

ASLC Engagement and Outreach Coordinator Goals

1. Improve the collective Lewis & Clark understanding of what ASLC is and what its function on campus is. This will be measured through various polls and forms, created by the Engagement and Outreach Committee.
2. Increase ASLC's visibility on campus. This will be done through tabling sessions, events, and collaboration projects with other groups on campus. It will be achieved by working with the Cabinet, Senate, the Engagement and Outreach Committee, and other campus organizations and community members.
3. Effectively use social media platforms and the ASLC website to share accurate, transparent, up to date information and increase engagement with the community. Engagement will be tracked on social media through data collection on types and amount of engagement traffic (i.e likes, comments, share, follower count). This will be achieved through working with the Social Media Manager for ASLC, the Engagement and Outreach Committee members, Cabinet, and Senate.
4. Expand Lewis & Clark engagement beyond the boundaries of physical campus (i.e expand to Portland businesses, organizations, and other institutions). This allows the Lewis & Clark community to find opportunities, connect with new people and places, and support local businesses and organizations. This will be achieved through working with the Engagement and Outreach Committee members, Cabinet, Senate, and collaborations with outside organizations, businesses, and institutions.
5. Create a safe and supportive space for Lewis & Clark students and community members to share their thoughts, questions, and concerns with ASLC. The Engagement and Outreach Committee will work to provide an equal platform for voices and opinions to be heard. This will be achieved by working with the Engagement and Outreach Committee, Cabinet, Senate, and members of the community.

Fall 20' Semester Report

Engagement & Outreach Committee/Coordinator Goals Update - December 2020

- EOC has not formally produced any polls/forms for feedback on how much students know about ASLC. However, the Auditor has done this and we hope to use these findings to improve engagement in the Spring semester and future.
 - i.e. understanding where people hear about news/events and utilizing those places
- ASLC has had a stronger social media presence across Twitter, Instagram, and Facebook
 - Increased collaboration with student organizations has allowed wide spread advertisement of ASLC events, other student org events, and LC administration updates
 - Through social media we have been able to provide weekly updates about the work ASLC has been doing
 - EOC has been utilizing alt text and image descriptions
- EOC has not formally made connections with off campus organizations or businesses at this time
 - Given COVID restrictions limiting students from any non-essential off campus it has been a lower priority
 - Our hope is to continue advertising about off-campus events/organizations in Portland through social media and email updates - advertising SLS partner organizations
 - EOC aims to compile a list of local & BIPOC Portland businesses that are within the Portland metro area and or accessible via taking the Pio downtown
- EOC has been able to help answer students questions and share information from administration effectively
 - Especially regarding COVID policy, EOC has worked closely with Cabinet and Admin to field questions from the student body and post answers on social media
 - EOC hopes to encourage students and remind students to submit questions to ASLC about anything LC related