Background

• **Purpose:**
  – Re-orient communications towards the needs of membership
  – Address limiting factors in successful communications

• **Process:**
  – Review old reports
  – Interviews
  – Environmental scans
Interview Feedback

- **Internal**
  - Units lack understanding of wider Society
  - Lack of feedback and expectation setting
  - Need to standardise orientation

- **External**
  - Strong external image (as a student society)
  - No image for students
  - Some unit names not reflective of services
  - Inconsistent branding
  - Lack of support
Scan: Online Presence

**Websites**
- www.ams.ubc.ca
- http://minischool.rezgo.com/
- http://tutoring.ams.ubc.ca/
- www.gotconsent.ca
- http://amsevents.ubc.com/
- http://www.amsfirstweek.com/
- http://www.rentsline.com/
- http://www.ihaveaplan.ca/
- http://mynewsub.com/site/
- www.amsconferencecentre.com/conference/index.html
- http://www.ubcwhistlerlodge.com/
- http://www.amsfirstweek.com
- http://amssustainability.ca/

**Facebook**
- UBC Alma Mater Society (2064 likes)
- Ams Minischool (not used)
- AMS Speakeasy (not used)
- AMS Art Gallery (41 likes)
- The Pit Pub UBC (2098 likes)
- AMS Events (732 likes)
- Shinerama UBC (291)
- AMS Firstweek (931 likes)
- My New SUB (278 likes)
- Ubc Whistler Lodge (331 friends, not used since April)
- Ams Firstweek (714 friends)
- AMS Sustainability (22 likes)

**Twitter**
- AMS Student Society (1667 followers)
- AMS MINISCHOOL (not used)
- @PitPubUBC (19 followers)
- @amsconnect (43 followers)
- @AMSElections (198 followers, used last March)
- @ShineramaUBC (465 followers)
- @AMSFirstweek (1581 followers)
- My New Sub (243 followers)

Too many contact points, no overall strategy
Membership based communications

MOVING FORWARD
"AMS communications will be collaborative and coherent, results oriented, and responsive to the needs and feedback of its members."
**Internal Communications**

<table>
<thead>
<tr>
<th>Internally</th>
<th>Clarity in employee roles, responsibilities, challenges, and opportunities</th>
<th>Focus on what the AMS is and its values</th>
<th>Prioritise two-way feedback and respond to employees</th>
</tr>
</thead>
</table>
Establish Internal Clarity
- Develop a Wiki
- Create a Guideline for Approvals
- Circulate Organisational Charts

Share the AMS Story
- Create an Insert for All - Employee Orientation

Foster Feedback
- Conduct Employee Appraisals
- Create a Regular Employee Survey
- Share News
  - Council Recap Emails
  - Daily or Weekly News Updates
# External Communications

<table>
<thead>
<tr>
<th>Focus on what the AMS offers to its members and reflect how they engage</th>
<th>Project a consistent and cohesive image</th>
<th>Be results oriented and effective</th>
<th>Prioritise two-way feedback and respond to members</th>
</tr>
</thead>
</table>

**Externally**
External Communications Workplan

**Shift to User Oriented Identities**
- Base Promotional Materials on Identities
- Redo Website to Reflect Identities
- Adopt AMS Identities in Social Media

**Ensure Brand Compliance**
- Enforce Brand Compliance
- Create a Style Guide
- Clarify Authority
  - Approval Process
  - Spokesperson Authority

**Rationalise the Department**
- Integrate Cross Marketing Initiatives
- House Marketing under Operations
- Add Staff
  - Social Media Coordinator
  - Junior Graphics Designer

**Seek and Respond to Feedback**
- Develop Smart Member and Club Management System
- Publish Results of an Annual Membership Survey
“AMS communications will be collaborative and coherent, results oriented, and responsive to the needs and feedback of its members.”