

Agenda of the AMS Student Life Committee

Thursday, October 20th 2020

Attendance

Regrets: Christian Bailey

Recording Secretary: Annika Szarka

Call to Order

The meeting was called to order at 5:08pm (PST).

Territorial Acknowledgement

Agam led the territorial acknowledgement.

Approval of the Previous Meeting Minutes

Moved: Emmanuel Seconded: Annika

“BE IT RESOLVED THAT the previous meeting minutes be adopted as presented.”

Approval of the Agenda

Moved: Annika Seconded: Emmanuel

“BE IT RESOLVED THAT the agenda be adopted as presented.”

Agenda Items

Finalize Goal Setting + Add More If Needed

- Connecting Students with AMS Services
- Increasing Voter Turnout Campus-Wide
- Engaging Students in a Way Involving Less Screen Time
- Working on an Instagram Page to Offer Words of Encouragement During Exams

Executing Our Goals

How exactly are we going to make sure each of these goals gets done?

Brainstorm how to get started with each listed goal.

Agam: Are there any new goals we would like to add to the list?

- No committee members had any additional goals to add.

Agam: Emmanuel, you brought up the idea of working on an Instagram page. Do you have a vision or ideas?

Emmanuel: I don't want to start from scratch, but is there another account we can use, if possible?

- It isn't a big goal, but it is a goal that demonstrates it's the little things that count.

Agam: I know that the AMS Instagram page is already geared towards student life.

Cole: A big topic we can look at are issues with communications and how can we produce more meaningful content.

- What do we have right now? The largest assets from an engagement standpoint is our Facebook page, Twitter account, and our AMS events Instagram page.
- Our AMS page is decent with over 3000 followers.
 - Historical background: Our AMS events Instagram page used to be the main AMS Instagram, and then it was changed to be the AMS events page.
- There is lots of work happening with rebranding on social media.
- We should work on how to make channels as inclusive as possible.

Agam: Is this something our committee can help with?

Cole: We can review some of the content they are producing once they come up with the content.

Agam: We can put this goal on pause until we gain material to review and add feedback to.

Emmanuel: Yes!

Agam: Connecting Students With AMS Services

- We need to think about what services need a larger push.
- Each student service has information on the website.
- Are there any services that need more push, Ian? If we can help, how would that happen?

Ian: We can provide general feedback, but need to be more familiar with the services in order to help.

- We are filming this weekend for peer support and tutoring.
 - 60 second explanation videos
 - getting photos for ads
 - developing Reddit and Instagram ads

Agam: They are all so specific in their own ways, so we probably need to know more details in order to help out.

- would like to learn more about the services, plans to get in contact with Ian to schedule a meeting

Agam: We are going to have to do more research in order to provide useful feedback.

Agam: Increase in Voter Turnout

- What keeps students from voting?

Cole: Governance committee looked into this and the trends over the last 8 years.

- They noticed that voter turnout has 2 different levels:
 - 20%
 - 12%
- 2014 and 2015: around 20%
- 2016 went down to 11%
- 2017: also lower
- 2018: 20%
- One trend we can identify is how attractive the ballot is.
- Referendum questions get people to turnout.
 - UPass
 - Fees
- Large voter turnout is affected by these referendum questions.
- Students have more incentive to vote when something directly affects them.
- People only feel motivated to vote when they have a net gain.
- How do we make it worthwhile for people to vote?
- We extended the election period a week in 2019 and voter turnout only increased by 1%.

Agam: How can our committee help with this?

Cole: Anything that we do has to go through the elections committee.

- If our committee is going to talk about elections, we could invite them to our meeting.
- Whatever happens needs to be approved by the chief electoral officer, who we can meet with.

Agam: That would be great!

Agam: Engaging Students in a Way Involving Less Screen Time

- Students are getting tired of being online and engaging people in a non-virtual manner is difficult these days - how can we do this?

Ian: look to other organizations and steal some ideas!

Agam: We can brainstorm future ideas after doing some research!

Agam: Talking about each of these topics was really helpful in narrowing down our ideas. We now have point persons to reach out to when wanting to progress with these goals. At our next meeting, I'd like to have our goals narrowed down and perhaps we can form subcommittees to start working on them!

Anything to add?

Next Meeting

(Determined by the When2Meet Agam sent, indicating that every second Tuesday from 5:00pm-6:00pm was the best time for the SLC to meet.)

- Is anyone not able to make this time? If so, we can determine a meeting time the week before every meeting, closer to the date, through another When2Meet.

Given that one of our members is not able to make our bi-weekly meeting time at all during any week, Agam will send out another When2Meet to determine a better bi-weekly meeting time, or have two meeting times that we can alternate between every two weeks.

Adjournment

Moved: Cole Secoded: Emmanuel

There being no further business, the meeting was adjourned at 5:34pm (PST).