



Student Society
of UBC Vancouver

Office of the President
Ternary Report

November 2016

Prepared by
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AMS President

I'm reminded of how grateful I am for this team, this moment in time and this organization as I write this second ternary of my presidential term. The limitless opportunity before us at the AMS this year induces a mixture of excitement and fear of missed potential. Council meetings are eloquently short, we have incredible teamwork happening throughout the AMS and the exec team has been an absolute blessing to work with. In a year with little to no dramatic crises or conflicts within the AMS, we have the ability to be forward thinking and innovative with the projects we take on and strategic plan we develop.

The team at the AMS this year has left me speechless with their dedication, passion and hard work. I'm going to leave this intro bit right here and get on with the rest of the ternary.

Sincerely,



Ava Nasiri

President

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OVERARCHING GOAL

- A) Website Overhaul. Kris Anderson our new Communications manager is a total website specialist with exquisite taste. Super excited to see what direction he takes our website in.
- B) Social Media- it's on its way.
- C) Classroom announcements system is all set up, thanks to the absolute brilliance of Aaron Verones with the idea to code an automatic function into USB ports we have an automated video-content system in place for classroom announcements!
- D) The new new: Ideas brewing about an three phase campaign coming up in January asking students what their needs are, highlighting what the AMS is doing in terms of services meeting those needs so far and why students should vote in elections to have their voices heard in March and May. Imagine the Coca Cola Hilltop Ad inspired but with more historic knoll and less Italian hilltop over a few videos instead of one ad....

Steps Taken	Date of Completion	Implementation Partner
Prepare report summarizing areas within AMS communications that need some TLC	End of June (Done)	President's Office Team
Hiring of new Communications and Marketing Manager	Mid-August 2016 (Done)	HR, Keith
Website Overhaul RFP and Proposal to Council	Last Council Meeting in November (Coming soon!)	Communications Department
Classroom Announcements and Complaints Boxes and Public Office hours systems in place	January 2017 (Classroom Announcements Launched)	Comms, Exec Projects Assistants, Exec Team

SUB GOALS / PROJECTS

1. Project 2: Bring back the Gallery and build an AMS Brewery.

Steps Taken	Date of Completion	Implementation Partner
Open the Gallery	Mid June (Done)	F&B Team, Keith

Complete Consultation plan for September: Focus groups, public survey, in-person feedback forms	Mid-August 2016 (Done)	Events, SLCC, F&B Team
Implement what the students want in there decor wise	October 2016 February 2017	Management Team
Complete long-term vision and plan for Brewery based on Research and Financial Analysis	March 2017	ABBA, F&B Team, Budget Comm, Louis

2. **Project 3: Fall Reading Break.** Cheekily have worked Fall reading break into every single conversation with head of Senate as part of the scheduling review. Consistently highlighted importance to student mental health in every meeting with president Ono as well.
3. **Project 4: Blue and Gold Society:** To launch and enshrine the blue and gold society as a general school spirit hype group serving to fill in gaps in coordination on campus and not replicate any programming that already exists but instead promote it to the student body. Ideally, the Blue and Gold Society will act as the blue and gold ribbon that ties together all the communities that exist within silos and pockets on campus while also connecting with the UBC Athletics and Arts and Culture department. There's more to spirit than sports (but sports are also pretty key).
 - Coming up with Blue and Gold: Winter Classic Hockey Game January 13 and a coordinated St.Patricks day on campus like you've never seen before.

Steps Taken	Date of Completion	Implementation Partner
Launch First Meeting	Early June (Done)	Campus Partners
Launch coordinated programming schedule for September	Mid-August 2016 (Done)	Events, SLCC, B&G Society
Put together Terms of Reference and Mission for B&G Society	October 2016 (Done)	Members
Setup programming for long-term relevance and welcome next round of leadership	March 2017	Everyone

4. **A Sustainable Block Party:** Work towards a three year goal of hosting block party as a philanthropic event by increasing sponsorship of the event while making sure the cheap beer and spirit of the event keep the party going.
 - Andrea, our incredible bookings manager has done a fantastic job of securing over \$200,000 of sponsorship for events so far this year. We have our sights set for block party and with her determination and skill Block Party is looking pretty darn attractive.

HIRING

Executive Special Projects Assistant, Student Life

Abubakar Khan has been hired into this role after Asad moved on to run our events department.