

AMS Services

Strategies & Plans for the Year

Mitchell Prost
Student Services Manager

Overview of Presentation

1. AMS Services General Strategies and Plans
2. Services-Specific Strategies and Plans
 - a. Food Bank
 - b. Peer Support
 - c. Safewalk
 - d. Tutoring
 - e. Housing
 - f. eHub
 - g. Advocacy

AMS Services General Strategies and Plans

Marketing, Communication, and Outreach

- Year-long marketing timeline creation
- Services-specific marketing student for the summer, opening for the winter session
- Engagement with events occurring in the first month of the year:
 - AMS Firstweek
 - Imagine Day
 - JumpStart
 - Residence Move-in

AMS Services General Strategies and Plans

Marketing, Communication, and Outreach (con't)

- Engagement with affiliate colleges
- Transition of the AMS Peer Support Instagram account into an AMS Services Instagram account
- Weekly meetings with AMS Marcomms

AMS Services General Strategies and Plans

Financial Management of the Services

- Created a new tracking systems to more accurately track spending and ensure the services are using what is allocated to them

SWOT Analysis of each service

Hiring of the Assistant Student Services Manager

AMS Food Bank

- Increased funding from the tuition surplus to support operations, food purchases, and initiatives - not yet received but anticipating it for September 2021
- Return to a grocery-style system (currently using a food hamper system to minimize interactions)
- Student Services Manager and the Food Bank Coordinator, Amira, hold several seats on campus committees and working groups related to food security - advocate for increased university support
- Purchasing new equipment to better support new food items
- Assessing new food purchasing options to increase the nutritional quality
- Assessing space needs of the AMS Food Bank

AMS Peer Support

- Moving towards a hybrid model of delivery to increase accessibility
- Developing new training programs for volunteers to further support students, major topics include:
 - EDI
 - Professional communication
- Potentially working with a peer support text line organization
- Creation of specific peer support groups, for specific groups

AMS Safewalk

- Safewalk currently walking only, will be returning to walking + vehicles in September
- Received two new shuttles for Safewalk
 - Will be branding them with AMS branding (magnets)
 - Looking into outfitting one into a wheelchair accessible vehicle
 - Shuttles will be able to be used in other AMS departments when not being used by Safewalk
- Increase visibility and recognizability of safewalkers with new reflective jackets, ID cards, and Safewalker information on the AMS website

AMS Safewalk



AMS Tutoring

- Placing an emphasis on tutoring in residence
- Looking at expanding the course offerings
- Integrating Nimbus, our partner app, better with the AMS website and student use
- Continuing to offer tutoring services at affordable prices for UBC students

AMS Housing

- Expanding the team, completing hiring over this summer for housing support teams
- Opening up housing support sessions for September
- Increase budget allocated to marketing and communication to have a more impactful reach
- Continuing to work on an AMS Housing listing database
- Developing an Education and Outreach arm of the service in term 2

AMS Advocacy

- Continuing to provide confidential and effective guidance to students who are in formal conflicts with the university
- Working with AMS Marcomms to promote the service on social media
- Physical marketing, such as posters, and inclusion on syllabi as a resource

AMS eHub

- Securing funds from e@UBC through an MOU to fund micro grants for student entrepreneurs
- Looking to hire volunteer team leads to support eHub in its projects and goals
- Creating spaces for entrepreneurs in marginalized communities to connect and build business ideas
- Launching a monthly networking series, potentially at the Gallery, for student entrepreneurs to gather and share ideas and resources
- Continuing to run our RBC Get Seeded event in term 1