

## **Agenda of the AMS Student Life Committee**

Wednesday, March 10th, 2021

### **Attendance**

Present: Agam Gill, Emmanuel Cantillier, Annika Szarka, Christian Bailey, Shivani Mehta

Regrets: Cole Evans, Sylvester Mensah Jr, Ian Stone

Recording Secretary: Annika Szarka

### **Call to Order**

The meeting was called to order at 4:08 (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: Annika

Seconded: Agam

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

### **Agenda Items**

#### **VPAUA Project Ideas + Possible Collaboration**

- Discussion regarding VPAUA projects intersecting with services that the SLC can help out with.

#### **Agam:**

- Shivani reached out to the committee to get involved with some projects. We will be talking about these ideas and collaboration possibilities!

#### **Shivani:**

- introduced herself
- explained her role on the AMS
- asked about aspects that need to be worked on next year

**Agam:**

- Some of the things we worked on this year had to do with strengthening our relationship with our Undergraduate Societies. (ex: reached out to promote voter turnout)
- Reached out to Undergraduate Societies to gauge how their engagement outreach was.
  - Received emails back and many Undergraduate Societies expressed appreciation for the reach out.

**Emmanuel:**

- We should focus on how to reach more first years and demonstrate the role that AMS plays in their university experience. (ex. move in day)

**Eric:**

- There has always been a push to target first years because of the unique demographic.
- This year: more relation with AMS Events
  - We have tried to involve the executives in event introductions, better first year welcome packages, etc.
- The AMS has a pep rally in September, but what about the rest of the year? If we don't stay in contact with the first years throughout the year, we lose their support.
- Is there a way we can continue this connection throughout the year?

**Emmanuel:**

- Revisiting the SLC Instagram Idea: Collegia advisors gave inspiring quotes during exams
  - A Student Life Committee Instagram page could be an opportunity to create something like this from the AMS for students.

**Eric:**

- We are currently trying to collapse our social media accounts, as we have too many accounts.
- We are trying to recognize that with the AMS, from a communications perspective, there are three main pillars: advocacy, student life (personal growth, lifelong friends, etc.), and student wellbeing/support.

- We should broaden the scope of our social media accounts to include more student life content.
- Each channel can become more focused on their aspect of the AMS.

**Shivani:**

- Curious about how to join a committee in AMS
  - I've had some first years asking how to get involved and they are looking for some advice.

**Emmanuel:**

- I got involved with the AMS council and re-ran in the fall, which became more internal.
- My advice for first years would be to keep in touch with the AMS website and focus on what you want to achieve in your pitch to councillors when running for committee positions.

**Agam:**

- I became a councillor and found out about the committee appointments through an email.
- In pitch: talked about what I wanted to get done.
- It is really interesting to get involved as a student at large, how Emmanuel got involved.

**Shivani:**

- How can we reach the students better, especially in terms of running for positions on the AMS?

**Annika:**

- Being online, we're missing the personal connection that is easier to get in person, so doing takeovers on social media pages can help to make the posts more relatable and increase the engagement of students who may have connections to those students.

**Emmanuel:**

- Many Undergraduate Societies are doing executive takeovers, which adds a great personal aspect.
- There is more to the AMS than the familiar faces; we should highlight unfamiliar faces of the AMS, as well.

**Agam:**

- Some students may feel intimidated by the executive positions and may want to start off small, but are unfamiliar with the diversity of roles that students can get involved with.
- Being more transparent about all the committees and roles could increase student interest.
- We could foster a stronger relationship between SLC leadership and Events and have other members of the AMS council also put themselves out there as executives do, and introduce themselves to the student population.

**Shivani:**

- AMS Events and AMS have certain reputations.
- Comfort levels of people to be engaged in takeovers may vary - people other than executives may not be comfortable to take on such a role.

**Shivani:**

- Merch
  - It would be interesting to sell AMS merchandise, much like the UBC bookstore.

**Emmanuel:**

- If we were to have a merch sale, would it be consistent or a one time giveaway?

**Shivani:**

- Depends on the engagement, could be either.

**Annika:**

- We could combine multiple ideas: incorporate it into the idea of increasing presence during move-in or have a giveaway booth in the first week. This also helps to increase the connection of students to the AMS throughout the year (something students have to remind them).

**Shivani:**

- Having more student spotlights in the Ubyyssey that aren't executives would be a good way of encouraging students to get involved.

**Emmanuel:**

- I have worked with Ubysey in the past. If we have AMS people that aren't executives get involved that would be good, we could ensure that multiple voices/perspectives are shown.

**Christian:**

- Having a more direct/open line with the Ubysey so it is easier to get other people's perspectives.

**Increasing Voter Turnout + Promoting AMS Elections (In Future Years)**

- Creating a plan to promote more inclusion and participation in various demographic groups, based off of a suggestion made to the SLC at a previous AMS meeting.
- Brainstorming survey questions regarding elections to include in the AMS Experience Survey.

**Agam:**

- I will be sharing a link to the voter engagement survey document for committee members to review; at our next meeting, the committee will discuss if we have anything to add.

**Formation of the Grad Class Council**

- Review Sample Qualtrics Form.

**Agam:**

- Sylvester has worked on creating a form to be shared with potential candidates.
- He sent it to Eric and the document has been shared on the AMS Instagram page.
- If committee members know anyone who may want to be a part of it, you can share the form with them.
- The form is open until March 15th.
- We will push to have the gift idea decided as soon as possible.

**Anything to add?**



### **Next Meeting**

The next scheduled meeting will be on Wednesday, March 24th, from 4:00PM-5:00PM (PST).

### **Adjournment**

Moved: Annika

Seconded: Agam

There being no further business, the meeting was adjourned at 4:58 (PST).