



President's Ternary Report  
July 2016

Ava Nasiri

**Contents**

- 1. Intro ..... 3
- 2. Goals ..... 3
  - Overarching Goal: Communications ..... 3
- 3. Sub Goals / Projects..... 3
- 4. Hiring ..... 5
- 5. Committees ..... 5

# 1. INTRO

Thanks for reading my ternary, give me a call or pop by the office if you have any questions.

# 2. GOALS

## OVERARCHING GOAL: COMMUNICATIONS

- 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 Our current website is very difficult to navigate and the template is out of date.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.

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	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

# 3. SUB GOALS / PROJECTS

1. **Project 2: Bring back the Gallery and build an AMS Brewery.** Well, the gallery has been brought back (we have a ways to go in terms of atmosphere but the doors are open!) -- with regards to a brewery, this year may have to be more one 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.

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

- 2. 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.
- 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).

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. 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.

## 4. HIRING

### **Assistant to the President**

Aaron Verones, fresh off the tail end of his first year at UBC is a force to be reckoned with. A seeming specialist in all fields, Aaron has somehow been one step ahead of and on top of anything and everything that's come up in the President's office since his first day in May.

### **Executive Special Projects Assistant, Governance**

Marium Hamid, also known as the Goddess of Governance has been hired as the Exec Projects Assistant focusing on Governance. With great amounts of grace and goodness she's organized our AMS Council retreat and has been a fantastic asset to the progress of the governance review.

### **Executive Special Projects Assistant, Student Life**

Asad Ali has been hired as the man behind the student life. With 3-4 titles within the AMS, Asad is working on Athletics and school spirit, bringing hype to pit nights and teaming up with Aaron Verones on new communications themed initiatives including classroom announcements launching in the fall.

## 5. COMMITTEES

### **AMS Committees**

Legislative Procedures Committee

Student Life and Communications Committee

Innovative Projects Fund Committee

AMS Microbrewery Committee

### **University Committees (Standing and Ad Hoc)**

Aquatic Centre Management Committee

Alumni Association

AMS Health and Dental Plan Committee

Mental Health Steering Committee

Property & Planning Advisory Committee

VP Students Executive Committee

Public Realm Steering Committee

Physical Activity Working Group

Regards,

A handwritten signature in blue ink that reads "Ava Nasiri". The script is cursive and fluid, with the first letter 'A' being particularly large and stylized.

Ava Nasiri

AMS President 2016-2017