



# THE ALMA MATER SOCIETY OF THE UNIVERSITY OF BRITISH COLUMBIA VANCOUVER

## AMS EXECUTIVE COMMITTEE

Minutes of February 7, 2019

### Attendance

Present: Marium Hamid (President), Max Holmes (VP Academic & University Affairs), Chris Hakim (VP Administration), Kuol Akuechbeny (VP Finance), Piers Fleming (Student Services Manager), Abdul Alnaar (Senior Manager of Student Services), Keith Hester (Managing Director), Sheldon Goldfarb (Archivist & Clerk of Council)

Regrets: Cristina Initchi (VP External)

Guest: Eric Lowe (Communications Manager)

Recording Secretary: Sheldon Goldfarb

### Call to Order

The meeting was called to order at 2:08 pm in Nest Room 3511.

### Agenda

- The agenda was approved (Chris, Kuol).

### Minutes

- The minutes of January 9, 17, and 24 were approved (Max, Chris).

### Communications Update

- Eric:
  - Aims:
    - Boost awareness of the AMS.
    - Increase foot traffic to the Nest.
    - Increase business for Catering & Conferences.
  - Build the brand, build consistency.
  - Seeking to make things relevant.
  - Connecting to UBC Communications, the GSS, UBC Recruitment, the Welcome Centre (campus tours for students: want to improve their accuracy), UBC Media Relations, and the Ubysey (seeking to improve our relationship).
  - Want to tell AMS stories: especially about what we've achieved.
    - If others don't tell our stories, let's tell them ourselves.

- Looking to create content and make the website more dynamic so it has a place for stories.
  - Branding:
    - The logo is fine.
    - Want to make sure that AMS Services look like a sub-brand of the AMS, consistent with AMS branding. Elections too.
    - Looking to bring AMS Events into the fold.
  - Working on better presentation of photos and the text around them.
  - Looking to use B-Line bus ads.
  - Use the WeChat app to reach international students from China: that's the only social media some international students use. How do we maintain a presence there?
  - Want to optimize our website in searching: want the AMS page to come up when people search on Google. Get our Google rankings up.
  - Improve Nest signage.
  - Maybe get AMS involvement in the new UBC app.
  - A broader Nest campaign: make it the hub of student life.
    - Put up banners, signage: to make it easier to find the building.
  - Catering and Conferences marketing: emphasize our differences from UBC, highlight the advantages of choosing us.
  - Need better photos, with people in them.
- Chris: What other social media channels are you looking at?
  - Eric:
    - Instagram.
    - We had a page, but now it's used by AMS Events.
    - We could start another one.
    - We want to distinguish ourselves from UBC's channels: they have stories. We don't want to do the same thing; we want something AMS-focused.
  - Max: Maybe positions under the VP's can report to Coms too: might be useful to integrate.
  - Marium: We even considered doing that for the Services.
  - Eric: I would like to talk about that.
  - Abdul: It would be useful to have an internal working group to discuss what is going on.
  - Marium:
    - There have been some AMS events that ended up being publicized on individual students' Facebook pages, as if hosted by the individuals instead of by the AMS.
      - If we want to host an event, it should go through channels.
    - And individual outlets like Ph Tea should not have their own Instagram page.
  - Eric: I agree.
  - Max: Orientations should have a big piece on the Communications process: present a set of guidelines so people know how to work through the proper channels.
  - Chris: What is our communications plan for telling students what's going on at the AMS?

- Eric:
  - We need a place to tell stories.
  - We need to produce proactive, engaging communication.
- Marium: Like the Facebook version of our newsletter: it was amazing to see so many people liking that page.
- Eric:
  - We also should be working now to produce a Year in Review document.
  - And I'd like to do video profiles of all of you.

### Contingency Budget

- Kuol:
  - There's never been a separate account for the Contingency fund, but if we need to be paying for things from there we will need one.
  - Keith and I are creating an account.
  - We'll need rules and guidelines on how to use it.
  - This was brought up at the Finance Committee.
  - We'd like to codify the rules, but first we'd like to hear the Executive's perspective.
- Marium:
  - The thing about a contingency is that you can't foresee what it will be needed for.
  - But the criteria could include saying it's for emergency use only, with a high threshold.
- Chris:
  - Can't have too many rigid rules.
  - Maybe say it needs Council approval.
- Sheldon:
  - It's mainly an issue of process.
  - Code should say who decides.
- Marium: Probably do some consultation.

### Office structures

- Marium:
  - The HR Committee wants to create an organizational chart for each Executive portfolio and thus wants input from us.
  - Of course, this may change with the next Executive, but we should let them know how many assistants we need, what things we think should change and what should stay the same.
  - Let's produce our recommendations by the end of the month.

### Adjournment

The meeting adjourned at 3:03 pm.