



## THE ALMA MATER SOCIETY OF THE UNIVERSITY OF BRITISH COLUMBIA VANCOUVER

### AMS EXECUTIVE COMMITTEE

Minutes of June 27, 2017

#### **Attendance**

Present: Alan Ehrenholz (President), Daniel Lam (VP Academic), Pooja Bhatti (VP Administration, by phone), Marium Hamid (Student Services Manager, left 10:50), Keith Hester (Managing Director), Kelsi Wall (Policy Advisor), Sheldon Goldfarb (Archivist & Clerk of Council)

Guests: Lori McNulty (Communications Manager), Linda Huang (AVP Finance)

Regrets: Alim Lakhiyalov (VP Finance), Sally Lin (VP External)

Recording Secretary: Sheldon Goldfarb

#### **Call to Order**

The meeting was called to order at 10:12 am (Keith Standard Time).

#### **Communications**

Lori:

- Day 6 on the job for me. Been meeting people, including the website contractor.
- Thoughts on the website overhaul:
  - Want to hand content back to people and not have everything come through the Communications Department.
  - Should have a creative brief/road map for major branding projects like this.
  - Need to establish who we are, where we are, the big picture. Also our values, how we're different, who the audience is.
  - That should come before the actual website design.
  - Would like the Executives to say what they would like to see.
  - Need to tell a visual story.
- The Nest and the AMS:
  - The AMS is the umbrella brand, but there can be sub-brands: the Nest, and brands within the Nest.
  - Maybe change the logo. Need something more memorable, fresh, modern.
  - Maybe brand the Nest itself – as a destination and as more than a food court.
  - The Nest deserves a brand; it's unique, has a distinctive look.
  - We want to promote the idea that anyone who goes to campus needs to come to the Nest.
  - The Nest as the heart of UBC.
  - It's a beautiful building; we need to use its distinct identity.

- Could do a video introducing the Nest.
  - [People mentioned the video we did two years ago on the Nest.]
- General:
  - How we communicate to the outside is not necessarily how we look inside. Outsiders don't care about our internal mechanisms. That's not what we need to share with them.
  - Need to provide a window into the Big Picture.

## Agenda

- The agenda was approved (Pooja, Daniel).

## Minutes

- The minutes of June 20 were approved (Daniel, Pooja).

## Strategic Plan

Alan:

- Change in direction:
  - Core Values and Focus Areas.
  - Looking to establish core values that will last for four years.
  - Every four years go back to the students to ask them what their values are, and we will try to represent what they want.
  - If the students' values have changed from four years before, then we will change our values.
  - Focus areas: what we see as important, where we want to dedicate time, effort, money.
  - End goals: been debating this.
  - Could be like this: in a certain area, e.g., Affordability, our goal could be something more general than 10,000 more beds on campus.
  - Could be: that we make sure the cost of going to school doesn't increase more than CPI.
  - That could be a four-year goal; then each year the relevant Executive (VP External, say) as operational officer would decide how to push that forward: maybe by pushing for more beds, or maybe by pushing for the Broadway Line.
  - But the end goal would be the same (keep costs down).
  - We don't know our end goals yet; we're developing them now with Council and the Steering Committee.
  - We want goals that will last until 2021-22.
  - The institution should outlast the individual.
  - Execs shouldn't need to change things every year.
  - They can work within a four-year set of areas and goals.

[Mariam leaves.]

## Values

Alan:

- The AMS has Values: HEART:
  - Honesty, Effectiveness, Accountability, Respect, Teamwork.
- And now we're talking of bringing in core values, so we'd have Values and Core Values ...
- Meanwhile we talk of being principled, but what are our principles? We don't have Principles.
- Perhaps we should transform our Values into Principles.
- Would like to let Steering Committee and Council chew on that.
- Meanwhile, if we have HEART, I was thinking we need something more fun too: to go along with HEART, we could have SOUL.
- Been thinking of things like Sensitive, Optimistic, etc. to make up our SOUL.

## Executive Goals Updates

- Linda:
  - Presenting the budget to Council.
  - Hoping to increase applications for funds and grants; want to support and encourage student initiatives.
  - Complete revision of the Finance guide or operations manual.
  - Credit cards.
- Daniel:
  - Drafting consultation policy.
  - Meeting with the VP Students Office about consultation.
- Pooja:
  - Jump Start.
  - Meeting clubs about SUB funding.
  - Got some funding for the SLSC.
  - Invited to GSS Orientation Fair.
  - Working with Linda on finances.
  - SLSC being painted.
  - AVP Sustainability starts this week.
- Sally (via Alan):
  - Not at this meeting because on the phone with Advocan, the lobby group of student unions which we belong to.
  - SUDS: 45 delegates so far.
  - Director of Investigation/Director of Sexual Response Office.
  - Transit meeting on bike sharing.
  - U-Pass Advisory Committee meeting: may lead to a referendum.
  - Rental rights: chatting with RHA.

- Alan:
  - GSS chat.
  - Talking to publisher and Alumni about book launch.
  - Reaching out to the International Students Association about them using Simply Voting.
  - Strategic Plan.
  - Ops Plan (our one year push for the Strategic Plan).
  - MoU's.

### **Adjournment**

The meeting adjourned at 11:16 am (Keith Standard Time).