THE ALMA MATER SOCIETY
OF THE UNIVERSITY OF BRITISH COLUMBIA VANCOUVER

AMERICAN MANAGEMENT ASSOCIATION

AMS EXECUTIVE COMMITTEE
Minutes of June 2, 2021

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:
  o In the 106 years of the AMS no one has ever done this.
  o We’ve had discussions about the visual identity of the AMS, but that’s usually the last part of branding.
  o Need the essence first, the core purpose of the organization.
  o We started almost a year ago working with Partner & Hawes on brand strategy and communications strategy.
  o Now we’re ready for the visual language system and the social media playbook.
  o Our core idea is Students First: when students thrive, everyone wins.
  o In our advocacy, services, events, etc., we want to be putting student needs first.
  o We want to be accountable, nimble, and flexible.
  o We collaborate with UBC and the government, but we protect our autonomy.
  o We encourage all students to get involved.
o We want to make a giant university seem smaller.
o We’re bold, inclusive, accessible, transparent, savvy.
o We want to make student life safer, healthier, accessible, affordable, social, fun, and fulfilling.
o We’re here to be of service to students; students are at the centre of what we do.
o Our message: If you’re a student, you’re one of us and we’re here for you.
o We want to build more awareness and understanding of the AMS, and get students more engaged, especially in early years.
o We know that the distinction between UBC and the AMS can be unclear.
o There’s also a lack of trust of the AMS, and a perception that the AMS is an exclusive club.
o There’s also a perception among some students that they don’t need the AMS, even though AMS work does impact their life.
o And there’s a lack of emotional resonance.
o We want to demonstrate how we impact students and how our work improves student life.
o The message should be that what we do is important for students (and not just for the AMS).
o We want to get more of a student focus on our channels.
o Currently, we’re a service brand; we want to become more a lifestyle brand embodying personality, fun, and guts.
o At times we sound like UBC. We should sound like students.
o We need to capitalize on social events to create greater engagement and tell stories.
o Have to recognize that students are not homogenous.
o Metrics: follows, website visits, inquiries, volunteers, voter turnout, awareness, positive sentiment.
o 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.
AMS Executive Committee

Minutes of June 2, 2021

- 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.
AMS Executive Committee

Minutes of June 2, 2021

- 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:
AMS Executive Committee

Minutes of June 2, 2021

- Rish (the Events Manager) and I will come to Exec next week to present.
- Conferences & Catering, Food & Beverage: working on restart plans.

Exec Goals

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

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

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

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

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

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

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

- Cole:
  - Policy I-5 (on communicating with the Musqueam) is up for review.
  - 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:
  - Make sure to involve Praneet (HR) and SASC.

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

- Mary:
  - 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.
AMS Executive Committee

Minutes of June 2, 2021

- **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:
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.