



SUBJECT	COMMUNICATIONS AND MARKETING BUDGET UPDATE
MEETING DATE	SEPTEMBER 25, 2019
	FOR INFORMATION SUBMISSION
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DOCUMENTS	1. Communications & Marketing Budget

**DESCRIPTION &
RATIONALE**

During the budget process for the 2019/20 Fiscal Year, the Finance Committee allocated additional funds towards the Communications and Marketing department with the purpose of increasing promotions of the AMS. As part of this allocation, this report is intended to provide a detailed breakdown of the funds and what they spent on.

There is \$1000 allocated towards website improvements. During the 2018/19 Fiscal Year, there was an emphasis to create a brand new AMS website by the end of the summer period. Despite the success of the new AMS website, this process was done at a fast-pace so we are looking to invest covering gaps that have been identified.

There is \$1000 allocated towards a photoshoot. This past year, we have conducted a photoshoot to collect photos that would be used for general AMS promotions. However, we have identified areas in which a more specialized photoshoot would be more applicable. We are looking to allocate funds towards having a photoshoot so we can collect materials that would be used for AMS Services promotions.

There is \$3000 allocated towards AMS merchandise. During the month of September, we have invested similar costs towards purchasing AMS agendas,

shaker bottles, pens, phone wallets, t-shirts, folders, and more. These items were a big success amongst our new first-year students, so we are looking to reinvest into these items.

There is \$3000 allocated towards AMS Services promotions. We are looking to further invest into promoting our AMS Services through posters, ads, and other physical materials. These are intended for regular use for AMS Services along with targeting ads during busy periods, such as mid-term and final seasons.

There is \$5000 allocated towards design services. This past year, the AMS has invested in expanding the Communications and Marketing department. Despite this expansion, we are still seeing a large workload for design services in the AMS. Unfortunately, this has meant that we have had to outsource work to third-party designers. This line item is meant to cover those and future costs.

There is \$1000 allocated towards videography. In the past, the AMS has had a videographer staff member, but that is not the case at the moment. Despite this, we have been able to produce great animation materials to promote the AMS. However, creating videos inhouse is intensive work that our design services staff do not have the capacity to handle at the moment. Therefore, we would like to invest a bit into creating video content for the AMS that would be used for general promotions.

There is \$1500 allocated towards SVRPI materials. This past year, the AMS approved the Sexual Violence Policy (I-17) and Respectful Community and Workplace Policy (I-18). The SVRPI Working Group identified that communications and awareness will be a key item that needs to be focused on if the AMS is to implement the two policies well. Therefore, we are looking to invest funds into posters, brochures, guides, and other additional items that will go into materials that will explain the new processes and the branding of the Ombuds Office.

There is \$500 allocated towards campaign materials. The AMS regularly hosts campaigns (e.g. Get Out the Vote, Rent with Rights) but constantly reinvests in campaign materials that should have a longer lifespan. These materials include chalkboards, whiteboards, corkboards, boothing items. We are looking to invest in these items to keep them for the long-term.

There is \$4000 allocated towards off-campus advertising. We are looking into purchasing off-campus ads such as transit ads to promote the presence of the AMS Nest and it as a destination for conferences, workshops, etc.

ATTACHMENT #1 – Communications and Marketing Budget

Budget	Purpose	Notes
\$1000	Website Improvements	For making larger-scale edits to the website
\$1000	Photoshoot	Additional photoshoot that can be used for AMS Services advertising
\$3000	AMS Merchandise	Merchandise such as bottles, pens, t-shirts, etc.
\$3000	AMS Services Promotions	Online ads and posters for AMS Services during key times of the year
\$5000	Design Services	Cover any additional design costs that come from a third-party
\$1000	Videography	To create videography for general AMS promotions
\$1500	SVRPI Materials	Posters, brochures, and additional items as part of the implementation for Sexual Violence Policy and Respectful Policy
\$500	Campaigning Materials	Purchase permanent items that are generally used during AMS campaigns
\$4000	Off-Campus Advertising	Off-campus advertising such as transit ads to promote the AMS Nest