2022 AMS Student Engagement Survey (SES) Recommendations
Prepared by: Cole Evans, President

We had a very successful first-ever run of the AMS Student Engagement Survey, generating the most comprehensive data ever collected on AMS operations. The recommendations below are based on significant findings from the survey, and are focused on the areas for greatest growth potential to increase the feasibility of them all being addressed in the next fiscal year.

All recommendations will be sent to the respective responsible personnel, and will also be included in all relevant transition reports for next year. After the next SES recommendations are produced, upcoming policy changes will require that updates are provided on recommendations from the prior year.

Survey Process and Design

Responsible Personnel: President, Executive Committee

<table>
<thead>
<tr>
<th>Recommendation 0.1</th>
<th>Survey Process</th>
<th>Outline process guidelines in AMS policy on surveys for administering, reporting, recommendations.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recommendation 0.2</td>
<td>Q0.2</td>
<td>Change to open entry text box for people who have not visited the Nest.</td>
</tr>
<tr>
<td>Recommendation 0.3</td>
<td>Multiple</td>
<td>Combine sections 1 and 3 to create a single section on building related topics.</td>
</tr>
<tr>
<td>Recommendation 0.4</td>
<td>Q3.1</td>
<td>Remove question due to redundancy</td>
</tr>
<tr>
<td>Recommendation 0.5</td>
<td>Q4.1</td>
<td>Clarify AMS Housing is different from UBC Student Housing.</td>
</tr>
</tbody>
</table>
Section 1: AMS Nest

Responsible Personnel: VP Administration, Managing Director, Property and Infrastructure Committee

Recommendation 1.1 \(Q1.3\ and \ Q3.1\)  Focus on adding additional seating and study areas when possible.

Recommendation 1.2 \(Q3.2\)  Add additional seating capacity in quiet areas of the building.

Recommendation 1.3 \(Q3.4\)  Find new ways and methods to clearly demonstrate and communicate what is operated by the AMS throughout the building.

Section 2: Food and Beverage Outlets

Responsible Personnel: Food and Beverage Manager, Executive Committee

Recommendation 2.1 \(Q2.1\)  Increased advertising for food and beverage outlets to heighten student awareness.

Recommendation 2.2 \(Q2.2\ and \ Q2.3\)  Highlight existing and add more special affordable options at each outlet to provide more cost-effective options for students.

Recommendation 2.3 \(Q2.6B\)  Display clear allergen information on all menus and food products.

Section 3: AMS Services

Responsible Personnel: Senior Manager, Student Services, Student Services Manager, Executive Committee

Recommendation 3.1 \(Q4.1B\ and \ Q4.2\)  Increase marketing and other campaigns to increase awareness of AMS Services, especially targeting first-year students.

Recommendation 3.2 \(Q4.3\)  Improved point-of-contact information for students looking to learn more about AMS Services.
Section 4: AMS Events
Responsible Personnel: Events and Digital Media Manager, Student Life Committee

Recommendation 4.1  Q4.5  Continued focus on major annual events to build strong event brands.
Recommendation 4.2  Q4.6  Find ways to increase ticket value for festivals in addition to festival artist lineups.
Recommendation 4.3  Q4.6  Host more events that are not party/liquor/social based regularly throughout the year to cater to diverse groups of students.

Section 5: Communications and Engagement
Responsible Personnel: Senior Manager, Marketing and Communications, Student Life Committee, Executive Committee

Recommendation 5.1  Q5.1  Continue to build on current momentum and focus on expanding the reach of AMS social media accounts.
Recommendation 5.2  Q5.1  Develop an organizational strategy for engagements on anonymous social platforms.
Recommendation 5.3  Q5.2  Significantly improve information about how students can directly contact AMS Executives and Councillors.
Recommendation 5.4  Q5.2  Significantly improve student awareness of how to get involved with the AMS, highlighting what paths exist to involvement.
Recommendation 5.5  Q5.2  Place increased importance on describing how the AMS works to students through a variety of methods.
Section 6: Leadership

**Responsible Personnel:** President, Executive Committee, Senior Manager, Marketing and Communications

**Recommendation 6.1**  
AMS1 and AMS3  
Build additional communications staff capacity that focuses exclusively on Executive and Council activities and accomplishments

**Recommendation 6.2**  
AMS1  
Develop new strategies and or campaigns to clearly communicate to students how their fees are spent and utilized.

**Recommendation 6.3**  
AMS1 and AMS4  
Spend significantly more time familiarizing students with elected leadership (both Executive and Council).