Agenda of the AMS Student Life Committee  
Wednesday, January 27, 2021

**Attendance**  
Present: Ian Stone, Agam Gill, Christian Bailey, Emmanuel Cantiller, Sylvester Mensah Jr, Annika Szarka  
Regrets: Cole Evans  
Recording Secretary: Annika Szarka

**Call to Order**  
The meeting was called to order at 4:05pm (PST).

**Territorial Acknowledgement**  
Agam led the acknowledgement.

**Approval of the Previous Meeting Minutes**  
Moved: Emmanuel  
Seconded: Christian  
“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**

**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.  
- Discussing responses.  
- **Sylvester**: There has been no new info from the responses. Challenges that they are facing still exist. A lot of clubs have issues reaching and retaining members.  
  - other areas that clubs would like to see more support from: CampusBase help  
  - planning to have a member from campus groups lead a feature workshop to teach clubs about the marketing tools, etc
Sustainability Mural Update
- How can the SLC further help?

- **Agam:**
  - There is now a mural competition. (Deadline: Feb 15th)
  - All committee members should refer any artists to the competition.

- **Sylvester:**
  - We would welcome a member from this committee to sit on the board to decide the pieces.
  - As of now, we have a member of the sustainability subcommittee, a design manager, and a member of the Hatch Gallery team.
  - There is room for more if someone on the Student Life Committee would like to sit on the board.
  - Spreading the word would help.

Increasing Voter Turnout Update/Brainstorming
- Creating informational infographics for constituencies to post around election time.
- Discussing Responses.
  - **Agam:** Got many responses; we will get copies sent out whenever they are made available.
  - **Next Steps:**
    - When the elections team has the graphics ready, they could send the graphics over themselves (via Google Drive).
    - We can respond to emails linking the Google Drive for reference.
    - We can send the contacts to Eric.

Winter 2021 Engagement Strategies/Goals
- What are some strategies we can use to promote engagement?
- What are some goals you’d like to work on this term?
- **Agam:** Max has reached out wondering if we have contacted any groups that are underrepresented in the AMS currently. Do we have any ideas of groups that are underrepresented?

- **Sylvester:**
  - We should more so target specific demographics in terms of providing them with more information about the organization and how to get involved.
  - It might be too late, as nominations are almost done.
There are various ways to initiate some email marketing strategies to target certain student groups.

In terms of those suggestions, it comes down to our entire communications/marketing strategy.
- how we are being intentional/conscious of which groups are getting more information
- Increasing Voter Turnout: This does not start at elections - we should be having that outreach and connection throughout the year to ensure that people know about elections to encourage them to vote.
- A strategic marketing approach is important.
  - being outside in person; showing that the AMS exists
- If we address it in that way, we would see ideas and initiatives that address the AMS and its connection to its members.
- **Agam:** We could talk about this and brainstorm how to navigate this for next year, since it would be a bit too late to implement this around this time.
- **Sylvester:** Yes, that is a great idea. In future meetings, we can look at ways to improve our AMS outreach.
  - Ex. Move In Day: When students are moving in, the AMS should have a physical presence.
  - Taking initiative in terms of how clubs are interacting with students. We should not just assume we have the members.
    - looking at more of a strategic approach in terms of what gaps we need to fill
- **Agam:** These are all points we should discuss at our future meetings. I will reach out to the marketing manager to join us for the next meeting and continue this conversation so that they can provide us with more context regarding this topic.

**Administering Grad Class Fund (In Collaboration with Finance Committee)**

- **Agam:** We should get started with administering the grad class fund soon! What does the process look like?
- **Sylvester:** Grad Class Gift/Funding Process
  - The Student Life Committee makes some sort of submission form, a few people are put on the committee, and students later apply for what they think should be a grad gift.
  - The grad class gift should represent the entire class.
- **Agam:** Would we be in charge of helping create this committee?
- **Sylvester:** The Grad Class Committee is a subcommittee of this committee.
  - When they make the decision of the gift, it comes back to us.
Brainstorming New Ways To Engage Students Over Social Media

- **Agam:** We have received a rundown of how the social media is run, and I will invite Rish to one of our future meetings, again, so that we can talk more about this topic!

Any Other Goals?

- **Sylvester:** Nothing new; the things that we are trying to do are very big and have a lot of pieces - if we are trying to end this term having made some substantial action items in terms of how our outreach can be improved, that would be great.

Anything to add?

Next Meeting
The next scheduled meeting will be on Wednesday, February 10th from 4:00PM-5:00PM (PST).

Adjournment
Moved: Sylvester Seconded: Christian

There being no further business, the meeting was adjourned at 4:30 (PST).