



## 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).