

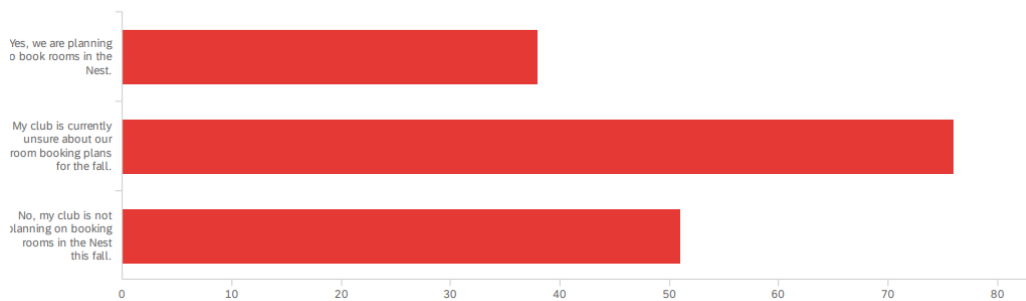
## Introduction

- The **Clubs Fall 2020 Engagement Survey** was launched on July 22<sup>nd</sup>, 2020 and closed on July 7<sup>th</sup>, 2020. The survey was sent out to all club executives signed up for the Clubs Newsletter, and received 180 unique responses.
- The overall purpose of this survey was to gain a better understanding of the plans that club leaders have for the fall semester, as well as their level of interest in potential projects the VP Administration office is considering.
- There were four main sections to the survey, which are explained below:
  - **Section 1** sought to assess the **demand for club room bookings in the Nest** during the fall semester. The information collected from this section of the survey will be provided to the AMS Bookings Representative, allowing them to better plan for bookings in the fall.
  - **Section 2** asked a variety of questions surrounding **club's plans for hosting events in the fall**. Aside from asking about whether clubs would actively host events, this section also sought to give the VP Administration Office a better understanding of what other venues clubs are planning on using. It also gathered feedback on what resources clubs would require from the AMS in order to be successful in hosting events this fall.
  - **Section 3** focused on the issue of **membership recruitment**, with questions assessing the level of concern around bringing in new members in the fall semester as well as what resources the AMS could provide to assist with this.
  - **Section 4** sought to assess interest among club leaders in a project the VP Administration office is considering; **the provision of workshops by the AMS to clubs**. Aside from asking whether there would be interest in these workshops, this section also asked about what subjects clubs would like to see covered.

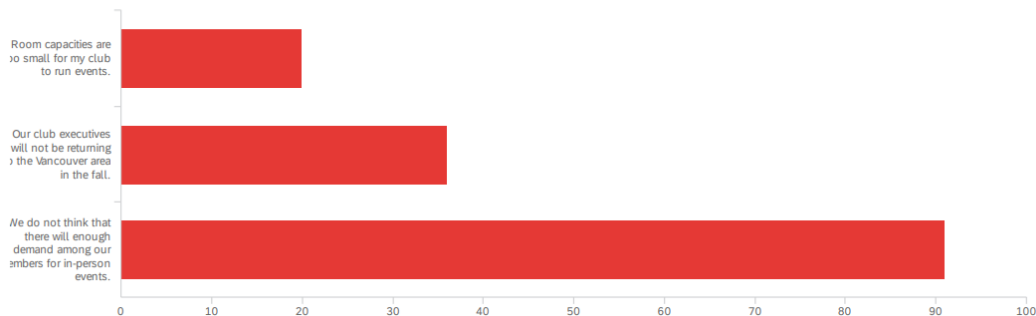
### Section 1-Nest Room Bookings

- The results suggest that clubs are still quite unsure about whether they will be making bookings in the fall. The vast majority – **46%** - are **unsure about whether they will be making room bookings**. By contrast, 23% of clubs are certain they will be making room bookings, while 31% have stated that they will not be.
  - This does not give a completely clear picture, but does suggest that there will still be many room bookings in the fall, even if demand will be lower than normal.
- If respondents said that they were unsure or were not planning on making room bookings, they were then asked what the reason for this was. The **most commonly cited reason** (selected by **62% of respondents**) was that they **believed that there would not be enough students on campus to make it worthwhile**.
  - By contrast, only 14% of respondents cited the small room capacities as a reason, and only 24% said it was because they would not have any club executives at UBC to host the events.

Q1 - Is your club planning on booking rooms in the Nest during Winter Term 1?



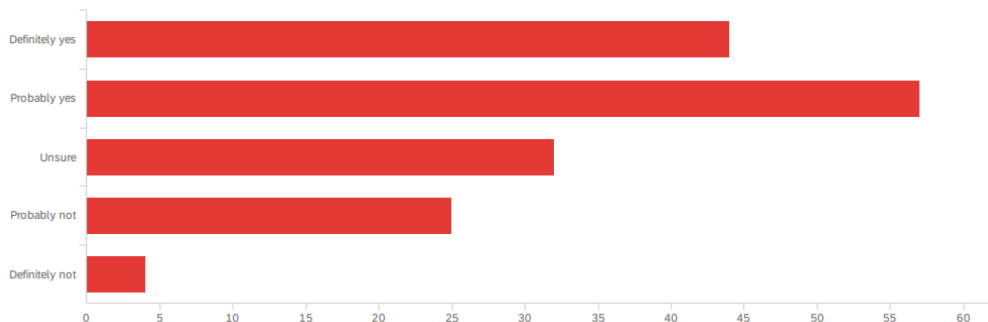
Q2 - Please select which of the following reasons capture why you are unsure or not planning on using Nest spaces in the fall. You may select all answers which apply.



## Section 2-General Club Activity

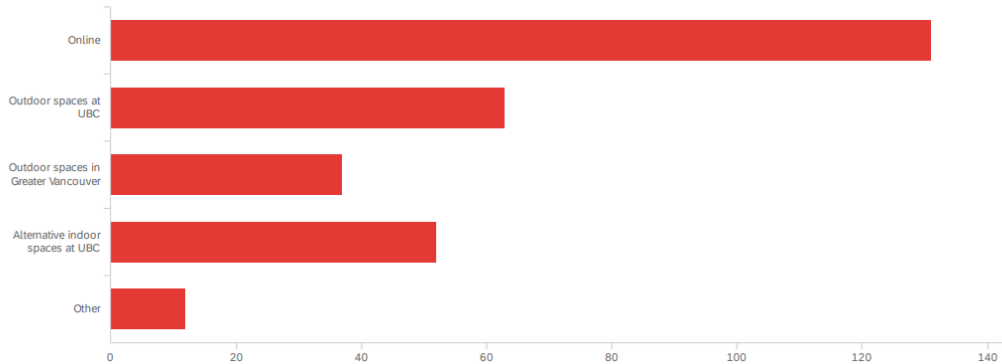
- The results suggest that a **majority of clubs – 62% - are likely to actively host events in the fall**. By contrast, only 17% are likely to avoid hosting events during the semester. This is a positive development given the importance of club events to the first semester experience of new students.
- The **vast majority of respondents are considering online venues**, with other alternative venues including outdoor spaces at UBC and around the Lower Mainland as well as alternative indoor venues.
  - Other potential venues cited include lecture halls and residence halls.
- When asked what **other resources the AMS could provide to support clubs hosting events in alternative venues**, there were a number of common answers:
  - Free or subsidized Zoom accounts (this was the most common answer).
  - Access to PPE and sanitizing equipment; presumably so that they can safely hold events in other indoor spaces.
    - Please note that Nest rooms will be cleaned and sanitized between bookings, so that responsibility does not fall on the club.
  - Access to resources, such as additional executive training on how to host events under COVID-19 restrictions or a resource document of locations where clubs can host events.
  - Continued access to the Clubs Resource Centre.

Q4 - Is your club planning on actively hosting events this fall?



Q5 - If you are considering alternative venues to the Nest, which of the following venues

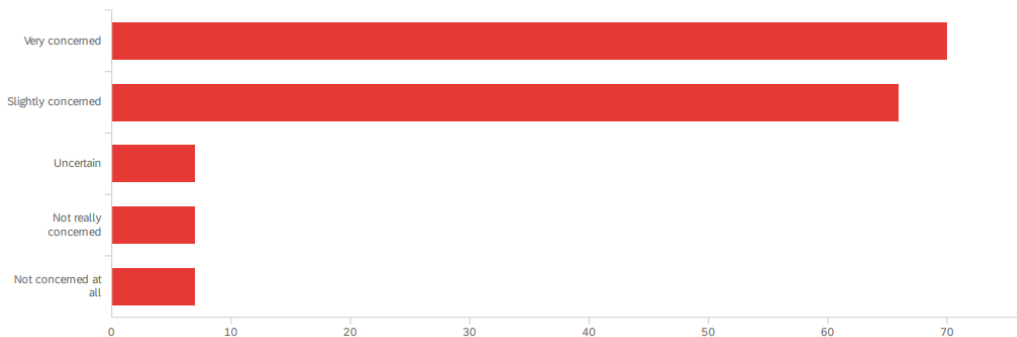
are you considering (please select all that apply)



### Section 3-Membership Recruitment and September Clubs Days

- The survey revealed that **clubs are definitely concerned about recruiting members** in the fall and throughout the year. **87% of respondents** reported that they were either **“very concerned”** or **“slightly concerned”** about bringing in new members.
  - In conjunction with this result, interest in a virtual Clubs Days was very strong, with 78% of respondents reporting that they were definitely interested.
- Respondents were then asked how the AMS could better support them in membership recruitment. The most common answers are listed below:
  - Marketing support and promotion of clubs on AMS social media.
  - Providing students with a comprehensive database of clubs and a place for online interaction between clubs and students; this issue is tackled by AMS CampusBase.
  - Workshops on how to best market clubs and grow their membership bases.

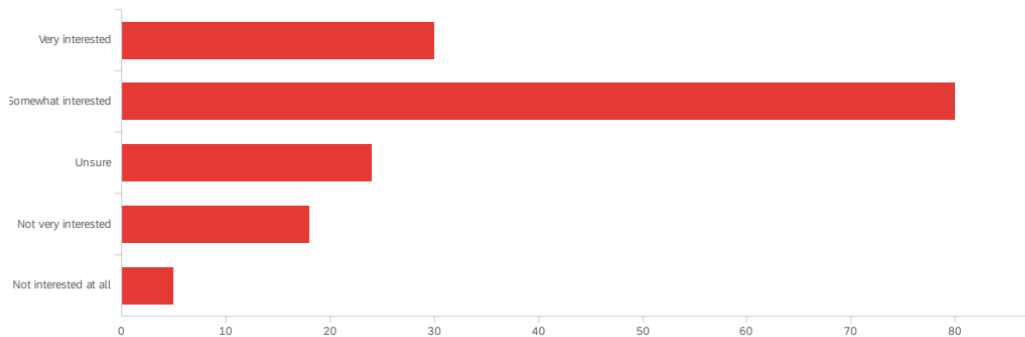
Q9 - Are you concerned with your club's ability to recruit new members this year?



#### Section 4-Provision of Workshops for Clubs

- There was **relatively strong interest in the AMS organizing club operational workshops**, with **51% of clubs stating that they are “somewhat interested”** and **19% stating that they are “very interested”**.
- Of the types of workshops suggested to clubs, the most popular was event organization during COVID-19, which is in line with results in section 2.
  - The second most popular workshop was marketing and branding, which is in line with some of the results in section 3.
- There were a number of **other workshops suggested**; the most common suggestions are listed below.
  - Leadership and management training, particularly for club presidents looking to better manage their executive teams.
  - Financial training; how to manage a club’s budget and its limited resources. This is already touched on somewhat during treasurer orientations, but such a workshop would be less focused on managing finances with respect to the AMS and more so on budgeting effectively as a club.
  - Education on sexual assault and harassment, racism and discrimination within the club environment.
    - This was only raised by a couple of clubs, but is something that the VP Admin Office has strongly considered in the past.

Q12 - Would your club be interested in attending club operational workshops provided by the AMS?



## **The Response of the VP Admin Office:**

### Section 1:

- For those clubs that are still looking to make bookings, the VP Admin team wanted to ensure that they could do so efficiently and host events safely.
- Our team has been working hand-in-hand with the AMS Booking Representative to communicate to clubs our adapted booking policies for the fall semester. This has included:
  - COVID-19 booking policies, laying out what kinds of events will be considered for in-person room bookings, as well as those that will not, such as meetings and networking events.
  - Reduced room capacities to allow for safe physical distancing, as well as sufficient time between room bookings to allow for sanitizing.
- We are in the process of procuring sanitization supplies for the Clubs Resource Centre: clubs will be able to sign-out these supplies and will be instructed as to how they must sanitize the rooms they use after their events are completed.
- A new room bookings system has been put in place via AMS CampusBase: this will allow clubs to be more informed about where their booking is in the process, as well as improve the efficiency of the process through an integrated chat between the AMS Booking Representative and clubs.

### Section 2:

- With club activities and initiatives being such an important part of the student experience at UBC, the VP Admin office is committed to supporting clubs in continuing to be active during the fall semester.
- The AMS will be offering a Video-Conferencing Grant in order to subsidize the cost of procuring video-conferencing services in the fall semester so that clubs can easily host virtual events.
  - The AMS Finance Committee has approved the expenditure of up to \$20,500 from the Clubs Benefit fund, which is enough to provide \$60 to each club. Clubs will be asked to submit an application for the Video-Conferencing grant in the coming weeks, and the form will be available until September.
- The VP Admin office and the Operations Committee have put together an alternative event-planning resource, which contains all of the AMS's room-booking policies, potential video-conferencing that clubs may access for free or use the grant to procure, and tips and tricks on how to run successful virtual events.
- The CRC will be operational during the fall semester; operating hours TBD. Clubs may access the space for advising as well as to access PPE for events taking place in the Nest.

### Section 3:

- Concerns about being able to recruit new members was a primary worry expressed by clubs who participated in the Fall 2020 engagement survey. The VP Admin office and the AMS are committed to taking the necessary steps to ensure that new and returning students will still be able to learn about clubs and join those that match their passions.
- The arrival of AMS CampusBase represents a timely opportunity to ensure that clubs can showcase themselves to new and returning students. The VP Admin team will be marketing the platform to the general student body beginning on August 24<sup>th</sup>, and students will be encouraged to join AMS CampusBase as a part of events like Imagine Day.
  - Through AMS CampusBase, students will be able to see all the clubs that UBC has to offer via a groups directory, and will be able to request to join any AMS club they are interested in being a part of.
- Over the past few months, the VP Admin office has been collaborating with UBC's Orientations teams in preparation for both Jumpstart and Imagine Day's Main Event.
  - We have frequently shared communications with our AMS clubs about opportunities to host events at Jumpstart and take part in the Imagine Day Main Event.
  - In addition, we will be hosting the Imagine Day Main Event on AMS CampusBase via CampusBase's Virtual Involvement Fair feature: clubs that registered will be able to set up booths and connect with new and returning students.
- Using the Virtual Involvement Fair, the AMS will be hosting September's Clubs Days during the week of September 24<sup>th</sup>. All clubs will be able to set up their own information booths where students can learn about clubs throughout the week.
  - There will also be synchronous periods where students can connect directly with club executives: either through AMS CampusBase's chat feature or through video-conferencing hosted by club executives.

### Section 4:

- Hosting workshops for AMS clubs represents a new initiative that the VP Admin team is looking to implement throughout the year.
- Clubs showed relatively strong interest in workshops on event-coordination, particularly during the pandemic, as well as marketing. The Clubs Resource Centre (CRC) will be looking to put these workshops in place during the upcoming year.
- The VP Admin team will also look to partner with the Sexual Assault Support Centre (SASC) to coordinate workshops for clubs in order to raise awareness about sexual violence in on-campus activities.