



# Office of the Vice-President, External Affairs

Provincial/Regional Outreach Optimization

# Background: What are we talking about?

- ✓ **Evaluation of external outreach efforts and activities at the Provincial/Regional level.**
- ✓ **Identifying successful efforts, areas that need improvement and growth, and efforts that need to be discontinued.**
- ✓ **Integrating collaborative, financial, political, and strategic factors when performing evaluations.**
- ✓ **Future directions the external portfolio should take on this file.**

# Motivation behind process

- ✓ **Formerly a partner of Get On Board BC**
- ✓ **Budget \$10,000 as contribution costs from VPX budget**
- ✓ **Required too much effort to maintain with no discernable outcome that benefitted AMS**
- ✓ **Able to work with amazing partners outside of organization**
- ✓ **AMS essentially terminated participation in Get On Board without detriment to work on transit file**

# What else needs improvement?

- ✓ **Identify things that we do right and have provided identifiable outcomes.**
- ✓ **Identify things that we do fairly well but could use improvement and effort.**
- ✓ **Identify things that we do not do; things that are missing.**
- ✓ **Identify things that do not meet our needs and/or capacities, and use up resources that can be best directed elsewhere.**

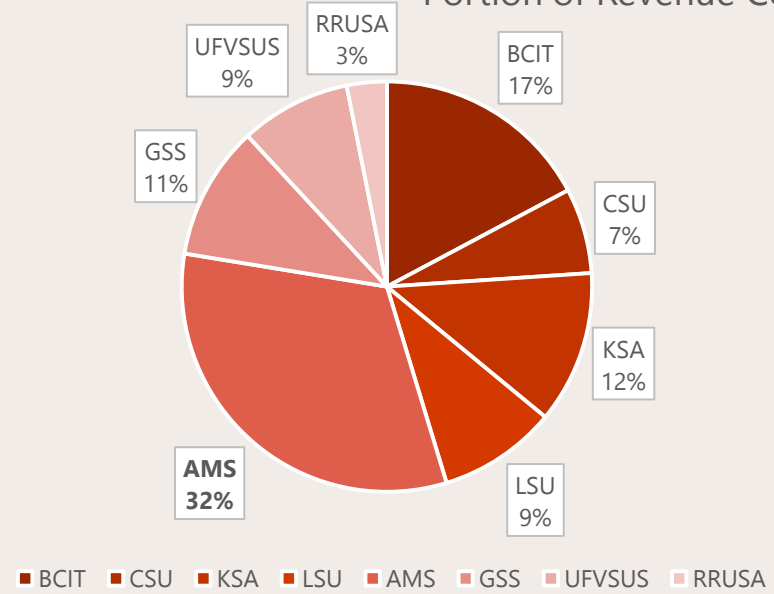
# Work performed in this file

- ✓ **Union of BC Municipalities (UBCM) Annual Convention.**
- ✓ **Provincial budget submission to the Standing Committee on Finance.**
- ✓ **Regularly meet with MLAs, Cabinet Members, and Municipal Leaders (will be expanded in 2015/16).**
- ✓ **Maintain relations with other student associations through meetings, projects, etc.**
- ✓ **Host the Student Union Development Summit annually.**

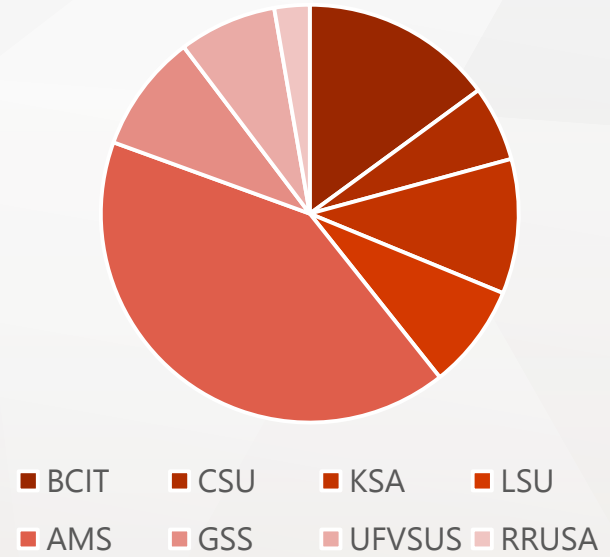
# The AMS and the Alliance of BC Students

- ✓ **One of the five charter members of the ABCS along with the GSS, UVSS, CSU, and UFVSUS.**
- ✓ **Roots founded in 2012.**
- ✓ **Active membership has been in flux over the past couple of years.**
- ✓ **Active member: GMs, Board Meetings, Execs served as officers, Lobby Days**
- ✓ **Very large financial contribution**

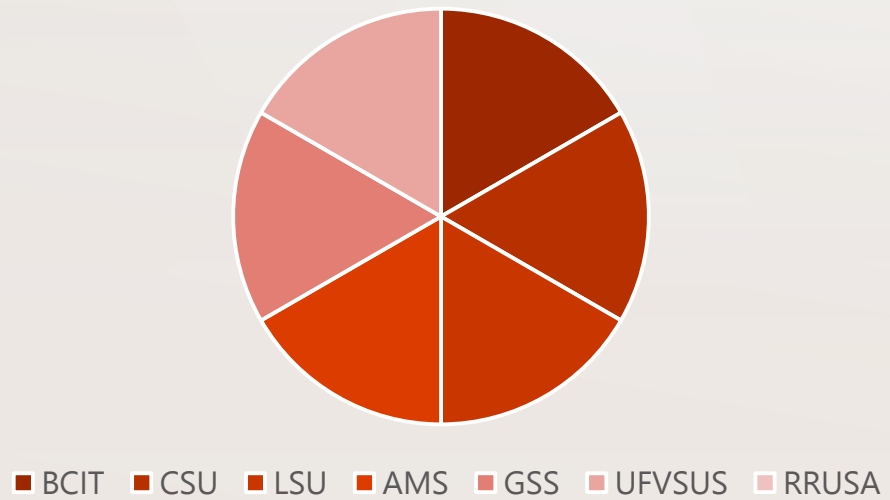
### Portion of Revenue Contribution



### FTE Ratio



### Vote Share



<b>SA</b>	<b>Fee (CAD)</b>
BCIT	\$8,001.00
CSU	\$3,125.00
KSA	\$5,585.40
LSU	\$4,339.20
<b>AMS</b>	<b>\$15,000.00</b>
GSS	\$4,900.80
UFVSUS	\$4,053.00
RRUSA	\$1,464.00



# Nature of work so far

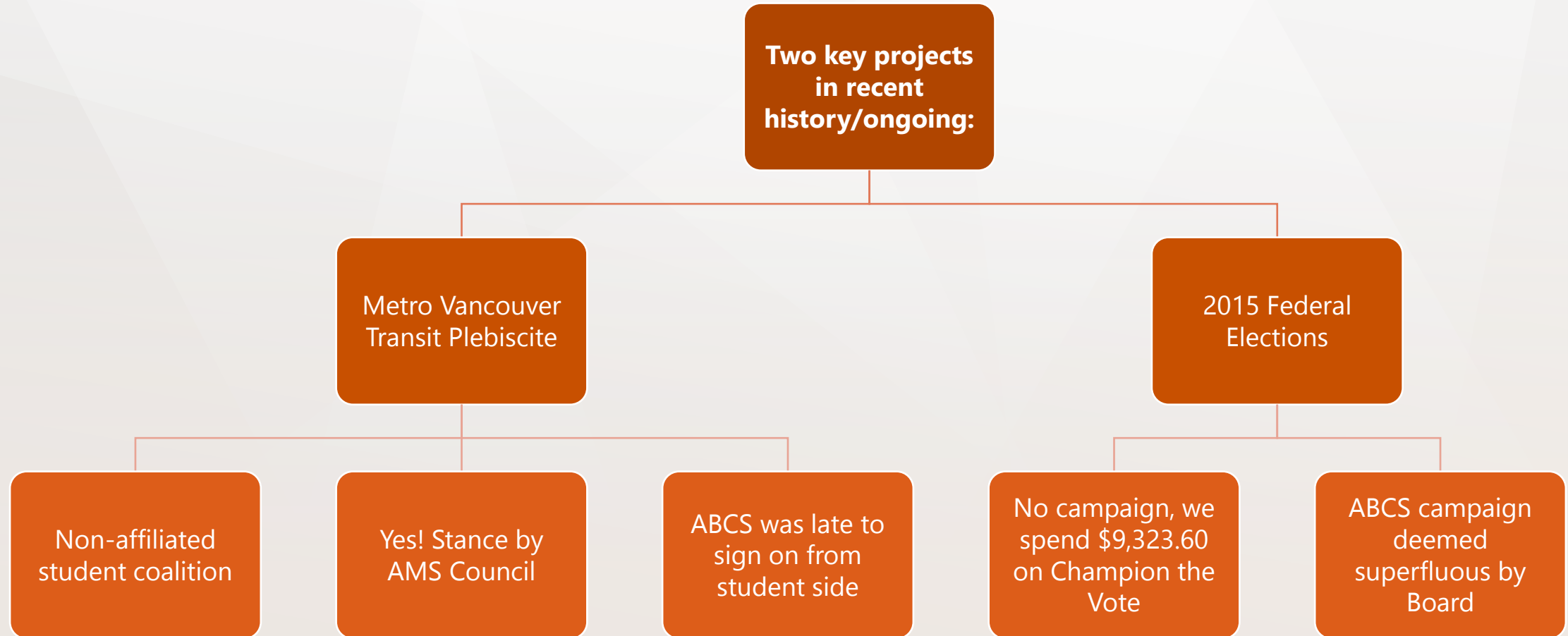
- ✓ **Participated in three Lobby Days in Victoria to date.**
- ✓ **Rudimentary policy work to address certain issues.**
- ✓ **2015: Creation of Regulations and Strategy Document (immediately at the start of new terms).**
- ✓ **General Meetings and Board Meetings that mostly involve internal housekeeping and some action work.**

# Issues at Lobby Days

## **Issues since 2013 Lobby Days:**

- Upfront, needs-based grants
- Student financial aid/loan reform
- Core funding to institutions
- Graduate scholarship assistance
- Deferred maintenance
- Public transit investment
- Childcare improvements

# Rising to Emerging Projects



# Cost-Benefit Analysis

Cost	Benefit
Too much effort to keep a top-heavy formal organization	Provides a forum for networking and meeting other student associations
Base \$15,000 + costs of transport to meetings and lobby days and costs of hosting meetings	Helps share ideas between different types of student associations
Unclear as to whether efforts are moving in right direction to achieving goals and recognition	Cooperation affords some strategic leverage when performing advocacy work
Have to further spend time and resources working on projects in parallel to Alliance participation	Allows for resource sharing of research between student associations' staff
Have to compromise attention to AMS primary issues to accommodate issues faced by smaller institutions	
Stunts further growth of the external portfolio because of diversion of resources	

# Resultant Recommendations

## Motion of withdrawal by Council from the ABCS

- Does not wish to sever ties or cease cordiality with counterparts who remain members of the ABCS
- Continues to remain a close partner with other SAs on projects that jointly affect memberships
- Will work with counterparts on issues that commonly affect us, but with proper plan and justified commitment
- Elected to leave due to consideration of needs/capacities and not as statement against the ABCS
- Will always support initiatives that affect students across the region, province, and nation
- May consider renewing membership if circumstances change

# Other recommendations

- ✓ **An apportionment of a part of the saved funds be redirected to the external portfolio for the expansion of advocacy work.**
- ✓ **Future leaders of the external portfolio bear in mind the work done with the ABCS and work to identify if newer structures can be created that highlight the benefits while minimizing costs.**
- ✓ **Motion of withdrawal should not be construed as degradation of priority w.r.t external advocacy and SA relations.**
- ✓ **Work with all SAs regardless of affiliations**
- ✓ **Council play a more active role in the advocacy work performed by the external portfolio**

# Questions