



THE ALMA MATER SOCIETY OF THE UNIVERSITY OF BRITISH COLUMBIA

AMS HR Committee

Minutes for July 22, 2019 – 1:00 PM, NEST Room 3511

Members (Present): Riley Ty (Chair - Councillor), Michelle Marcus (Councillor), Kelvin Au (Councillor), John Segui (Councillor) Chris Hakim (AMS President), George Kachkovski (Member at large),

Guests: Praneet Sandhu (AMS HR Manager), Eric Lowe (AMS Marketing and Communications Manager), Celia Cheung (HR Generalist)

Regrets: Kevin Zhang (Councillor), Osaro (Ombudsperson)

Recording Secretary: Riley Ty

Call to Order

The meeting was called to order at 1:07 pm.

Territorial Acknowledgement

Riley: We acknowledge that we are on the unceded, traditional, and ancestral territory of the Musqueam people. It is important to recognize that learning has happened long before our time here, and that we are very privileged to be on these territories that are not ours.

Approval of the Agenda (Moved by Michelle, Seconded by George)

- Be it resolved that the Agenda be adopted. *The motion was carried unanimously*

Approval of Previous Minutes (Moved By mlchele, Seconded by John)

- Be it resolved that the July 8th minutes be approved. *The motion was carried unanimously*

Introductions and Check-in

- Members shared one low and high point of the week

Recording Secretary Roulette

- Riley Ty is chosen to serve as recording secretary

Updates from the Chair

Riley: Sent out when2meet to establish August meeting times and will be sending meeting invitations via google invites due to ongoing technical issues with outlook

George: stated that the research and demographic data mentioned at a previous meeting, came from UBC VP's office and was the result of a partnership with a UBC working group, therefore not viable moving forward.

Discussion: AMS Communications Presentation

Eric: gives summary of AMS marketing and media, states that the website jobs boards, social media channels and the newsletter are the most direct way to promote the AMS and engage with students, not during the Summer though.

- List is updated during October with UBC office, updated during beginning, first withdraw date and last withdraw date

George: do you have stats?

Eric: 40% of students open the newsletter and states he will get the real numbers

- Wants to update website, wordpress is like a blog - normally used for news, but we do not have a lot of that, want to make it more like the ubc homepage, story driven and in the newsletter can link it to the story.

- Expands on the the blog featurette and wants to tie it in with the AMS.

George: States that high profile events like the BBQ more boots on the ground, they have their own social media platforms

- Do they answer to the ams? They should, but not necessarily, they do a great job and stay on brand, speaking to the students

Chris: Richard and Ahsad, what they did was part of the AMS organization

Michelle: How do we reach out to the applicants that it does not normally do, more demographics or people who are following what is going on with the AMS, like WeChat?

Eric: Overall, trying to raise our profile in general, have to also educate people why it is important, therefore raising the profile of the AMS.

- CiTR, Ubysey, Washroom frames, digital signage around campus wide network, you can reach out to people at the buildings and if they can put it into their systems it can reach our profile

- Can give them space if they give us space

George: what is the specific strategy?

Chris: Instead of just putting in front of them it is better to educate them, want to set the impression that the AMS is their student life, etc.

George: Rec is very successful because of its presence and they are right there with you, BBQ and large events have a lot of people, but should be representative of the groups who are involved in them, should also have booths at the events to get people in them
- Surprised we do not have an actual presence in our events, thinks it is a lost opportunity and therefore we should

John: Is there a specific set of people who go to these events, during orientation and was wondering if they get someone to speak on behalf of the ams

Chris: We are trying to do that, but also rely on councillors to bridge the gap

Michelle: Do we have a presence at Jump Start?

Chris: Yes, AMS Events and Execs are also in at the move in day events, President does speech at rally

- Creating an AMS Agenda this year and that it will advertise the AMS itself, touch points and more opportunity
- Streamline any feedback to me, instead of Eric,

Discussion: Follow Up From Last Meeting

Moved by George, Seconded by Michelle, Thirded by John

“That the committee enter an in camera discussion”

Committee Moved in camera at 1:20 pm

Committee Moved out of camera at 1:35 pm.

Discussion: Advisory Board

Michelle: Suggests an unofficial description to circulate amongst councillors, therefore it is easier to understand what constitutes an ideal candidate.

Praneet: Suggests clarifying operational management definition, as it has been rather vague in the past.

Riley: Will email Chris to ask the executive for clarification and cc Praneet.

Discussion: Division of Next Steps Document

- Committee spent the rest of the meeting dividing up the next steps document, that is who would come up with tangible steps to achieve each goal. As the deadline for each approaches, the committee will review as a whole and move to execution of plan.

Other Business

Adjournment

The meeting was adjourned at 2:01 pm.