

## **BOARD OF DIRECTORS**

### **Session 125**

**Date:** October 16, 2025

**Submitted by:** Peyton Sax, Communications Director

### **BOARD BILL 3.13**

#### **An Act to Approve Funding for Shared Media Equipment to Support Creative Storytelling and Visual Projects**

**WHEREAS:** The Associated Students of the University of Washington (ASUW) values creativity, collaboration, and storytelling as ways to highlight student voices, showcase campus events, and build a more connected and expressive campus community; and

**WHEREAS:** ASUW entities frequently engage in photography, videography, and other creative media projects to document their work, promote programs, and celebrate the diversity of student experiences and artistic vision; and

**WHEREAS:** This year, it has been identified as a high priority to put faces to our organization, highlight the work of ASUW employees, and capture the vibrancy of our programs and events through photography and videography, ensuring that the stories and impact of our community are effectively shared; and

**WHEREAS:** Access to high-quality, shared media equipment will empower ASUW entities to produce professional content without financial or technical barriers, fostering a more inclusive approach to creative storytelling and event documentation; and

**WHEREAS:** The **Office of Communications (OCOMM)**, in collaboration with ASUW entities, has identified a need for portable and accessible recording tools to support a range of uses, including photo and video coverage, short- and long-form media content, event documentation, and small-scale interview and “tiny mic” productions; and

**WHEREAS:** The current availability of shared creative equipment is limited, requiring entities and OCOMM to rely on personal devices or inconsistent resources, which restricts the quality and accessibility of ASUW’s visual and media-based storytelling efforts; and

**WHEREAS:** The proposed shared media equipment package will enable the ASUW OCOMM Media Curator and other teams to document, create, and share their work in engaging, innovative, and equitable ways that reflect ASUW’s mission and values; and

**WHEREAS:** The proposed package includes the following items:

- Canon EOS Rebel T7 (with 18–55mm kit lens) – \$549.99
- GPX 42" Tripod – \$19.99

- Rode Lavalier GO Microphone – \$67.99
  - Samsung PRO Plus SDXC 128GB Card – \$17.99
  - DJI Osmo Pocket 3 Gimbal Camera – \$509.00
  - Polaroid Now Generation 2 Instant Camera – \$89.99
  - Additional tiny microphones and accessories for interviews and setup – \$74.97
  - Extra Canon LP-E10 batteries and charger, plus charging accessories for DJI Osmo Pocket 3 – estimated \$100
  - Protective carrying case and camera bag – estimated \$50
- Total Estimated Cost: \$1,479.93 (plus applicable tax and shipping)**

**WHEREAS:** To account for sales tax, shipping, and accessory variations, an allocation of up to \$1,700 is requested to fully cover the purchase and maintenance of the shared equipment; and

**WHEREAS:** This investment will support both OCOMM and all ASUW entities in documenting programs, creating digital media, and experimenting with diverse artistic mediums; and

**WHEREAS:** The equipment will be stored in the OCOMM office and maintained by the ASUW Media Curator, who will have priority access to photograph events. When the Curator cannot attend an event, ASUW entities may request to check out the equipment under a formal process ensuring equitable access, proper care, and secure storage; and

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

**THAT:** Funding in the amount of up to \$1,700 shall be allocated from the ASUW General Fund to support this purchase; and

**THAT:** OCOMM shall purchase shared media and recording equipment totaling up to \$1,700 to support ASUW-wide photography, videography, and creative content initiatives; and

**THAT:** The Communications Director shall oversee the management, maintenance, and equitable use of the equipment, ensuring that it remains available to all ASUW entities for creative documentation and content creation; and

**THAT:** A brief summary of equipment use and impact shall be compiled by the end of Spring Quarter 2026 to assess accessibility, usage, and potential expansion of shared creative resources; and

**THAT:** A copy of this bill be forwarded to:

Nandana Jaideep, ASUW President, Khushi Loomba; ASUW Finance Director; Sonal Virk, ASUW Vice President; Grace Clarke, ASUW Director of Programming; Peyton Sax, ASUW

Communications Director; Carrie Moore, Executive Director of the Husky Union Building;  
Trevor Hunt, Associate Director for Finance and Business Operations