

**AMS EXECUTIVE
GOAL UPDATES
2018-19**



PRESIDENT

GOAL 1: ACCESSIBLE SERVICES

Emphasizing the importance of our services and their unique place in being able to help students from a peer-to-peer perspective has been a focus for me. As such, the past 6 months have been spent mapping the system of service delivery on campus. This has included looking at both AMS Services as well as UBC services. Of the identified gaps, a streamlining and better understanding of mental health and wellbeing resources as well as career resources have been identified.

The AMS Website redesign was done to emphasize and showcase all of our services. Making that information visible and visible has been a success for us. At the same time, changes in UBC's student development and services' website was also observed. We were able to assist and inform the changes as they were being made. As we look ahead, the remainder of the time will be used to address the issue of language barrier and clarity. Given that AMS has 7 peer services and 3 other core student services along with multiple bursaries and grants, a comprehensive but clear way of communicating them as a whole needs to be identified.

As for feedback, further integration of feedback directly with our operational systems is being explored. This will be made easier if most of our services start using the same platform. However, an assessment of all our feedback mechanism will be conducted by the end of Winter Term 2.

GOAL 2: ENGAGED COMMUNICATION

The completion of our website, which included the consolidation of nearly a hundred existing pages into fewer ones, was done successfully. We were not only able to observe positive changes in numbers of our engagement, we also saw more channels of communication be opened with the regular newsletter and a bigger social media presence. With the hiring of our Communications and Marketing Manager, a comprehensive needs assessment of all our departments is being conducted and we hope that is able to guide our long term plan.

We are also very happy to have successfully engaged with students on first week activities through AMS Events, Imagine Day as well as orientation events throughout campus.

GOAL 3: ENHANCED CONSULTATION AND ALLOCATIONS

Early on in my term, I was able to take an active part in discussions surrounding not just the current tuition consultation but future ones as well. We identified the need for an improved timeline, better impact assessment for students as well as a cleared communication on the impact of tuition changes. We also asked for a mechanism from UBC administration to respond to the entire student body on the consultations and future steps. Additionally, with the publishing of the Excellence Fund proposals from the AMS and continued AMS submissions on the issues surround funding for student centered projects at UBC, we have successfully advocated for improved allocations and will continue to do so in this budget cycle.

GOAL 4: IMPROVED STUDENT EXPERIENCE THROUGH INCLUSION

The audit information for the Nest is currently being prepared. Given the large scope of this project, we will be prioritizing buildings that the AMS can successfully conduct an audit with our current resources. In term 2, we will be asking UBC to update us on the auditing of their buildings and the accessibility of those audits on visible spaces.

We are really happy that Council will soon be hearing from Advocacy Committee, the motion to strike an Indigenous Affairs committee on AMS Council. This was done through the engagement that the AMS has undertaken this year to meaningfully apologize and promise for improve relations with the Indigenous community at UBC. Along with the committee, an exploration of policies, funds as well as spaces is also being done. The budget to fund a student staff position in the AMS for this purpose have also been earmarked for this year.

GOAL 5: INTERNAL AND EXTERNAL GOVERNANCE

We have successfully filled the vacancies of the HR Manager, HR Advisor and HR Recruitment Lead. With all of them onboarded, we are able to fulfill the vital task of maintaining employee satisfaction within the AMS. We were also successful in hiring the Communications and Marketing Manager who has been pivotal in guiding our existing department. Additionally, with the hiring of our SASC Manager, we have been able to hire more staff for SASC and create a team that is working diligently to provide excellent support to our community. The role of the Senior Manager, Student Services, was successfully hired earlier this month. This role will provide long term strategic vision and leadership to some of our most essential and unique AMS services.

Steering Committee took part in a robust and preliminary conversation about a strategic plan. We concluded that this process was one that required thorough assessment, engagement and resources from multiple different stakeholders. Further conversations and consultation is needed to determine what the final scope of this could look like.

The VPS search has went well and we are hopeful that an excellent candidate will join the UBC community soon.

GOAL 1: INCREASE FINANCIAL DEVELOPMENT, COLLABORATION AND SUSTAINABILITY

Worked closely with Vice-Presidents of Constituencies to encourage constant feedback to improve financial systems; credit card program, ticketing services and financial reports to ensure that the financial systems use continue to satisfy the need of the students and increasing transparency and accountability. Increase caps of AMS Student Initiative and Club Benefit Fund by 25% and increase projects cost coverage to 75% instead of the 50%.

AMS VP Finance department established the constituency Vice-Presidents Finance caucus and they have been meeting on quarterly basis to provide feedback and help AMS Vice-president Finance achieve the goals that helps students. AMS council approved the increment by average 25% for all the AMS Funds and increase the cost coverage to 75% in contrast to previously 50% coverage to ensure that the students take advantage of the financial resources provided by their society to achieve their projects goals and put their creativity and commitment into practice. Different fundings provided by the AMS including subsidies have been reviewed and the usage has increased and it's expected to increase as a result of enough funding and more AMS subsidiary organizations becoming more aware of the financial support provided by the AMS. Replacing SharePoint systems is still under way, however, it's becoming less important as the major focus is being directed toward replacing the accounting systems Microsoft Dynamics; therefore VP Finance and the Managing Director and are exploring options and setting goals to either improve or replace Microsoft Dynamics and the commitment is set the right goals and with good time frame probably in the next year or two. The changes will be a little challenging as Dynamics has been for society operations and contain data of decades and its replacement will be a major investment. Overall, this goal is successfully achieved in major part.

GOAL 2: STREAMLINE FINANCIAL OPERATIONS OF AMS CLUBS, CONSTITUENCIES, AND RESOURCE GROUPS

AMS negotiated and signed a two-year contract at 7% with the Showpass our ticketing partner during the summer. The rate was cheaper than the cheaper standard rate of 2.625% + \$ 1.69 and with better customer service support. Various AMS organizations and AMS Events department still felt that the ticketing services was little more expensive and requested the AMS Vice-President Finance to find even cheaper ticketing services. This resulted in AMS and ShowPass currently reviewing the contract to lower rates further to \$1.5 + 3% per ticket sold (\$ CAD) for Block Party and Welcome Back BBQ and 3.5% for general ticketing for the AMS and its subsidiary organizations event with better customer support. The society will receive better rates with better customer services such as on site support BP and WBBQ events and in return the society will continue to ensure all AMS and its subsidiary organizations events go through Showpass and possibly extend the contract by one more year. AMS VP Finance department invested about \$ 1000 to on Square debit machine devices in addition to existing credit devices purposely create options for students to buy tickets and attend events of their choices easily.

RBC established online financial transfer known as MD5 in the summer to be used by the AMS. However it was found out at the end of July that the system could potentially be compromised would post some security risk to the society financial operations. AMS VP Finance decided to abandon that system and requested RBC to come up with a solutions and they proposed Star 2 online financial transfer system which is currently under development and process of testing and would be determined March whether it would work well or not. The new systems is confirm by the experts from RBC to be secure and reliable.

However, accounting systems and department currently don't have capacity to implement the new systems quickly which is the major reason that AMS will not test the Star 2 until early next year. The project has also proven to be at least a two-year plan given the time commitment and many parties needed to be on board and use it well. This goal is on right track on most part. However., it's about half-successful so far and the AMS VP Finance and Managing Director will continue to work on the secure online systems hopefully have it tested out sooner.

GOAL 3: AMS SELF SUSTAINABLE FINANCIAL PLAN

Worked with the Investment managers at RBC PH & N and Managing Director to review the investment portfolios and returns from 2016 to 2018. This resulted into changing the portfolio to Fossil Fuel Free divert and fulfil the membership expectation indicated by the 2014 referendum when members voted 76% YES in favour divestment. The Council approved new investment policy in August 2018(<https://ubcams.dev.studiothink.com/wp-content/uploads/2018/09/I-8-AMS-Investment-Policy-1-August-2018.pdf>). The new investment policy fully reflect the values of the AMS. The investment returns under new policy is expected to yield 4% average in 4 years which will be better than the last fiscal years return if the expectation is achieved. The VP Finance, Managing Director and Investment managers are meeting on quarterly basis to review returns and ensure that the new investment policy is followed 100%. The portfolio breakdown is set a minimum of 65% fixed income and maximum 35% equity to ensure the capital preservation which is the first priority of the society. The new policy removed 50% limit equity investment within Canada in order to allow investment managers to better navigate the market dynamics across economies. The society businesses and returns on track and the new sustainable financial plan of the society is on track so far and expected to continue to be successfully moving forward and generating more income that society can use to continue to provide services to membership.

Other important activities conducted in the VP Finance Department include an effort to increase transparency and accountability around student fee based funding initiatives. AMS VP Finance worked with the university and society groups to initiate Bi-annual Financial reports for the society and university groups receiving dedicated students fee. The first financial reports have been supported by many of the groups receiving students fee. Some of these reports will be published on the AMS websites under financial reports and are available for the membership view and direct inquiries to the groups representatives and society VP Finance Office. The VP Finance department proposed codes change to council around society quarter financial reports resulted to Quarter Four report presented to the general membership in AGM on October 3rd 2018. The VP Finance department team reviewed all the society subsidies and fundings and ease the applications processes in order to give students and clubs the opportunity to better utilize the society financial resources.

The past six months have been spent focusing on various goals of the VP Administration portfolio which include the following goals: 'Clubs and Constituencies', 'Hatch Art Gallery', 'Sustainability', 'Student Life and Sustainability Centre', and 'Mental Health'. Including these set of goals, the VP Administration has been working on a few other projects such as writing an internal AMS policy on sexual violence, negotiating a MOU for the brewery, and completion of other capital projects.

GOAL 1: CLUBS AND CONSTITUENCIES

The progress on this goal has been quite significant, with the largest point of progress being the completion of the New SUB Project. With the completion of the construction, along with the move in of all 9 AMS groups into their respective spaces and creation of new bookable spaces. The final leftover piece of the project is opening the Norm Theatre and getting it active again.

The clubs section of this goal has completed the short-term KPIs, but still currently making progress towards the long-term KPIs. The departmental club issue that carried over from the previous VP Administration has been solved with the creation of the departmental club system, and having it communicated to all constituencies. For the long-term KPIs, the VP Administration has been working with both its staff and the Operations Committee to complete a new version of the Operations Committee Policy Manual and the Clubs Handbook. Furthermore, there are ongoing talks with CampusVibe, the host of the AMS Clubhouse platform, about the installation of the online club elections system.

The previous VP Administration placed a large focus on constituency relations, and this year the VP Administration has tried to continue that same focus. The VP Administration have made it a goal to attend constituency council meetings, while also actively providing support during Presidents' Council meetings. Furthermore, the VP Administration staff will be planning constituency socials, an idea started by the previous VP Administration, for constituencies to join in on.

GOAL 2: HATCH ART GALLERY

The Hatch Art Gallery has experienced a notable growth in terms of activity and attraction these past six months in comparison to previous years. The most meaningful change was the focus on marketing from the VP Administration staff towards the Hatch Art Gallery by advertising on social media, communicating different shows to UBC departments and student groups, and by posterizing around the NEST. The most important aspect of this progress has been the diversification of the shows hosted at the Hatch Art Gallery, featuring shows such as 'Hail Discordia' or 'Climate Hub Solutions', which attracted the general student body as opposed to a select few.

Another big improvement to the Hatch Art Gallery has been the revamping of the volunteer program. In past years, the volunteer program would bring in interested students as 'Gallery Sitters', which would make students just sit at the Hatch Art Gallery to ensure that there's always a designated person within the space. Now, the volunteer program provides volunteers with the opportunity to take part in the installation of shows, programming, and marketing. To guarantee that the program is being constantly improved, the VP Administration staff has also surveyed the volunteers to see what they would like changed or continued from the program during the rest of the academic year.

GOAL 3: SUSTAINABILITY

The sustainability section of the AMS has seen noteworthy strides, mainly from the dedication of the sustainability staff within the VP Administration portfolio. First, the creation of the Sustainability Subcommittee has provided the AMS with sustainability oversight over its operations. Second, the constant work between the sustainability staff and constituency executives on the constituency sustainability strategies project has made great progress towards widening sustainability oversight from just the AMS to its subsidiaries as well. Third, the SEEDS Project that deals with how the groups that moved into the Student Life Building can be sustainable with their operations has provided them with the framework to ensuring that both their operations and space usage can be sustainable.

Some of the other bigger sustainability strides have been through projects not listed under the VP Administration goals, but should be noted regardless. Notably, the MugShare program has been a champion in terms of visibility and attraction for the AMS's sustainability initiatives. The sustainability staff have also been working on attaining a maintenance fund for sustainability projects that are in the NEST, but need repairs. Finally, the sustainability staff made it a goal for themselves to find small details within the AMS's operations that can be further improved in terms of sustainability.

GOAL 4: STUDENT LIFE AND SUSTAINABILITY CENTRE

The Student Life and Sustainability Centre (SLSC) has been further expanding in terms of volunteers, resources, and services. The VP Administration portfolio made it a key point to advertise the ongoings of the SLSC through the Clubs Newsletter and any other avenues. With the growth in advertising, the usage of the resources and services provided by the SLSC has been increasing slowly. The advertising has also brought in a large pool of enthusiastic volunteers which has allowed the SLSC to stay open for longer hours compared to what it was in the summer.

GOAL 5: MENTAL HEALTH

The prioritization of mental health has been a big part of the operations of the VP Administration portfolio. The critical goal here is to increase the AMS/GSS Health and Dental Plan's psychology coverage from its current \$300, which has seen progress. There have been talks between the VP Administration, the VP Finance, and StudentCare regarding the feasibility of increasing the coverage, so we can see more concrete changes in the second semester.

Additionally, the VP Administration portfolio has been creating a comprehensive resource list of services on campus that can provide students with information. The VP Administration staff have been working with some student groups to create a resource list that is customized specifically to their needs. Finally, the VP Administration staff have emphasized the advertisement of mental health resources available on campus through the Clubs Newsletter and orientations.

The past 6 months in the VP Academic and University Affairs Office have been spent working on the five goals approved by Council but also on the many issues that arise throughout the year. Some of the issues that have arisen this year include creating two new external policies to address mental health and climate change, creating a report and sitting on the review committee for UBC Policy 3, Discrimination and Harassment, negotiating two MOUs with Athletics and Recreation around space and the \$21 AMS fee, sitting on the UBC Search Committees for the VP Finance, VP Development and Alumni Engagement, the VP External Relations, and AVP Health, and many more student issues.

GOAL 1: SURVIVOR CENTRIC SUPPORT

The President and VP Academic and University Affairs participated in the Small Policy Review for UBC's Policy 131, Sexual Assault and other Misconduct, during the summer of 2018. The review was completed after the summer and offered clarity on many implementation issues. After the small review was completed the AMS successfully advocated for the UBC Board of Governors to review Policy 131 a year early. During the small review, the AMS helped develop sexual violence awareness communication materials for the "We Believe You" Campaign in partnership with SASC and SVPRO.

During the summer the Property Planning Advisory Committee approved the plan for Brock Commons Phase 2, Student Services and Academic Uses. The project has received Board 1 approval and is expected to receive Board 2 soon. This project will provide space to a multitude of student services including a central space for SVPRO. Finally, the VP Academic and University Affairs office collaborated with the UBC-V Senate Academic Policy Committee to create the Academic Concessions Working Group. The VP Academic and University Affairs is the current chair of the Working Group. It is expected that by the end of the Academic Year (April/May 2018) a new Academic Concessions Policy will be approved by the Senate.

The VP Academic and University Affairs Office is on track to meet all four key performance indicators approved by AMS Council by the end of their term. Three out of four key performance indicators have already been completed to date.

GOAL 2: HOLISTIC STUDENT AFFORDABILITY

The President and VP Academic and University Affairs opposed all the proposed tuition and fee increases for the 2019/20 Academic Year. The AMS has also advocated for a more comprehensive consultation process in the future that includes a response to student feedback, faculty and university budgets, and earlier and more in-depth consultation with elected student leadership. A report on the possibility of implementing a cohort tuition fee model at UBC will be completed by the end of the year. A cohort tuition freeze will not be possible until after the Integrated Renewal Program, an IT infrastructure overhaul of UBC, is completed. The AMS has also been in conversations with the UBC VP Finance and VP Students offices to discuss the priorities and principles for the funding that will be created after the implementation of the UBC Hospitality Trust Investment, a Government Business Enterprise. The VP Academic and University Affairs is working with CTLT and the Senate Teaching and Learning Committee to adopt principles surrounding the cost of learning and assessment materials.

The VP Academic and University Affairs Office is on track to meet all three key performance indicators. All three key performance indicators are still a work in progress. The cohort tuition freeze, a key performance indicator, will not be implemented. However, a report will be written to help inform future Executives when the cohort tuition freeze is possible.

GOAL 3: ACCOUNTABLE IMPLEMENTATION OF UBC'S STRATEGIC PLAN

The AMS continues to be involved in all the committees and working groups that are related to UBC's Strategic Plan. The President is sitting on the Strategic Plan Implementation Advisory Committee, and the VP Academic & University Affairs is sitting on the leadership groups for the plan. The AMS completed the 2018 Excellence Fund report and has submitted it to University Executive. This report calls for a greater ratio of Excellence Fund allocations towards student priorities. These priorities include more funding for research-oriented Work Learn positions, increased funding for Indigenous student scholarships, and many other priorities that tackle affordability and student issues. Finally, the VP Academic & University Affairs has put a motion on the November meeting of Senate that will require the University Executive to make a report and presentation annually to Senate on the metrics and progress of the strategic plan. This motion and annual report will ensure that there is academic accountability for the strategic plan.

The VP Academic and University Affairs Office is on track to meet all five key performance indicators. Two out of five key performance indicators have already been completed.

GOAL 4: SYSTEMATIC APPROACH TO STUDENT MENTAL HEALTH AND WELLBEING

The AMS wrote a submission to the Board of Governors to ask for a clear funding plan for Phase 2 of the Life Building or expanded funding for student health and wellbeing space on campus. There has been an expansion of funding for student health and wellbeing space of more \$3 million after the AMS's submission to the Board of Governors. UBC's Policy 73, Accommodations for Students with Disabilities, will be adopted by the Board of Governors in December. The AMS submitted a report on Policy 73 to the policy review committee, and the VP Academic and University Affairs has been an active member of the review committee. In the Senate, both the Mandatory Syllabi Policy, a new Academic Concessions Policy, and a plan for fall reading break are expected to be adopted before the end of this academic year. The Mandatory Syllabi Policy will include references to UBC mental health and wellbeing resources and sexual violence response resources. The AMS hosted a town hall for fall reading break in November and the VP Academic and University Affairs is leading student consultation for the Senate on this issue.

The VP Academic and University Affairs Office is on track to meet all five key performance indicators. Two out of five key performance indicators have already been completed.

GOAL 5: STUDENT CONSULTATION AND COLLABORATION

The VP Academic and University Affairs has been attending more meetings with student issues groups including the sustainability collective. The VP Academic Caucus has met monthly to discuss issues such as fall reading break, academic concessions, tuition consultations, and so much more. The VP Academic and University Affairs office has run multiple campaigns this year that have already engaged close to 1500 students including the Fall Reading Break Town Hall, the Textbook Broke Campaign, the We Believe You Campaign, and the Indigenous Discussion Circle. The equity caucus renewal is being led by the VP External and is expected to be completed in the new year. The AMS hosted the Indigenous Discussion Circle where the President delivered the AMS's Apology to Indigenous Peoples. The terms of reference for the AMS Indigenous Committee is expected to be adopted at the last AMS Council meeting in November. The terms of reference are entirely based on the preferences of Indigenous Students.

The VP Academic and University Affairs Office is on track to meet all four key performance indicators. One out of four key performance indicators have already been completed.

The past six months have been spent on developing research, creating partnerships, rolling out campaigns, and starting important conversations with decision-makers.

GOAL 1: Promote Affordability of Education

Over the summer, my office focused on establishing research on our provincial and federal advocacy around affordability. We quickly began important conversations with decision-makers to indicate our asks and get feedback early on so we could develop our asks further prior to the lobby trips.

Regarding our provincial advocacy, we presented to the Standing Committee on Finance and Government Services during the budget consultation and many of our asks were included in the recommendations put forward by the committee to the provincial government. The AMS also partnered with the BC Federation of Students and the Simon Fraser Student Society on a joint lobby trip to Victoria where we advocated for reforms to student financial aid, funding and policy for open educational resources, and funding and review for sexual violence policies. We met with over 60 Ministers and MLAs, including Premier Horgan and Advanced Education Minister Mark, over three days and received positive responses to the issues we raised.

Regarding our federal advocacy, we are currently preparing to go on a lobby trip to Ottawa with the Undergraduates of Canadian Research-Intensive Universities (UCRU). Our advocacy will include the Copyright Act review (maintaining the fair dealing exception and its expanded understanding).

GOAL 2: Promote Access Within Education

In addressing international student issues, we are continuing federal advocacy with UCRU to include work experience gained throughout an international student's university career in their permanent residency applications. This follows up on the e-petition that was initiated last year and presented to the House of Commons in late October. Regarding PR delays for Iranian students, we have been in contact with MP Murray who has been etc etc

Applications

We have been furthering transit advocacy through multiple avenues. First, negotiations for a new UPass contract have been ongoing and we have been at the table of the UPass Advisory Caucus. We hope to have an agreement finalized in the next few weeks. Second, we've actively been participating in consultations on multiple items, including the Nightbus Network, 41-B Line, and the Phase Two Plan of the 10-Year Vision. Third, we are engaging in the UBC Community Coalition for Rapid Transit and preparing a UBC skytrain extension campaign. Last, we are developing a transit advocacy strategy to inform future External Affairs teams about important future advocacy timelines and opportunities.

Student housing rental rights advocacy has been progressing as we've met with the provincial Student Housing Working Group and discussed our Rent with Rights recommendations. I will continue to work with other student unions to further our asks before we meet with the Working Group again in January.

GOAL 3: Promote Student Wellbeing

We have begun to have conversations with the provincial government regarding student wellbeing and the commitment to mental health funding while on the Victoria lobby trip. Recently we've engaged in consultations regarding provincial initiatives to provide after-hours support and we're following up on the progress of that project.

As other Executives are spearheading more university and AMS-facing work around mental health supports and services, I'm directing my focus to projects that will bolster our provincial mental health advocacy. With this, I am beginning efforts to map what data is currently available on student wellbeing and what gaps exist that could better inform what funding or resources are needed and where they should be allocated.

GOAL 4: Election Year Awareness and Action

The municipal election and the provincial referendum have provided an opportunity to connect with students and promote civic engagement. The central goal of both #YourVoteYourVoice campaigns focussed around providing easy-to-understand and accessible information so students can make informed choices about important democratic processes that they have the opportunity to engage in. We developed relationships with a multitude of student groups across campus by collaborating with them on the campaigns. We also brought the issues closer to home for students by hosting a City of Vancouver mayoral candidates debate and a panel on the provincial referendum that included both official proponent groups.

Having an election year also provided an opportunity to engage future decision-makers on student issues. I attended both City of Vancouver and Surrey mayoral debates and asked the candidates questions that highlighted student issues, from housing to transit. I spoke to the new Mayors' Council at their inaugural meeting about the importance of the UBC skytrain extension and I am currently in the process of setting up meetings with mayors and staff across the Lower Mainland to discuss this advocacy.

GOAL 5: Reimagine AMS's Student Union Development Summit

This Student Union Development Summit was a success this year with over 135 delegates in attendance, surpassing last year's capacity. It was an important opportunity to meet with our counterparts across Canada for a weekend of relationship-building, idea exchange, and programming. We began a revamp of the conference this year by going through a redesign of the website, graphics, and materials. Other changes included creating an alternative nightlife package, respectful environment policy, and a preparation package for workshop facilitators. Unfortunately we were unable to host an Indigenous issues workshop this year, however, I have prepared a report to ensure that this will be a possibility for next year. A comprehensive transition report has been created to guide further reinvigoration of the conference in order to provide more value to the AMS as well as our guests.

We have had a fantastic year so far in many different AMS Services. The Services family now has 101 total students, with 66 volunteers and 49 student staff that all work hard to create the best possible experience for students on campus. During the summer months, we spent the majority of the time focused on planning initiatives coordinators put forward, and allocated the budget for the year to fund all available opportunities. While the overall budget did not decrease, we were able to reallocate portions of the budget away from initiatives that were no longer relevant and add them to newer and more accommodating services to fit the need of the 2018 UBC student. This was later in combination with extensive training for all new volunteers and staff. The effectiveness of the planning process was also largely due to the effective transition reports carried out by all outgoing service coordinators, which on behalf of the current team, we are very thankful for!

GOAL 1: Continued Data Collection.

After council approved the funding for new analytics software, and after a summer of beta testing the software for bugs and additional features, Olivewood Analytics was officially deployed in September. We have had overall a very positive experience, with many of the services adapting seamlessly to using the new technology. There are only a couple optimizations needed in order for all services to be properly incorporated. With this new software, we are not only able to look at how we can tweak services to target specific groups, but also we are able to show our partners, who we rely on funding for, that constituencies are interacting with AMS Services down to the exact number of students from a particular year or faculty. A wonderful aspect of working with Olivewood has been that they have been very quick to fulfil any request that we have, and are very quick in the development and implementation of whatever idea we present to them. Updates will continue to be deployed throughout the second term.

GOAL 2: Social Media Strategic Plan.

This goal had unfortunately been made difficult to keep in progress given the vacancy of the Communications Manager up until October. I had wanted to wait until they had established themselves and gotten a feel for the AMS ecosystem before embarking on such a large scale project. What has been accomplished since then has been the discussion of how to brand AMS Services amongst all the other competing services on campus. Thus, this goal will have most of the work completed in the second term.

GOAL 3: Prioritizing the student experience.

I wanted to include this as a goal because everything that the AMS Services do, and every decision made by Service coordinators, have to be with the mind set of improving the student experience. If something does not improve the student experience, it should not be in the AMS Services. This goal is closely linked to the Zero Base Budgeting goal as well. Essentially, during the summer months, constant consultation of services provided by the Exec, full time staff and Student Service Manager were conducted to see how they can be as beneficial as they can possible be. Rethinking some of the practices that Services was carrying out, through the lenses of student care and student health, was beneficial in nuancing our approach to the department. This nuanced approach will continue into the second term.

GOAL 4: Zero Base Budgeting.

This is also connected to Prioritizing the Student Experience. This goal was set to be completed by the end of the budgeting process, and while this did happen, it carries over into a mentality when organizing events and new initiatives. Every budget was examined and we wanted to see where funds were misallocated and where they could be put instead. This allowed us to increase many of the budgets for popular initiatives or important causes (such as Food purchasing for the AMS Foodbank) while not significantly increasing the overall Services budget. Another reason for zero base budgeting was to make coordinators reflect on the traditional operations that their service provides and to see if those efforts were worth continuing financially.

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