



ASSOCIATED STUDENTS OF THE
UNIVERSITY OF WASHINGTON

BOARD OF DIRECTORS

Session 125

Date *July 25th, 2025*

Submitted by Owen Rivera, Personnel Director

BOARD BILL 2.131: An Act to Hire Chang Liu as a Media Coordinator for the 2025-2026 Academic Year

WHEREAS: Chang brings extensive experience in digital media strategy and platform management through her role as a Digital Media Specialist at Zhejiang People’s Publishing House, where she led successful multimedia campaigns, coordinated influencer partnerships, and generated a 15% increase in social engagement—skills that directly support the ASUW Media Coordinator’s responsibility to boost outreach and student engagement across platforms; and,

WHEREAS: Chang has demonstrated a strong command of content creation and branding through managing a Douyin (TikTok) account with over 112,000 followers and developing visually cohesive media strategies that align with institutional identity, reflecting the level of consistency and creativity needed to uphold ASUW’s brand across entities; and,

WHEREAS: Chang has a proven ability to analyze media performance and optimize content through data-driven strategies, as evidenced by her use of analytics tools to enhance campaign effectiveness—an essential skill for maintaining and improving ASUW’s outreach initiatives and long-term media planning; and,

WHEREAS: Chang approaches her work with creativity, strategic thinking, and an attention to detail that make her exceptionally well-suited to manage ASUW’s media operations, train interns, ensure policy alignment, and contribute to an inclusive, well-organized, and forward-thinking communications team.

THEREFORE, BE IT ENACTED BY THE ASSOCIATED STUDENTS OF THE UNIVERSITY OF WASHINGTON BOARD OF DIRECTORS

THAT: Chang Liu be hired as a Media Coordinator for the 2025-2026 Academic Year; and,

THAT: A copy of this bill be forwarded to Chang Liu, Media Coordinator, and Christina Coop, SAO Advisor.

End