



**President's Office Executive Goals 2020/21:
Final Reflection Document**

Goal 1: Organizational Innovation

As I mentioned in our initial goals document this year, innovation drives progress and it is imperative that the AMS continue to utilize creative thinking to continue to develop our organization.

This year has been a challenging year to focus on new things when so much of our attention has been taken up with reacting to circumstances created by the COVID-19 pandemic. However, I am still pleased with the efforts and progress our teams have made on a number of different projects that relate to my goals.

In partnership with our friends over in AMS Services, we have successfully launched a new service dedicated to helping students with their housing needs. This service is undoubtedly on track to be one of our most popular, and I am looking forward to seeing how AMS Housing grows over the coming years. Additionally, we have also completed a substantial amount of progress in laying the groundwork for AMS-operated cooperative housing in the future.

With regard to sustainability, our VP Administration team has completed a lot of work in their partnership with Carbon Offsetters to set our organization on a path to be completely carbon neutral as soon as possible.

Introducing new food outlets to the Nest has been delayed until at least early-2022, as our businesses continue to recover from a rough 12 months due to the pandemic.

The AMS Auditorium Phase II project completion has been delayed until early-2022, with a costing estimate to come at some point in May 2021. A decision on next steps for the project will be made on the basis of results from costing.

AMS Council had indicated that long-term strategic planning was not a priority for this year, so this process has been rescheduled to occur during the 2021/22 year. An AMS Strategic Plan continues to be a priority for our business operations.

The President's Office led a number of initiatives this year to update policies and governance structures. This includes work on AMS Code, Policies I-6, I-7A, I-9, I-20, I-21, I-23, the Advisory Board, and AMS Bylaw updates made at an incredibly successful Annual General Meeting in October 2020.

Goal 2: Expanding Engagement

The COVID-19 pandemic has presented a number of opportunities for the AMS to expand outreach and engagement, especially with new students. While our engagement this year hasn't been as successful as I may have hoped it would be, we have at least been able to identify key tools and mechanisms that have proven to be successful in engaging our membership.

Investments in our marketing and communications were successfully increased to hit desired targets, and our marketing department has conducted work on developing new branding and engagement tools. Our new AMS Branding Strategy and Guidelines will go beyond just branding, and be a quintessential document that outlines communications and engagement strategies for the whole organization. This project is anticipated to be completed in Summer 2021.

The AMS was incredibly successful in our engagement with students during orientations in September 2020. Through the usage of our new CampusBase platform, we were able to collaborate with UBC to deliver meaningful interactions with students for both AMS and non-AMS organizations on campus.

With OnBoard, the AMS has a number of tools at our disposal to make Council, Committees, and their relevant materials more accessible to the general student population. Beginning in May 2021, all Council and Committee meetings and materials will be available through the AMS website via software made possible by OnBoard.

With a relatively unsuccessful 2020/21 elections season due to a number of factors, work will continue to establish new ways of engaging students for AMS elections and encouraging candidate development.

Development of a new quarterly report template has been pushed to the 2021/22 year.

The establishment of an AMS Campus Coordination Group has been delayed to the 2021/22 year due to circumstances presented by the COVID-19 pandemic.

Goal 3: Student Health, Wellbeing, and Sexual Violence Survivor Support

This year was a huge progress year for the AMS Sexual Assault Support Centre, as we successfully completed the SASC Office Expansion Project. This project triples the footprint of the previous SASC space, and is an exciting addition to our service offerings that will ultimately allow the AMS to provide better supports for survivors of sexual violence.

Work to expand campaign and promotional materials in and around the Nest is being pushed to next fiscal year due to the lack of students on campus during the pandemic.

Additionally, work to expand the presence of materials and forming partnerships with external safety organizations is something that we're looking forward to doing this upcoming year. Especially with the scope of work of the newly proposed Ad Hoc Committee on Events Principles and Ethics, expanding our safety operations in regards to events and creating awareness about safe and respectful behaviour will continue to be an important conversation with hopes to start implementation in Fall 2021.

Goal 4: Empowering Students from Equity Seeking Communities

This year has been a pivotal year for equity, diversity and inclusion work here at the AMS. Not only has the AMS taken a leadership role in many of the equity-based items that have come up throughout the year, but we have also taken action to establish structures that will continue to support our equity and diversity operations.

This year saw the successful introduction and integration of the Society's first equity-primary student staff position, the Equity and Inclusion Lead. Both Niki and Lilly have been the driving force behind all of our equity-centred initiatives and projects, especially work around the upcoming AMS Equity Plan. For the 2021/22 year, we'll be expanding our equity tea with an additional staff position and new structure to further support this work.

The AMS Equity Plan has taken a bit longer than anticipated to complete, but is now on track to be finalized for May 2021. The Equity Plan process has naturally caused my office to shift how we approach the creation of equity-based goals, and all future goal creation should be based on findings from the AMS Equity Plan.

Not only has the Equity Plan identified internal gaps when it comes to equity at the AMS, but it also has allowed us to gather meaningful feedback from marginalized student groups on a variety of topics. Based on this consolidated feedback, the Society can continue to evaluate other proposed goals such as more Indigenous-student focused planning and more intersectional safe space.

Finally, the AMS has been an active supporter of the work conducted by Free Periods Canada to provide free menstrual products in all UBC washrooms. Free Periods Canada has made great progress on the project, and the AMS has been happy to support as needed or when requested.

Goal 5: Robust Advocacy

The AMS has seen a really successful year with our advocacy, and we can confidently say the AMS was actively engaged on almost all issues directly affecting UBC students this year. The pandemic has presented the Society with a great opportunity to expand our presence and credibility with both UBC and government, as we were heavily relied on as urgent decision making processes happened throughout the year.

Both the President and the VP Academic and University Affairs met consistently with UBC administration and made substantial connections and worked on a number of projects and initiatives.

UBC's Campus Vision 2050 review process was pushed to begin early next year, so all advocacy priorities in relation to that topic are currently on hold.

The AMS successfully participated in the expansion of the university's student assistance program and has continued to advocate for continued funding for student mental health services.

Student career development has also been front of mind, and the AMS has worked with UBC to facilitate the introduction of complementary LinkedIn Learning for all UBC students starting soon.