STUDENT SERVICES MANAGER
EXECUTIVE GOALS UPDATE
2021-2022 WINTER TERM 1

Date: December 1, 2021
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21-22 Student Services Manager

FOREWORD
The AMS Services are an integral part of the AMS. On daily basis, we interact directly with students through a variety of avenues, providing services that are relevant, accessible, and in-demand. We pride ourselves on being adaptable to student needs, and will continue to operate with the interests of students at our core.

In this report, I present an update on the progress of my executive goals created earlier in May 2021.

GOAL 1: CONTINUED DEVELOPMENT OF THE AMS HOUSING SERVICE

ACTION ITEM 1 Volunteer team development and recruitment completed over the summer.

Goal completed.

The AMS Housing Volunteer team was onboarded and trained over the summer. This process included the development of volunteer positions descriptions, hiring, training development, material development, and early implementation of shift operations.

ACTION ITEM 2 Open housing peer support services for the beginning of term 1.

Goal completed.
ACTION ITEM 3  Develop a functional housing database for UBC students by April 2022.

Goal delayed.

This goal will be delayed to a future year. While working over the summer, several steps were identified that are required to complete prior to creating a functional housing database for UBC student by April 2022, including the launch of housing support by September 2021, and the launch of an education and outreach branch by January 2021. Energy and resources have been directed to these projects.

GOAL 2: INCREASE ENGAGEMENT FOR ALL THE SERVICES

ACTION ITEM 1  Create a comprehensive marketing and outreach plan for the AMS Services that is well used.

Goal in progress.

The Senior Manager, Student Services created a comprehensive marketing and outreach plan for the AMS Services as a whole. This plan is continuously being actioned by several teams within the AMS. The Assistant Student Services Manager, hired in September 2021, is responsible for actioning and overseeing the marketing and outreach for the AMS Services and has been doing so in collaboration with the AMS Services Social Media Coordinator, the AMS Peer Support Social Media Team, and AMS Marketing and Communications.

ACTION ITEM 2  See a 15% increase in usage of all services, excluding the AMS Food Bank.

Goal in progress.

All AMS Services are on track to show increased usage compared to previous years. Unfortunately, this number includes the AMS Food Bank, which demonstrates the ever-increasing food security that exists on campus. A more detailed breakdown of data and trends are presented in the 2021-2022 Student Services Manager Term 1 Report to Council.

ACTION ITEM 3  Grow the new AMS Services account to 3000 followers by April 2022.

Goal in progress.

Over the summer, the previous AMS Peer Support Instagram account was changed over to an AMS Services general account. Since then, we have seen a small net increase in followers, currently at 2,080 followers. The goal of increasing this account’s follower count to 3000 was an ambitious one, but is one that is still
being pursued. To better position AMS Services to reach this goal, follower campaigns such as giveaway will be considered.

**GOAL 3: STREAMLINE AMS SERVICES TRAINING, STAFF ONBOARDING, HIRING, AND TRANSITION PROCESSES**

**ACTION ITEM 1** Continuing team and professional development opportunities offered to AMS Services staff and volunteers throughout the year.

*Goal in progress.*

AMS Services management staff (Coordinators, Assistant Coordinators, Assistant Manager) have the opportunity to pursue professional development that is reimbursable, up to a specified dollar amount. AMS Services staff are encouraged to pursue these opportunities, with many expressing interest and formulating plans to do so.

Additionally, an equity training is being planned for the entire AMS Services department (approximately 140 staff and volunteers) for early term 2 to increase competency in this area.

Finally, multiple services offer special opportunities for staff and volunteers to pursue to further develop professionally.

**ACTION ITEM 2** The creation of a new staff onboarding Canvas course for AMS Services student staff and volunteers.

*Goal in progress.*

The Senior Manager, Student Services is currently developing out several staff onboarding and training courses for AMS Services staff. These courses are on track to be ready for the massive hiring and onboarding the AMS Services does in April 2021 and over the summer.

**ACTION ITEM 3** Creation of an effective hiring plan for the April 2022 staff turnover that ensures effective communication with interviewees.

*Goal not yet started.*

This goal has not yet been started yet, as the hiring season is still several months away. However, come January, work will begin in creating said plan.
**ACTION ITEM 4** Implementation of a quarterly transition report system that will facilitate the creation of comprehensive transition materials that will be provided to incoming staff before their terms begin.

*Goal in progress.*

All AMS Services management staff complete monthly reports, sent to the Student Services Manager, that detail accomplishments of each month, things that worked well and those that didn't, and suggestions for the future. These reports will be consolidated into transition materials for future AMS Services management staff, in addition to transition reports created by current AMS Services management staff.

**GOAL 4: IMPLEMENT THE RECOMMENDATIONS OF THE 2019-20 SERVICES REVIEW**

*Goal in progress.*

The 2019-20 Services Review is a document that is continuously reviewed, referenced, and studied when making key decisions. Many of the recommendations from this review that have been actioned on centre around the development and launching of the AMS Housing Services (see Goal 1).

**GOAL 5: CONTINUE CROSS-CAMPUS COLLABORATION ON FOOD SECURITY INITIATIVES**

**ACTION ITEM 1** Explore options for increasing the physical and operational capacity of the AMS Food bank within the limits of what is feasible for the AMS as a student-run organization.

*Goal in progress.*

Early on in the summer, the idea of expanding the physical space of the AMS Food Bank was explored. It was determined that this was, at this time, not possible due to multiple factors including space constraints and the desire to not take on extra work that should fall onto the university.

In terms of operational capacity, several new initiatives were undertaken, including:
- the purchase of a new freezer to increase stock capacity of popular items,
- a deep clean of our storage spaces to increase physical capacity,
- the return to a grocery store model,
• new purchasing and restocking procedures that increased available stock,
• collaborations with the AMS Food and Beverage department and other UBC departments to fund food security initiatives that do not require visiting the AMS Food Bank.

**ACTION ITEM 2**  
Develop partnerships with university stakeholders to share responsibility for campus food security on projects such as the Acadia Food Hub.  

*Goal in progress.*

**ACTION ITEM 3**  
Continue to work on campus groups designated to find solutions for campus food insecurity issues.  

*Goal in progress.*

Respectfully submitted,


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