



**THE ALMA MATER SOCIETY
OF THE UNIVERSITY OF BRITISH COLUMBIA VANCOUVER**

AMS EXECUTIVE COMMITTEE

Minutes of October 21, 2020

Attendance

Present: Cole Evans (President), Lucia Liang (VP Finance), Georgia Yee (VP Academic & University Affairs), Sylvester Mensah Jr. (VP Administration), Kalith Nanayakkara (VP External), Ian Stone (Student Services Manager), Keith Hester (Managing Director), Sheldon Goldfarb (Archivist & Clerk of Council)

Guest: Rish Das (Events Manager)

Recording Secretary: Sheldon Goldfarb

Call to Order

- The meeting was called to order at 12:15 pm and took place by videoconference.

Agenda

- The agenda was adopted (Sylvester, Georgia).

Minutes

- The minutes of October 14 were tabled until next time.

Social Media

- Rish:
 - Have taken over as manager of social media.
 - Trying to centralize social media: there are too many AMS accounts. Working with Eric (the Communications Manager) on this.
 - Over the summer reduced the number of accounts to 6 or 7 (AMS, AMS Events, Peer Support, etc.).
 - AMS Instagram:
 - We follow 1,000 that don't follow us; going to reduce those.
 - Want to increase the number of our followers: we have 3,080 now; aiming for 5,000.
 - Want to add more highlights based on the Executive portfolios.
 - Going to archive posts once their purpose is served.
 - Focusing on making the branding consistent: colour etc.
 - One issue is the number of things we're asked to post.

- It would be good to have fixed dates for when things have to be submitted; unless it's something urgent, the aim would not be to post everything right away as soon as it's submitted, but to follow a schedule.
 - Aiming for more video content.
 - Our elections video got lots of views and shares.
 - Now we mostly have graphics and text, but that's less likely to catch someone's attention, and the chances of anyone stopping to read a paragraph are close to zero.
 - Want to feature students more.
 - We should post about things like what the Executive is working on, or Council notes.
- Twitter: Looking for direction on what to post there.
- Sylvester:
 - There should be some sort of routine or process for social media.
 - We need check-in meetings with the social media people.
 - There's a disconnect between the Executive and the social media team.
 - It would be good to have more consistency about graphics, logos, font size.
 - More video, showing student faces, would be good.
- Cole:
 - Thanks, Rish. What you're saying is on track with what we're talking about.
 - Been discussing this at the Student Life Committee.
 - We want to transition from being just about events to be more the events and promotion department.
- Rish:
 - Reaching out to get more engaging context.
- Georgia:
 - Twitter and other platforms can be versatile, useful.
 - What are the audiences? Different on different platforms? Twitter versus Instagram?
- Rish:
 - It would be good if the Execs could provide material weekly or biweekly, almost like office hours.
- Sylvester:
 - Are the Executives going to be the ones responsible for making sure the work is good and on brand before it goes out, or will it be the social media coordinators?
- Rish:
 - This would mostly be the social media coordinators.
- Cole:
 - We don't actually have brand guidelines, except for something pretty high level.

- We don't have details about colour, placement, etc.
- It would help if we could just go to guidelines.
- That would help the process.

Student Leadership Conference

- Sylvester:
 - For January.
 - Planning for this is happening later than usual.
 - We've had one meeting.
 - This year it's going to look very different.
 - It would be great for the AMS to be more involved this year.
 - Focus on revitalizing student leaders, given the obstacles and challenges of Term One.
 - Possibility of a Student Caucus, potentially run by the AMS.
 - Potentially a Town Hall.
 - Also looking at getting Resource Groups involved.
 - Other collaborators: clubs, for more fun events during the conference.
 - Planning is still preliminary.
 - Any other ideas?
- Ian:
 - Mini case competitions. Talked of last year, but not done.
 - Food Bank and other groups running them: coming up with best ideas for issues.
- Sylvester:
 - Discussion of what future education will be?
- Georgia:
 - Empowering students/activism.
 - That's a good way to shape conversations.

Eastside Furniture Fund Change

- Cole:
 - Thinking of taking the money from the dormant SUB Management Fund (use up the money sitting there) instead of from SUB Repairs & Replacement.

MOVED COLE, SECONDED LUCIA:

"That the Executive recommend to Council that it allocate the funding for the new Eastside furniture from the SUB Management Fund instead of the SUB Repairs & Replacement Fund."

... Carried

Housing

- Ian:
 - Had a conversation with UTILE, who we're working with on the potential development of co-op housing.
 - They're going to start looking at four different structural scenarios for a housing project:
 - AMS ownership
 - Non-profit
 - Co-op
 - Hybrid models.
 - The questions they are going to start answering for each of these structures include:
 - Affordability
 - Ease of financial/access to capital
 - Tenant involvement/student democracy
 - Long term viability
 - Growth capacity (the ease of growing into even more housing)
 - Other implications/other strategic dimensions (other catch all).
 - Hope for answers in the next couple of months.

Adjournment

- The meeting was adjourned at 12:59 pm.