

March 25, 2019

Dear Council,

The following is a series of recommendations that the Student Life Committee has been working on to improve the councillor experience and improve the organic outreach of the Alma Mater Society. Note that these are recommendations and are pending Council approval (in the case of Point #2 & #4) and up to the President, who oversees Council orientation, in addition to other stakeholders.

1. Social Media - Councillors should be sharing AMS materials and events on their personal social media and/or in internal society Facebook groups at least twice a month. Incentives (ex. food and drink discount vouchers, tickets to AMS Events) shall be given by the discretion of the President and Managing Director and budgeted for in the 2019-2020 AMS budget. This is crucial for the organic growth of the Alma Mater Society and its brand. The Student Life Committee shall be responsible for providing oversight and ensuring this is done.
2. Training - as campus leaders, we believe that all councillors shall be trained in SASC Disclosure and Bystander Intervention Training, Naloxone, UBC Wellness Training (ex. QPR), and any other needs as recommended by the Senior Student Services Manager and Council. This is ideally to be done during Council Orientation, or when resources are available. This will be put in the AMS Code of Procedures as we feel that it is crucial to have this as part of your councillor duties.
3. Constituency relations - it must be stressed that the AMS Representatives should be the main liaison between the AMS and their constituency. In order to improve connection between the two societies, an AMS Representative should sit on the Executive of the constituency society. Many constituencies already do this, but expanding this relationship will help the AMS in reaching out to departmental clubs and normally untapped communities on campus, both in person and on social media. Furthermore, executives from constituency societies should be trained and transitioned along with Council to ensure continuity. This is already being worked on, with varying degrees of success, and this program should be expanded. When AMS needs a marketing push, further incentives should be offered (similar to those that councillors can receive).
4. Committee updates - in the future, the Student Life Committee will be tasked with giving updates on AMS and AMS Constituency events submitted to the Student Life Committee Chair, until the next meeting. We hope to put this in code.

Best,

Jerome Goddard

Chair - AMS Student Life Committee