



Agenda of the AMS Student Life Committee

Monday, November 23, 2020

Attendance

Present: Agam Gill, Christian Bailey, Emmanuel Cantiller, Sylvester Mensah Jr, Cole Evans
 Regrets: Ian Stone, Annika Szarka, Sherly Prince, Eric Lowe
 Recording Secretary: Emmanuel Cantiller

Call to Order

The meeting was called to order at 1:04pm (PST).

Territorial Acknowledgement

Agam led the acknowledgement.

Approval of the Previous Meeting Minutes

Moved: Christian Seconded: Emmanuel

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

Approval of the Agenda

Moved: Sylvester Seconded: Agam

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

Agenda Items

Increasing Voter Turnout

- Creating informational infographics for constituencies to post around election time.
 - **Agam:** What is the process with making infographics?
 - **Sylvester:** Eric and the digital team make the infographics. Once we decide what we want to make, we just have to let him know. It helps that Eric is a part of this committee.
 - **Agam:** Should I reach out to the constituencies on the email list on the AMS website?
 - **Sylvester:** It's only a matter of quantity. The SLC should reach out to constituencies. I can send you some contact information.

AMS Club Support

- Creating a survey to send to clubs to ask how we can support them regarding challenges with Student Life and engagement.
 - **Agam:** On creating surveys, has Sylvester sent out consultation for the fall semester?
 - **Sylvester:** Yes we released a fall survey, it was beneficial because we found that we needed to give more resources and find ways to manage AMS room bookings because of COVID. It is a continuous process where we share resources with club execs. In the next term, we can send another consultation. I am open to the idea of having another survey and I am curious about what specific student life aspect we want to get feedback on.
 - **Agam:** I don't want to duplicate what was released on the first survey. Do you remember any specific questions you asked in the first survey?
 - **Sylvester:** They mainly had to do with room bookings and our limited capacity. We also offered a document on guidance. Main challenges for clubs were club marketing and ability to get new members. They also addressed membership fees as a barrier. This approach was more administrative in its approach. The survey was not so much touching up on the student life aspect.
 - **Sylvester:** Social media - We no longer have the need to spend resources on outreach with establishments of CampusBase. There was difficulty establishing the presence of CampusSpace due to everyone being separated with social distancing.
 - **Agam:** How are things going with CampusBase?
 - **Sylvester:** Around 15,000 students are using the platform, with probably more. Usership has been effective. Moving forward, there is a need for a marketing reach for awareness of this platform, but it will be difficult as there are students that remain to be separated all around the world. We are optimistic to make this an integral part of our community.
 - **Agam:** Any questions you want to include, Emmanuel/Christian?
 - **Emmanuel:** Definitely differences in budget operation sustainability and differences in new memberships.
 - **Sylvester:** Every club has different needs and is affected differently. I think it is expected that clubs will have lowered membership fees and membership turnout might be lower in previous years. With regards to funding needed, I believe clubs have a variety. We have not seen an uptick in clubs using grants.

- **Christian:** We should see what's working for them and what's not: what type of events are being run. I can imagine clubs are having a hard time engaging with their club members. There may be different approaches. We can analyze which strategies work and share those strategies with clubs which are struggling.
- **Agam:** I like that idea. It can help clubs better transition in the second terms.
- **Sylvester:** Are there any other questions?
- **Agam:** What challenges they faced in the fall, and see how we can help them avoid them during the winter semester.
- **Agam:** When should we send the survey and who do I reach out to?
- **Sylvester:** That's me! We can send out the survey by December 7th when we release our newsletter.

Engagement Strategies

- What are some strategies we can use to promote engagement?
 - ie. help AMS clubs connect better with the student population
- **Agam:** For the social media aspect of the AMS, is there any person we can provide feedback for?
- **Sylvester:** It would be good to reach out to Rish and Eric, who are members of this committee.
- **Agam:** I think it will be beneficial if we bring them to a committee meeting to have a chat with them regarding social media and to provide feedback.

Anything to add?

- **Sylvester:** So right now the AMS Sustainability team is looking to create a more virtual presence of sustainability. They are looking to create a space in the Life Building Basement for all sustainability related groups. The space is aimed to be a lounge where sustainability groups can pop in and out. With multiple sustainability groups located in the basement (Sprouts, Get Thrifty, AMS Food Bank, etc), we are thinking of making murals to affirm that place as a sustainability corridor. We want to liven up that corridor from both a sustainability and student life perspective, any thoughts/ideas?
- **Agam:** Sounds like a good idea! What has progress been like?
- **Sylvester:** We are looking at requesting design briefs, either from external artists or UBC artists.
- **Agam:** Reaching out to students would be better! It feels more personal and would help with student engagement.

- **Emmanuel:** Yes I agree. I do know that AUS members have done something similar with the pillars in Buchanan; we can reach out to them along with other UBC artists.
- **Sylvester:** We are looking at the mural as a grad gift. We are ready to use our funds, we are just looking on who we can work with to make the murals. Cole can you confirm this?
- **Cole:** Yes, we have the funding, we just need to find the artist(s)!

Next Meeting

The next scheduled meeting will be on December 7th from 1:00pm-2:00pm (PST).

Adjournment

Moved: Sylvester Seconded: Christian

There being no further business, the meeting was adjourned at 1:43pm (PST).