Attendance
Present: Cole Evans (President), Eshana Bhangu (VP Academic & University Affairs), Mary Gan (VP Finance), Lauren Benson (VP Administration), Saad Shoai (VP External), Keith Hester (Managing Director), Lorris Leung (Senior Student Services Manager), Sheldon Goldfarb (Archivist & Clerk of Council)

Guest: Eric Lowe (Marketing & Communications Manager)

Regrets: Mitchell Prost (Student Services Manager)

Recording Secretary: Sheldon Goldfarb

Call to Order
- The meeting was called to order at 1:03 pm and took place by videoconference.

Agenda
- The agenda was adopted (Saad, Lauren).

Minutes
- The minutes of May 27 were approved (Saad, Mary).

Branding Guidelines
- Eric:
  - In the 106 years of the AMS no one has ever done this.
  - We’ve had discussions about the visual identity of the AMS, but that’s usually the last part of branding.
  - Need the essence first, the core purpose of the organization.
  - We started almost a year ago working with Partner & Hawes on brand strategy and communications strategy.
  - Now we’re ready for the visual language system and the social media playbook.
  - Our core idea is Students First: when students thrive, everyone wins.
  - In our advocacy, services, events, etc., we want to be putting student needs first.
  - We want to be accountable, nimble, and flexible.
  - We collaborate with UBC and the government, but we protect our autonomy.
  - We encourage all students to get involved.
We want to make a giant university seem smaller.
We’re bold, inclusive, accessible, transparent, savvy.
We want to make student life safer, healthier, accessible, affordable, social, fun, and fulfilling.
We’re here to be of service to students; students are at the centre of what we do.
Our message: If you’re a student, you’re one of us and we’re here for you.
We want to build more awareness and understanding of the AMS, and get students more engaged, especially in early years.
We know that the distinction between UBC and the AMS can be unclear.
There’s also a lack of trust of the AMS, and a perception that the AMS is an exclusive club.
There’s also a perception among some students that they don’t need the AMS, even though AMS work does impact their life.
And there’s a lack of emotional resonance.
We want to demonstrate how we impact students and how our work improves student life.
The message should be that what we do is important for students (and not just for the AMS).
We want to get more of a student focus on our channels.
Currently, we’re a service brand; we want to become more a lifestyle brand embodying personality, fun, and guts.
At times we sound like UBC. We should sound like students.
We need to capitalize on social events to create greater engagement and tell stories.
Have to recognize that students are not homogenous.
Metrics: follows, website visits, inquiries, volunteers, voter turnout, awareness, positive sentiment.
Social media channel strategy:
- Instagram is our strongest, but we have too many accounts; need to rationalize.
- We also use Facebook, Twitter, and LinkedIn.
- Want to explore TikTok.
- Maybe Spotify.
- Facebook has seen a downturn in student usage.
- We have to make sure not to hide what we do; let people know that AMS food outlets produce revenue that supports our services.
- Consolidation of our Instagram accounts into four main channels:
  - An AMS account, including several now independent accounts (e.g., AMS Elections).
  - AMS Events (which we may broaden and rename AMS Social).
  - AMS Nest (including the Pit and the Gallery).
  - AMS Services.
Two other accounts:
  - SASC.
  - Catering (which doesn’t target students).

Eshana:
  - Why merging Elections with the main AMS account?
  - I’m hesitant because current Execs run for election.
  - There’s supposed to be neutrality.

Eric:
  - Talked with Isabelle (the former Electoral Officer).
  - The Elections Instagram account had a limited reach; it would disappear for much of the year, and that meant it would disappear from people’s feeds.
  - The role of Elections is to engage, but with their separate account they weren’t reaching that many students.
  - A lot of their content and ours would be pretty neutral; we would never promote any single candidate; we’d be promoting the idea of elections.
  - Only in a referendum would we promote the referendum, and that would be something coming from the AMS.

Eshana:
  - An example would be Georgia as VP doing things and then running for election.
  - It will cause inequities.

Eric:
  - Maybe that is something: if you run for a second term.

Cole:
  - There’s always the advantage of being the incumbent.
  - But engagement is a more important thing: achieving a wider reach.
  - The issue is how to encourage engagement.
  - An independent channel just fragments the audience.

Saad:
  - Can you provide more specifics on the posts?

Eric:
  - Four major areas of the AMS.
  - The AMS account would be the broadest.
  - AMS Events would be for the social side.
  - Nest.
  - Services.

Saad:
  - We could have campaign posts (e.g., on SkyTrain to UBC) on all four channels?

Lauren:
  - On the elections issue:
    - When I ran, I declared my conflict of interest.
    - That’s feasible.
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- It’s more equitable to use the main channel for elections because it reaches more students.
  - Eric:
    - Visual look:
      - We want something with personality, edgy. (Not necessarily outrageous.)
      - Advocacy with attitude.
      - Our pictures don’t always have to look super pretty; student life is not always pretty.
      - Our colour has been dark blue, but we are looking at a lighter blue.
      - We chose dark blue to match UBC, but that’s not necessarily a good thing.
      - Looking at different fonts, a squatter font with more energy.
      - Was hoping to have a draft ready, but it’s been delayed.
      - The idea is to have it done this month and then roll out.
      - The font could be installed on everyone’s computer to allow everyone to design.
      - It’s not too edgy; you’ll be able to submit to government.
    - Lauren:
      - Executives can boost engagement by commenting on Instagram posts.
      - If the comments are just official AMS comments, it’s lacklustre.
  - Eric:
    - Good thought: please do it.

**BC Restart Plan**

- Cole:
  - BC issued it last week.
  - Very exciting.
  - Still not set in stone, but 70% vaccinated now, which is great, and there is optimism.
  - The Executive attended a Town Hall with Dr. Bonnie Henry, who said anyone will be able to get their second dose by the end of August.
  - Masks won’t be needed in September for most purposes.
  - Large events not happening in September (big concerts etc.);
    - Don’t think we’ll be planning a regular Welcome Back Barbecue.
    - There may not be any restrictions preventing it, but still not advisable.
  - Looking at controlled events, including alternative ways to participate.
  - Messaging: Making sure to build understanding, make people feel comfortable, there may be anxiety, get people acclimatized.
  - We’re hearing from UBC that they’re going to follow Public Health orders; they won’t be more restrictive than the PHO.
  - Hope to deliver a presentation to Council on June 23 on our plans for restart.
- Keith:
Exec Goals

- Cole:
  o We’ve briefly chatted earlier this week.
  o The goals are due soon.
  o Need to get them to Communications by June 11 and then approve them at Exec before going to Council.
  o Also need collective goals for the Executive: usually there’s not too many.

- Saad:
  o General communications would be a big one. Engagement.

- Lauren:
  o Communications management: I’d really like to see the Executive team be available through social media.
  o Sometimes the Executive seems distant.
  o We need to be reflecting our values: putting students first.

- Cole:
  o Another one would be pandemic recovery and the restart.

- Saad:
  o Affordability.
  o Electoral engagement: candidate and voter turnout.

- Lauren:
  o Equity and Inclusion: be more active with external groups.

- Eshana:
  o Relations with the Musqueam, Indigenous engagement.

- Cole:
  o Policy I-5 (on communicating with the Musqueam) is up for review.
  o Also I-17 and I-18 (on sexual violence and respectful community):
    - Feedback being asked for so we can update by September.
    - Mostly the policies are fine, but there are some procedural things that don’t make sense.

- Keith:
  o Make sure to involve Praneet (HR) and SASC.

- Cole:
  o They’re on the list of who to consult.

- Mary:
  o Lowering the burden on students: affordability and financial support.

Senate Degree Review
• Eshana:
  o Tragic news out of Kamloops (discovery of Indigenous children’s mass grave at the site of a former residential school).
  o The principal of that school has an honorary degree from UBC.
  o A review of that degree has begun.
  o We’re also asking for an audit of all honorary degrees, to rescind any for people who were involved in residential schools and genocide.
  o Working with the student Senators.

Contracts
• Sheldon:
  o Just a reminder on our contract procedures.
  o They are supposed to go to Keith for business and legal issues and to me for privacy issues.
  o And after being signed they should go to the Archives.
• Cole:
  o Code is not effective on this.
  o Should we be looking into software?
• Lorris:
  o Maybe a one-pager on contracts would help.
• Sheldon:
  o If you are asking about what goes into a contract as well as the approval process, perhaps both could be handled in a one-pager.
  o I can do one and show it to Keith.

Managing Director’s Update
• Keith:
  o Vishwa Mohan has started as Food & Beverage Manager.
  o Mary and I are working on revising the budget.
  o Year-End.
  o Working on reviews from my direct reports.
• Cole:
  o Air-conditioning presentation?
• Keith:
  o Michael Kingsmill and I gave Council an update about adding partial air conditioning in parts of the Nest in a sustainable way.
  o Council approved funding for an investigation into that.
  o Michael will present first to Exec and then to Council.

Updates
• **Eshana’s update:**
  - Working with the student Senators on the honorary degree issue.
  - Submission to the Board of Governors about tuition revenue allocation:
    - We’d like input on making sure students are not falling through the cracks.
  - Registration is out. Courses indicate In Person: Yes or No.
    - Problem because students may be required to attend in person.
    - Need to work something out for students who cannot attend.

• **Lauren’s update:**
  - Club-focused:
    - Orientations course.
    - Biweekly newsletter.
    - Audit: making sure the clubs are in accordance with Code and Bylaws.
    - Meeting UBC about clubs, involvement in Jump Start etc., in light of the new situation on COVID.
    - CampusBase is ready to go.
    - Meeting Campus Groups to discuss goals for the platform; shifting to a Canadian server.

• Cole:
  - Will there be an additional cost for that?

• Lauren:
  - No.

• **Mary’s update:**
  - U-Pass subsidy, AMS fee subsidies: sending information to UBC.
  - Budget.
  - Treasurer authorizations.
  - RBC cards.
  - Canvas course working.

• **Saad’s update:**
  - Scoping for SUDS:
    - Backgrounder on it to UCRU.
    - Consulting with other student unions.
  - Beginning to introduce goals to government.
  - Relationship building with Western, McMaster, SFU, ABCS.
  - Equity-based grants research.

• **Lorris’s update:**
  - Mitchell away, but here are his updates:
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- Finalizing Safewalk accessibility shuttles.
- Volunteer hiring.
- Goal setting for Services.
  - My updates:
    - Policy Advisor candidate going to final stage.
    - Met two of the three Affiliate Colleges to arrange to be part of their orientation.
      - A lot don’t know what they’re eligible for.
- Sheldon:
  - We do have an Affiliates Committee dealing with that. Chaired by Lauren.
- Lorris:
  - Can meet with Lauren.
- Saad:
  - I’ve been doing quite a bit of work with the Affiliates about U-Pass, advocacy.
  - Would like to be part of that conversation.

Council Preview
- Cole:
  - Probably not a long meeting. Estimated time: 126 minutes.
  - Ubyssey presentation.
  - Saad on the GSS MoU.
  - Executive Committee motions to reinstate the $21 athletics fee and allow Constituencies to waive all or part of their fees, and a motion from the CUS to do that.
  - Discussion on the Restart Plan.
  - Perhaps as early as July have hybrid Council meetings, with full in person by the fall.
  - Will see what people think.

Adjournment
The meeting was adjourned at 1:59 pm.