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 Ilnitchi (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:
  o Aims:
    ▪ Boost awareness of the AMS.
    ▪ Increase foot traffic to the Nest.
    ▪ Increase business for Catering & Conferences.
  o Build the brand, build consistency.
  o Seeking to make things relevant.
  o 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 Ubyssey (seeking to improve our relationship).
  o 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.
  o 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.
  o Working on better presentation of photos and the text around them.
  o Looking to use B-Line bus ads.
  o 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?
  o Want to optimize our website in searching: want the AMS page to come up when people search on Google. Get our Google rankings up.
  o Improve Nest signage.
  o Maybe get AMS involvement in the new UBC app.
  o A broader Nest campaign: make it the hub of student life.
    ▪ Put up banners, signage: to make it easier to find the building.
  o Catering and Conferences marketing: emphasize our differences from UBC, highlight the advantages of choosing us.
  o Need better photos, with people in them.
• Chris: What other social media channels are you looking at?
• Eric:
  o Instagram.
  o We had a page, but now it’s used by AMS Events.
  o We could start another one.
  o 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:
  o 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.
  o 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:
  o We need a place to tell stories.
  o 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:
  o We also should be working now to produce a Year in Review document.
  o And I’d like to do video profiles of all of you.

Contingency Budget
• Kuol:
  o 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.
  o Keith and I are creating an account.
  o We’ll need rules and guidelines on how to use it.
  o This was brought up at the Finance Committee.
  o We’d like to codify the rules, but first we’d like to hear the Executive’s perspective.
• Marium:
  o The thing about a contingency is that you can’t foresee what it will be needed for.
  o But the criteria could include saying it’s for emergency use only, with a high threshold.
• Chris:
  o Can’t have too many rigid rules.
  o Maybe say it needs Council approval.
• Sheldon:
  o It’s mainly an issue of process.
  o Code should say who decides.
• Marium: Probably do some consultation.

Office structures
• Marium:
  o The HR Committee wants to create an organizational chart for each Executive portfolio and thus wants input from us.
  o 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.
  o Let’s produce our recommendations by the end of the month.

Adjournment
The meeting adjourned at 3:03 pm.