Overview

- AMS Services
- Values
- Strengths + Opportunities
- Exec Goals
- Strategies
- Measuring Success
AMS Services

1. SAFEWALK
   Late-night transportation service

2. EHUB
   Helping students develop their business idea

3. TUTORING
   Private and group tutoring for 1st and 2nd year courses

4. PEER SUPPORT
   Support for students facing mental health challenges

5. FOOD BANK
   Emergency food relief service

6. ADVOCACY
   Support for students having issues with the university

? HOUSING
   Support for students looking for off campus housing
We aim to provide services that are:

Supportive
In demand
Accessible
SUPPORTIVE

AMS Services help those who need support with their academics, mental health, affordability, etc. - we have their back when others don't

IN DEMAND

Providing services that clients want - this means cutting service that is not wanted to by students, and introducing service that students want

ACCESSIBLE

Making sure that students can actually access our services - it's no use to have the best tutoring program if it's difficult to access
Strengths + Opportunities

RETURNERS
2nd year for SSM, 8 of the 10 Coordinators/Assistant Coordinators have been involved previously in their Service.

VOLUNTEERS + STAFF
Over 120 staff and volunteers + updated hiring and training = greater impact

COVID-19
While very disruptive to our normal operations and the AMS, it has forced us to be innovative

INSTITUTIONAL SUPPORT
Continued financial + operational support from the AMS and UBC
Executive Goals

1. AMS HOUSING
   Create a housing-focused AMS Service.

2. AMS PEER SUPPORT
   See 250 peers supported in the AMS Peer Support service by April 30, 2021.

3. TOP EMPLOYEE
   Develop AMS Services into a top volunteer and employee location on campus.

4. SERVICES REVIEW
   Implement the recommendations of the 2019-20 Services Review.
Strategies

MARKETING + OUTREACH
Making it easier for students to understand what we do.

DATA COLLECTION
Collecting the info we need to reach more students and show them our worth.

INTERNAL RESTRUCTURING
Improve how we recruit, hire, train, and promote volunteers and staff.
Marketing + Outreach Examples

EXAMPLE 1

1-minute explainer videos for each of our Services + stock photos for promo purposes

EXAMPLE 2

$12,000 investment in physical signage, digital ads, swag for students, staff to help with our online presence, and more

EXAMPLE 3

Working with professors to include AMS Tutoring info on their syllabi
Data Collection Examples

EXAMPLE 1
Implementing a new data collection system for Service usage

EXAMPLE 2
Working with the Student Life Committee + Comms to obtain info for Affiliate College students (if you’re still paying attention, the secret word is purple)

EXAMPLE 3
Develop a heat map of Safewalk trips to see where we serve most clients
Internal Restructuring Examples

**EXAMPLE 1**
Rewriting volunteer JDs to include more management responsibilities/opportunities at lower levels -> better pipeline for growth

**EXAMPLE 2**
Having the first AMS Services-wide volunteer training day

**EXAMPLE 3**
Reaching out to top campus employers for advice on recruitment, hiring, training, and promotion
Measuring Success

PLANNING
Developing plans for marketing, outreach, operation feasibility, and more - all submitted to Council

DATA
Along with the new data collection system, collecting ongoing qualitative data for all our Services

REVIEW
At the end of the 2020-21 academic year, the Services team will come back to Council to share our experiences from this year
How else can we improve?
Further Info

AMS SERVICES WEBSITE
Individual pages for more info about each Service

AMS SERVICES REVIEW
Past Services Reviews are easily accessible through a quick Google search

SERVICES COORDINATORS
Contact page on AMS website has most up-to-date info
Questions?
Thoughts?
Feedback?

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