Ask KUGS and KVIK to run periodic “tidbits” of AS history throughout the year. Place on digital signage as well.
- ④ University Dining Services will lend their marketing and promotions expertise.