



**THE ALMA MATER SOCIETY  
OF THE UNIVERSITY OF BRITISH COLUMBIA VANCOUVER**

**AMS EXECUTIVE COMMITTEE**

Minutes of February 24, 2021

**Attendance**

Present: Cole Evans (President), Georgia Yee (VP Academic & University Affairs), Lucia Liang (VP Finance), Sylvester Mensah Jr. (VP Administration), Ian Stone (Student Services Manager), Keith Hester (Managing Director), Lorris Leung (Senior Student Services Manager), Sheldon Goldfarb (Archivist & Clerk of Council)

Regrets: Kalith Nanayakkara (VP External)

Recording Secretary: Sheldon Goldfarb

**Call to Order**

- The meeting was called to order at 12:07 pm and took place by videoconference.

**Agenda**

- The agenda was adopted (Sylvester, Georgia).

**Minutes**

- The minutes of February 17 were approved (Sylvester, Lucia).

**Code/Services**

MOVED COLE, SECONDED SYLVESTER:

“That the Executive Committee recommend that Council create a new Student Service, to be called AMS Housing, and amend Code accordingly.”

... Carried

**Great Trekker**

- Cole:
  - Received a recommendation from Alumni UBC of a pair of candidates, an involved UBC couple.
- Sylvester:
  - Do we have to do what Alumni UBC says?

- Cole:
  - We can do what we want, but we tend to rely on Alumni UBC.
- Sheldon:
  - We gave to a couple once before.
- Sylvester:
  - Do we have a relationship with the recipients after they get their award?
- Cole:
  - Nothing formal.
- Sheldon:
  - They usually give a speech at the All Presidents Dinner, but nothing after.
  - The award goes back to 1950.
  - The first recipient's daughter did bring back her father's trophy (a serving dish) for us to put on display.
- Cole:
  - This award is from the student body, so is different from other UBC awards.
  - We'll be doing a virtual reception for them this year in lieu of the All Presidents Dinner.
- Georgia:
  - I've been wondering about the process for creating awards and for making awards.
  - Should we put a formal process in place?
- Cole:
  - We could create a process, an Awards Policy.
- Sheldon:
  - The procedure for Councillor of the Year is in Code.
  - Other awards are not.
- Georgia:
  - Thinking of formalizing the Open Education Resources (OER) awards.
- Cole:
  - It may make sense to have an awards policy.
  - Make the Executive responsible.

## Branding

- Sylvester:
  - Curious where things are at.
  - What's the word from the firm we're working with?
- Keith:
  - Still working on it.
  - Presentation next week.
  - A couple of years ago we got a new logo; this will address what the logo means to us, how to use it, etc.

- Looking for creative direction.
- Sylvester:
  - Would love to come out of the process with a visual identity and a brand image.
  - Currently it's up to whoever controls our social media channels.
  - Hope it's more than just the logo.
  - Want to be making the AMS more identifiable.
- Keith:
  - That's the exact idea.
- Cole:
  - I don't know if any of the Executives have engaged with this process.
  - If the final product is in the works, that's good, but I'm wary of the product arriving and the Executive saying no to it.
  - This is a topic of interest to the Executive team.

### **Councillor Orientations**

- Cole:
  - Encouraging people to think of ideas about how to do them better.
  - In years past there'd be a weekend for Councillors and Constituency Executives.
  - This past year we had two days of three-hour sessions.
  - Maybe develop a Canvas module: make it more like a course.
  - People who show up during the year, after May 1, don't get the same introduction as others: a Canvas module might be helpful for that; it could certify them to be a Councillor.

### **Adjournment**

The meeting was adjourned at 12:30 pm.