



Executive Committee
President
2016/2017

Ava Nasiri

1. GOALS

1.1. GOAL 1: COMMUNICATIONS AT THE AMS

THE ESSENCE OF THIS GOAL IS TO OVERHAUL THE AWARENESS OF THE AMS ON CAMPUS AS A RESOURCE AND ORGANIZATION FOR STUDENTS BY STUDENTS. THIS INVOLVES A NUMBER OF THE FOLLOWING CATEGORIES WITH REGARDS TO UPDATING THE WAY WE DO OUTREACH.

- A) Website Overhaul. Our current website is very difficult to navigate and the template is out of date. In conjunction with spearheading the launch of a website overhaul (don't expect it to be complete by this year if we want to do it right) I'd like to update our internal communications policy to mandate a bi-annual branding and website review to make sure we're keeping up with the times.
- B) Social Media. Out of 50,000 students we're currently interacting with a solid 35-40,000 between the various Facebook pages we run. I'd like to increase followership of the main AMS Facebook page to 20,000 by the end of this year.
- C) Non-Traditional Communications. We're working away at implementing AMS classroom announcements and "complaints" boxes to allow students more avenues offline to both receive information and give us feedback.

2. SUB GOALS / PROJECTS

- 2. **Project 2: Bring back the Gallery and build an AMS Brewery.** Well, the gallery has been brought back with regards to a brewery, this year may have to be more of theory than action in terms of completion of the brewery within the Nest as research and analysis for different models has to be completed before a decision to move forward is made. In terms of resources, construction of a brewery would also be best once we've completed renovating the old SUB basement.
 - Open the Gallery Lounge and continue consultation to create a space that captures *exactly* what students want (Done, ongoing)
 - Commission a report on the load bearing capacity of the gallery lounge space as the start of the exploration of building a brewery in that space
 - Create a report and implementation recommendations by the end of the year outlining options for a brew-pub, microbrewery or neither for the fourth floor of the Nest.

- 3. Project 3: Fall Reading Break.** To work closely with and empower student senators to advocate for fall reading break in the near future while also advocating for the initiative in meetings with any members of the university administration, board of governors and faculty that may be relevant. If we don't ask for a sense of haste it might be another 5 years before a fall reading break at UBC is actually implemented.

 - Call meeting with student senators before September to coordinate efforts on advocacy for a fall reading break on campus to be implemented within the next two academic years
 - Emphasize need for fall reading break at all meetings with the university

- 4. 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).

 - Launch first meeting in June (done)
 - Coordinate programming for September by mid August
 - Create a campus wide calendar with input from groups
 - Create a Terms of Reference by June

- 5. 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.

 - Test-run enhanced sponsorship package for major AMS event with welcome back barbecue
 - Complete a report and research LDOC concert funding structures at peer institutions
 - Create long-term sponsorship plan once first week wraps up
 - Establish coordinated advocacy plan with other student groups to lobby university for joint funding of flooring if students want to keep the event at thunderbird stadium

3. TIMELINES

Communications:

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

Gallery and Brewery:

Steps Taken	Date of Completion	Implementation Partner
Open the Gallery	Mid June (Done)	F&B Team, Keith
Complete Consultation plan for September	Mid- August 2016	Events, SLCC, F&B Team
Implement what the students want in there decor wise	October 2016	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

Fall Reading Break: Mostly advocacy, timeline here would be irrelevant.

Blue and Gold Society:

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

4. HOW HAVE YOUR GOALS CHANGED FROM THE PLATFORM YOU USED DURING THE ELECTION?

Brewery: Initially when I was campaigning I was very excited about the idea of having a brewery under construction at the Nest by the end of this year. From looking into it with more detail since I began my term it seems less and less of a responsible project to pursue with such haste this year given our financial state and resources available. Instead I've decided to do all the groundwork that will be necessary for a successful Brewery to be build so that next year team can dive right into the construction bits if they so choose.

5. WHAT CHANGES WOULD YOU LIKE TO SEE UNDER YOUR PORTFOLIO IN A YEAR FROM NOW?

Chris and I have chatted about formalizing more integration of the concept of "VP Student Life" into the role of president as it both acknowledges some of the student life work that the presi-

dent does while also clarifying the expectations placed on the VP Administration. This is something we are exploring and will request code changes for if necessary