An Introduction to AMS CampusBase

The Office of the VP Administration
Why do we need AMS CampusBase?

- **Discovery:** Students cannot easily find the campus organizations that suit their interests and needs

- **Engagement:** It is difficult for students to stay on top of all on-campus activities once they are a part of groups

- **Operations:** AMS subsidiary executives want a more fluid, informative and centralized platform for their engagement with the AMS
AMS CampusBase: Your Online Campus Engagement Hub

- An online engagement space for AMS subsidiaries to more easily **connect with their membership**
- A resource to facilitate and centralize **administrative interactions** between the AMS and its subsidiaries
- A location for all AMS Members to easily **find organizations and communities** which suit their interests or needs
- A **virtual community that empowers** AMS subsidiaries and members to adapt to new realities
The Student Perspective

How AMS members will interact with CampusBase
The Student’s Home Base

- This is where every student will **land** when they first login to AMS CampusBase
- The Home Page **directly connects students** with the most important parts of CampusBase: finding and joining new campus organizations
Personalizing your CampusBase experience

- Students can **customize their profiles** and share their interests, hobbies and more
- CampusBase acts as a **social network for students**; they can connect and chat with students that share their passions
Finding your next passion

- AMS CampusBase is all about making it easier for students to find the groups and events that match their interests.

- Students can directly search for the kinds of student organizations they are looking for.

- Alternatively, they can browse the Events tab and register for new events.
The AMS CampusBase Mobile App

- Students can access all AMS CampusBase’s features on-the-go through our mobile app
- Allows for a customized feed where students can see relevant information from all the groups they join
- Students can also chat with individuals or groups as well as receive notifications so they are always aware of what’s happening on campus
The Officer Perspective

How AMS Subsidiary executives can leverage CampusBase
The Group Page

- An executive’s first step after joining AMS CampusBase is to set up a **group page**
- This is the first place that new members will go when they visit a group
- Allows for information-sharing and access to the rest of the group’s tools for members
Exploring the functions of a group

- The Activity tab is the hub where group executives - or officers - can leverage all the functions of the group’s page
- There are **many different tools here**, each with much customizability and functionality behind it
Easily connect with membership

- The **email tool** is a great way to directly contact all a group’s members or a subset of members

- The **forum** is somewhere officers can share important resources or engage in Q&A with members

- AMS CampusBase also supports **chats** between individuals or groups
One-stop shop for all your group’s forms

- **The Surveys and Forms** function can be used to upload all a group’s forms
  - Officers can also post job applications, polls and more
- **Workflows** can be created with specific teams assigned to approve form submissions
An Integrated Website Builder

- AMS CampusBase offers each group its own website as soon as the group registers.

- This feature can be accessed easily from the group’s home page, and includes a comprehensive and easy-to-use website builder.

- Each website will have the URL: amscampusbase.ubc.ca/GR OUPNAME.
Hosting and sharing events

- Officers can create **events** which can be shared with group members or the greater campus community.

- Events are one of the **most customizable aspects** of CampusBase, with functions including:
  - Attendance tracking
  - Integrated video conferencing links
  - Event accessibility options
The Virtual Involvement Fair
The Virtual Involvement Fair: The Officer Perspective

● The **Involvement Fair** is a new tool for **increasing student involvement**, no matter where they are in the world.

● Officers can easily set up **customizable booths**, facilitating the recruitment of new members.

● After the fair, officers can reach out to students who showed interest in order to **strengthen engagement**.
The Virtual Involvement Fair: The Student Perspective

- Student are matched with groups based on their interests, making it easy to find their perfect fit.

- They can browse a complete directory of groups, explore their booths and chat directly with officers at scheduled times.
Welcoming back the student community on CampusBase

- Virtual involvements fairs will play an important role in the experiences of new and returning students in September.
- The VP Admin team has been working hand-in-hand with UBC Orientations to prepare for the Jumpstart Resource Fair and Imagine Day’s Main Event.
- The AMS will also be leveraging the Virtual Involvement Fair for September Clubs Days.
The Plan Moving Forward
The Roll-Out Schedule

- **August 5th:** Begin onboarding all AMS subsidiaries
  - Training resources and videos will be shared with all AMS subsidiary executives
- **Week of August 24th:** Onboarding of all AMS members begins, supported by Jump Start and Imagine Day
- **Week of September 21st:** Clubs Days to be hosted through the Virtual Fairs component.
Any Questions?