



Agenda of the AMS Student Life Committee

Monday, December 7, 2020

Attendance

Present: Agam Gill, Emmanuel Cantiller, Sylvester Mensah Jr, Cole Evans, Ian Stone,
Rishavraj Das

Regrets: Annika Szarka, Christian Bailey, Sherly Prince

Recording Secretary: Emmanuel Cantiller

Call to Order

The meeting was called to order at 1:07PM (PST).

Territorial Acknowledgement

Agam led the acknowledgement.

Approval of the Previous Meeting Minutes

Moved: Annika Seconded: Agam

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

Approval of the Agenda

Moved: Christian Seconded: Sylvester

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

Agenda Items

Increasing Voter Turnout Update

- Creating informational infographics for constituencies to post around election time.
 - **Agam:** We had previously talked about getting in contact with various AMS constituencies to gauge interest to see how many would be interested in posting neutral informational infographics around election time. This would help us reach a larger pool of students and would probably help them out, as well, since their elections are around the same time. Sylvester had sent me the contact information on Friday and today morning I had drafted some emails that I will send out soon just to see how many infographics we would need so that I can get in touch with Eric and let him know!

AMS Club Support Survey Update

- Creating a survey to send to clubs to ask how we can support them regarding challenges with Student Life and engagement.
 - **Agam:** Last week, Sylvester drafted the winter engagement survey and had sent it over to me for some feedback. The questions revolved around CampusBase, Room Bookings, and additional support resources for AMS Clubs & Subsidiaries. Some of the questions I had suggested to add to the survey were questions surrounding general challenges these clubs had found so that we can work towards helping them avoid them during the winter semester. He will send out the survey along with the newsletter today.
 - **Agam:** Would you like to add anything Sylvester?
 - **Sylvester:** You've probably covered everything already. We hoped to include very specific questions that would be inclusive to all campus groups and clubs!

Engagement Strategies/Goals

- What are some strategies we can use to promote engagement?
 - ie. help AMS clubs connect better with the student population
 - **Agam:** Rish, would you like to let us know about how the AMS runs its social media accounts?
 - **Rish:** At first, we had the comms department and staff work on graphics for the AMS. There was no strategy or focus on running the AMS channels. We've been focusing on our social media channels - Youtube, TikTok, revamping AMS Instagram. Previously there was no plan for the account, so committees/clubs would post their requests, but now we have a social media coordinator. We are looking to focus on branding and content, so the page could grow. More plans include adding to the highlights section, highlights for each portfolio, and creating some giveaways. Bootcamp - look into other student union accounts - what works for them and what doesn't. We have deleted older posts that didn't fit into our strategy. We also hired a WeChat coordinator.
 - **Agam:** Great! We will keep this in mind when coming up with new goals and projects to work on in the new year. Over winter break, brainstorm some new ideas and we will share them at our first meeting in the new year!



Anything to add?

- Good luck with finals, everyone!

Next Meeting

The next scheduled meeting will be determined through a When2Meet link.

Adjournment

There being no further business, the meeting was adjourned at 1:26PM (PST).