
Present: Nick DeSumma, Nick Molkoski, Stephanie Bellotto, Matt DeSumma, Kevin Jang, Shannon Kelly, Hubert Lee, Genelle Martin, Tarique Plummer, Ryan Price, Jonathan Ricci, Tyler VanHerzele, Colin Aitchison, Kaitlin Brown

Regrets: Faraz Iftikharuddin

Guests: Maddy Cutts, Meghan Roach, Beth Bowles, Ron Bauman, Kanwar Brar

1. **Call to Order**

The meeting is called to order at 12:05pm on July 9th, 2016 on the second floor of the Fred Nichol Campus Centre, Waterloo.

2. **Adoption of Agenda**

Motion 1 (Ricci/ M. DeSumma): **Motion to adopt the agenda as amended.**

Vote: 10-0-0

Result: Motion Passes Unanimously

Chair DeSumma

Is it friendly to add a 10 minute in camera meeting regarding a purchase of over \$10,000?

3. **Adoption of Consent Agenda**

Motion 2 (Kelly/ M. DeSumma): **Motion to adopt the consent agenda as presented.**

Vote: 10-0-0

Result: Motion Passes Unanimously

4. **Adoption of Minutes: June 11th, 2016**

Motion 3 (Ricci/ Kelly): **Motion to adopt the minutes from the June 11th Board Meeting as amended.**

Vote: 10-0-0

Result: Motion Passes Unanimously

Director Ricci

On page 68 it should read Director Ricci, not Chair Ricci

5. **Regrets and Absences**

Director Iftikharuddin has no internet access

6. **Conflicts of Interest**

7. **Presentation: Wilfrid Laurier University Student Publications**

Meghan Roach

This is not a presentation of me talking to you. It is more informative of what we do and what we provide. Student Publications are more than just The Cord, and span across both Waterloo and Brantford.

All forms of print publications include:

- The Cord (Waterloo)
- The Sputnik (bi-weekly in Brantford)
- Blueprint Magazine (graphic and literary magazine 7 times/ year)
- The Keystone (Waterloo's yearbook)
- The Carnegie (Brantford's yearbook)
- WLU'er (Waterloo handbook)
- The Wingspan (information booklet)

There is also Radio Laurier, Laurier Student Poll, and graduate photography.

Student Publications are like full time jobs, whether they are graduated or not. Lure is a journal organized by publications as well. Everyone needs an agenda, in the WLU'er there are coupons and you can get it from the U Desk. Radio Laurier is on campus. It is located on Regina behind King Street Residence. The Community Edition put on an event called Steel Rails with 600 people in attendance.

We provide many volunteer and work opportunities. There have been people involved who moved on to work at the Globe or enter broadcasting.

This is my 5th year with an organization that is close to my heart. I want to work more with the Students' Union so that Student Publications can be more integrated.

Director Ricci

How many students are involved with Publications?

Beth Bowles

On the editorial board there is a staff of 15. However, when fully employed there is a staff of 18 people who run The Cord altogether, not including volunteers. Working with those 18 people, each of them has a group of volunteers that they manage on their own. We have 18 people with many volunteers underneath, so I can't even answer the question how many people come through. We will get someone who will want to write one article about an experience that they've had, which is awesome since we provide this opportunity for students, but we may never hear from them again. Does this count as a volunteer? We also have students who write every single week consecutively. When I was in my second year and started writing for The Cord I was one of those volunteers who wrote every single week, all the time, couldn't get enough of it. In my fourth year I was on the editorial board and now I am Laurier Alumni and Editor in Chief. We have different divisions of volunteers. There are ghost volunteers, we are unsure what they look like, but write and send in stuff and then there are people who want to know about us, come in all the time, and will be future leaders of the Cord.

Meghan Roach

This way we are providing for people who aren't outgoing. I was a terrified second year who didn't want to be on the radio so I was involved with Street Team which was super cool and was able to run events. It isn't necessarily just being on air, writing papers, or submitting poems you can also get event marketing experience, peer experience, and social media

experience. Between all of our publications for any given year we likely have between 400-500 volunteers.

Director Kelly

For students wanting to get involved is there a particular avenue?

Meghan Roach

For us it is hard, as we don't have as big of a reach as other people to get the call out. Basically they come, go through our publications websites which leads them to student publication's website and then you apply online. Some people think you need to submit a resume, but we just need contact information. You come in and have a chat about what the volunteer wants to get out of this and then we direct them to the direction they would like to go.

Beth Bowles

For the Cord a lot of people think you have to apply and have an interview. On our website you can sign up and fill out a form that gets directly sent to my email. When I get that email I ask that they come in and talk to me in my office. They think they need to bring in a cover letter, a resume and samples of their work. I just want to meet them and I want to gauge who they are and then I will have them write something right away, take a photo, draw a graphic, or whatever they want to do. It isn't like an interview style, if they are interested I will take them, we don't turn anyone away.

Director Martin

I was a copy editor in my third year, so I've worked with the Cord before. I definitely did like it but I'm indifferent as I felt it was more of an interview, as a copy editor I had to show my own work editing.

Meghan Roach

That was the only year that interviews were implemented. When I first got involved with the radio I was terrified it was an interview. However, it was more just come in and chat and sign a few papers so we kind of have you as a volunteer and then you are good to go.

Beth Bowles

We don't have a journalism program at the Waterloo campus. So how am I supposed to ask students to show me articles that they have written? From my perspective as editor in chief this year it might be a different perspective from other editors in chief, but that perspective may be different from previous people in my position. Since the Waterloo campus doesn't have a journalism program, our purpose is to give people experience that they might not have been able to get in classrooms on this campus. You can come to me and literally have never interviewed someone, copy edited, or taken a photo with dslr. We will teach you.

Maddy Cutts

For the summer we have a camp called Camp WLUSP. Basically we go to a camp in Goderich, it's an awesome weekend, it's four days and we've invited Lynn from the DEO and Hannah from LSPiRG to do anti-depression training with us. It's for our volunteers, but

more management and editors attend since they have more responsibility in the organization. We have about 50 people coming which is awesome. We give them workshops such as an interview workshop as well as headline writing workshops, social media workshops along with the other presentations which I think is super beneficial.

Director Martin

How do you plan to move forward with that more open minded idea? As a 5th year student, having that interview brought experience. How do you plan to promote to other students and be welcoming so they think they won't be turned down? How are you going to push that for this year?

Meghan Roach

I know in the past the president of Student Publications hasn't been very social media involved. Personally myself I would work for more of a transparent relationship with our publications as well as getting on campus with booths and things like that. I know with our partnerships with other campus clubs and the Union to get our volunteer positions out. You have a lot more reach than we do and there is a lot more interest it is just us getting that interest. In terms of making people more comfortable to come in is a little hard because our location is weird in the sketchy apartment building on Regina. It is hard that way, so something we can work through.

Beth Bowles

My creative director made an ad that said that we were looking for volunteers and we outlined on our Facebook that no experience was necessary. I got 50 new volunteers in a week. My email was overwhelming. So our social media and our web presence has become a lot stronger in the last 3 years. I am also planning on making a promotional video for O-Week to kind of outline what we do. As much as we write about what we do or talk about it, it isn't engaging the whole student population. I think if we have some sort of video the information will be more accessible.

Director DeSumma

I have a questions regarding the board point of view. A lot of the time during elections we were asked personally when running how we would want to strengthen the relationship between Publications and the Student's Union. I'm curious from your point of view what would you want to do to strengthen the relationship between the Union and Publications?

Meghan Roach

I think we have already started on it this year. Beth and I had a meeting with Tyler and Phil Champagne which went really well. Basically it just needs to be communication. It needs to be a 2-way street. If there is an issue either way just say it, it doesn't do well to not communicate about it. I know personally in the past the relationship hasn't been the best and I know everyone in partnership as well as myself and our Executive Director have no interest in this. All of that "bad blood" or whatever it was is gone no one that is left remembers any of it so I know we want to work at it, communication is best for this.

President VanHerzele

I was just speaking to our marketing department and Phil Champagne this past week we released a letter, which I will mention later in my updates, the immediate thought after we posted it, because there was a short frame to getting it out, I said no we need to message publications first so they would know about it as we did it. So speaking to our marketing department it looks like we will be doing a lot more of that. From our end that transparency is going to start with coming from the marketing department with posts that we make if there isn't a 2-hour turnover. Just wanted to let you know and the board that this is the way the Student's Union is approaching this partnership with Publications. Absolutely we need more meetings, it was a good first meeting and I am looking forward to more.

Meghan Roach

We are a great outlet for anything especially when giving our say, for example the radio station gives experience through interviews with any one of you. I know Director Ricci has been in there for a couple of interviews. It gives our volunteers interview experience as well whether or not it is an update or volunteers doing interviews.

Director Ricci

I loved those interviews!

Director Lee

I'm curious about Student Publications as a whole, what direction are you headed in with not only the Cord, but other outlets you have.

Meghan Roach

The web is the largest outlet for people to check out any of our information. This year the biggest thing we want to do is a distribution analysis to see what is pick-up and things like that. At the same time, I don't think print is really dying.

Director Lee

You are using less paper, but you are doing more posts online? What additions?

Maddy Cutts

We are increasing web only content so we are producing more content.

Beth Bowles

We don't print as many copies. Last year we went from printing 6000 copies to 4500 which was beneficial as it is a money saver for us and it is a reality that more students are reading stuff online then picking up a physical paper. Like Meghan was talking about, our main purpose is to give experience to students and when I wrote my first article when I was in second year the feeling of picking up the paper and seeing my name plus the words that I wrote was an indescribable feeling. For someone who loves to write and who wants to go on and be a journalist it's a good feeling that personally as editor and chief want to continue on giving that feeling to other students.

Maddy Cutts

From a publications standpoint, social media people are used to seeing their work that they produce online. It isn't a big deal so much, although it is the official purpose to have it on our website. Ricci appreciates having his picture up on his walls, it's nice to have something tacked out.

Beth Bowles

On that note our Editorial Board went from, 2 years ago when Kate Turner was Editor and Chief she implemented new position called web director (which is pretty wild because I feel like they should have had it a long time ago), turning this one position into 3 positions. So this year I have a web director, online editor, and a social media coordinator. These are all new positions so we are realizing that there is a shift in how students get their news. I think that we are adapting.

Chair DeSumma

Thank you for being here, we really appreciate it!

Before we move on I got a hold of Director Iftekharuddin, who said his internet is down over there. He is unable to access Facetime in Saudi Arabia so he is now a regret. He struggled to let me know.

8. Comments from the Chair of the Board & Chief Governance Officer

Chair DeSumma

Not a lot has happened in the past month. Student Life Levy meetings have begun for the Brantford committees and multi campus committee. Since the Waterloo committee hasn't met, not everybody has gotten feedback so we can't disclose what passed and what failed. Overall, they were very successful!

9. Comments from the President & Chief Executive Officer

President VanHerzele

I'm going to try and tone it back. The VPs were more accommodating this time with the length, except for one.

1. From myself: We have been doing our Student Affairs sessions. The management team has been meeting with different areas of student affairs to get an understanding of what they do and how they benefit students. This has really been helpful for the management team to create the beginning of partnerships of how to move it forward. It has been effective right now.
2. I went to the International Canada Day BBQ that Peter and Ben of Laurier International organized, if you are familiar with the international structure. It was fantastic and really nice to sit down with international students and talk about what they experience and how they experience Canada. I was talking to someone who has been here for a term and someone who has been here for three years. It was really nice to get that variety of part of our membership that the Students Union this year will be taking a look at a lot harder. This was really beneficial to myself.
3. I sat in preliminary progression meetings with the city of Brantford regarding Market Square development. It is extremely preliminary; I don't have any facts. It was more or less just talking. If you have any questions, I will update you as they come in if I can.

4. There was a big announcement last week that 24 hour Special Constables Services have been approved on the Brantford campus. That is one of the largest wins I think the University has seen in a long time. One of the biggest steps to increase our campus safety on both of our campuses. I don't have much more other than what I put in the letter I released last week. I want to thank again all the past student executive teams that have had a hand in making this a reality. In all honesty I didn't have very much to do with it at all, as I mentioned during the campaign it was something I believed in and would love to see confirmed, but I never actually had to put much effort forward. A lot of that credit goes to Former President Matthews and Former VP of University Affairs Laura Bassett and Former AVP of University Affairs Brantford campus Raelle Ricci. I wanted to make that known, I am very appreciative off all the work that has gone into that.
5. I have an update on the study space in Brantford, the rest of them I did send to Chair DeSumma so hopefully you got those about a week after the last meeting. I would be happy to do the again this time. From the SLL the only money that was counted into those 80 spaces were those that went to the commuter lounge. So for whatever amount we put into the commuter lounge that is all that went to it, we didn't directly fund new spaces in Brantford it just so happens that part of the 80 were included in the commuter lounge space.
6. Updates from VP Finance Administration Wildish: The Coordinator's Conference was a success. This is what she wanted to get across. If you were there as a coordinator, I hope you had a great time and if you heard it all I think it was an impactful weekend and great to see the coordinator team get rolling. Very excited for it! OCON is under way which some of you know as you brought lunch from there. There is a lot of work that has gone into OCON and more updates once we get to programming and services Waterloo.
7. Updates from VP University Affairs Aitchison: VP Aitchison attended OUSA's Strategy Conference this past week. He had a great time, as we see on his social media updates. They set out annual priorities for OUSA and begin developing a submission to the provincial government on the Ontario Student Assistance Program (OSAP). OSAP is getting continued attention from OUSA this year. Selected policy paper authors for the fall general Assembly. We actually have three individuals from University Affairs Department who are involved in writing those papers for the fall. I've been told it is quite unusual but very incredible for our Student's Union. VP Aitchison will be one of three main authors on OUSA's Ancillary Fee Paper. AVP Waterloo Marfisi will be an assistant author on OUSA's Ancillary Fee Paper. AVP Brantford Petek Yurt will be an assistant author on OUSA's Rural and Northern Students Paper. Congratulations to basically the entire UA team for getting out there and doing some editing. The fact that all three were there is great for Laurier. Usually you'll see one or two people per school on papers. We met with Dave Levac, Member of Provincial Parliament for Brant and Speaker of the Ontario Legislature with support from DPRA Hyde and AVP Yurt. They discussed International Student Healthcare, the Provincial Ancillary Framework and Provincial Meal Plan Rollover. It was a very productive meeting, I've been told it went well and unfortunately I wasn't able to attend. Speaker Levac wrote letters to the Minister of Advanced Education and Skills Development, Deb Matthews, and the Minister of Government and Consumer Services (Marie- France Lalonde, requesting that they follow up with our UA team on those specific issues. It's nice that we got those letters from Dave Levac. We are working on modernizing our policy briefs to ensure all briefs are formatted consistently. So this will bring some consistency to all of our documents which is extremely beneficial. This is to ensure that once they are made public any student can easily read

through them. I'm not sure if this has been mentioned before, but our plan is to release all of those documents to our student body so they can read through those papers if they so wish.

8. Updates from AVP Brantford Petek Yurt: Met with GO Transit to discuss the roll out of GO Service to Brantford. That would be the Hamilton to Brantford line that is developing. The service is tentatively scheduled to run beginning September 1st. Rates are standard GO rate, and busses will run hourly in weekdays during rush hours, and every 2 hours during non-rush-hour times and on weekends. It looks like it is actually going to be well established by the time our students return to the Brantford campus. Coordinating with Residence Life on the Brantford Campus to talk about plans for SRAC campaigns targeting first year students. Getting back into residence to talk with those first year students. Met with the Diversity and Equity Office in Brantford to discuss the potential collaboration, there is more discussion to come. Developing an annual strategy with her coordinator team as they prepare to return in September. It's good, our AVP UA Brantford has been working quite well. I really enjoy every conversation I have with her.
9. Updates from AVP Waterloo Phil Marfisi: Sitting on a Town and Gown subcommittee to develop a multi-year strategy for improving relationships between student residents and permanent residents of Waterloo. So community building which we are looking forward to doing more of come September. He is working with his counterpart at the University of Waterloo Federation of Students (FEDs) and a Policy Planner at the City of Waterloo to begin developing the biannual student housing survey. The survey will provide the city with data on student housing trends, as well as will shape municipal advocacy for the department in Waterloo. Lastly, he will be presenting with his counterpart from FEDs at a City of Waterloo housing forum about the impact of housing prices has on students.
10. Update from Clubs and Associations, VP Jenkins: She has been working with full time finance and admin team to simplify how we use the ACCPACC and CACCPACC accounting systems, so basically how all the internal accounting is done. CACCPACC is the club specific one, so we have one for the entire organization and one for the clubs because it is so large. They want to keep a better tab on finances on clubs in the general Students' Union accounting system as well as the sub ledger that clubs fall under. She started developing how they're going to create out internal process map manual for the department to pass on year to year in order to answer all questions we don't currently and the future individuals in her position will need to know. Working on some better transitional material, some physical transitional materials for that couple of months heading up to the term since it is very action packed. To have something to refer back to would be beneficial.
11. Updates from Programming and Services Waterloo, VP Hutchings: The past few weeks have been spent preparing for O-Con, this includes finalizing training including DEO training (language, pronouns, and microaggressions), risk management sessions and sessions surrounding First Year Experience. They continue to plan O-Week programming internally, looking at ways to engage with campus partners throughout the week, for example the city, partnering the SHERM to do a room burn event to show how fast fire can spread which is something else if you haven't see it, and a photo with alumni. They have begun talks with Brantford to redefine and diversify the Peer Connect and Healthy Lifestyles mandates. Lastly, Shine and A-Team have their first event Friday Night at Wilfs, Drop the Mic was last night. If you are able to make it or perform there it is a really enjoyable night. They met with the Wellness Centre dietician as well as Adrienne Luft to look for resources for Healthy Lifestyles and continue to build stronger partnerships.

12. Updates from Programming and Services Brantford, VP Gerlings: Foot Patrol, with the approval of 24/7 Special Constables in Brantford we are looking into how to adapt our service to better serve the students. With Special Constables coming to that campus we can open our hours a lot more to reflect what we have in Waterloo and we can do more with our other committees as well. Market Square, she was also in the meeting with me so I already did an update on that. Orientation Week, we are continuing to work ahead of last year's schedule which is always a good thing to hear. Majority of our programming is confirmed and booked out. Everyone is excited for registration to open for Orientation Week so we are already underway for that.

Director Ricci

They had a demonstration protest, so I was wondering what is going on because I don't want students to be affected by this. I am assuming it is more towards the University. Are you in these meetings and can you update us on what's going on?

President VanHerzele

I am in those meetings and I'll have more to say a little bit later in the meeting, I will be touching on that. As of right now the students have not been effected besides the physicality of CUPE being on our campus here in Waterloo has no effect on our Brantford students just so that you all know. They are not unionized down there so CUPE will not be down in Brantford. As for here I am in meetings and I have updates for you.

Director DeSumma

In regards to the Foot Patrol 24 hour Special Constable Service will the budget allocations and the funding be impacted any way because of it?

President VanHerzele

There is a chance but we do have our essential service fee which is approved. If we do need to take a look we do have that resource to help fund those changes, that being said we have to wait until the actual implementation of 24 hour Special Constables before we can actually take a look at implementing those services. Right now it is more in the form of planning process and that way when we do get the green light we are full speed.

Director Kelly

You were talking a little bit about the mandates of committees programming and services, could you speak to that?

President VanHerzele

I don't know too much other than the conversations have just begun. So Healthy Lifestyles and Peer Connect are taking a stronger look at their mandate to see if what they have done in the past couple of years matches what they say their mandate is. There has been a reflection when it comes to some of our campaign based services and Peer Connect is sort of at the fore front of that movement. They want to take a look and see if they can do even better or enhance the mandates so that it matches what they are doing. There will be more updates.

Director Ricci

My question is regarding OSAP, can you just give us some detail or confirmation?

VP Aitchison

The programming has been really successful. The province is starting to adapt so we know that students under \$50,000 will be able to have more of their tuition covered. The province is unsure of how this will look so they are working for a solution to show the province our process and what we are all about. It is just a solution as they work on developing that for 2017.

Director Kelly

Again for University Affairs you talked about releasing paper for students to see, what avenues would you use to do this?

VP Aitchison

In my proposal for VP I wanted students to know what we are lobbying on. We are the only Student's Union that doesn't do this. We would ensure all documents are consistently formatted that way you could go on website at some point if you want to see our stance is on post-secondary students or program you could click there to find what our principle concerns or recommendations are. The ultimate goal is to have all of this on the website.

10. Comments from the Executive Director & Chief Operating Officer

President VanHerzele

ED Champagne is away this weekend; he sends his regrets for not being here today. He has no updates for now, he is going to bring instead a much larger update in August once we have some more formal updates.

11. Items Pulled from the Consent Agenda

12. Committee Update: Ownership Linkage

Director DeSumma

We met once about a week or so ago. At that meeting we named the Chair of the committee, which is me, hence why I'm talking. Then we had a discussion as to some concerns of the previous year's committee and some priorities we have for the committee this year. The overall consensus is that the OLC needs to focus on board unity and especially attendance as it is mandatory for directors to show up to at least one event per term to meet our compliance. We also talked about how to better execute events that students will show up to which included key points such as passive promotion during booting events, mass social media awareness, networking, and Director Ricci also brought up a good point about a telephone chain where one person brings 2 people, who bring 2 people, who bring 2 people, and so forth. After that meeting I drafted of a tentative schedule for events for the year which you can find under appendix A of the modern reports, I didn't print them to save paper which you can also find on page 8 and 9 of the agenda package. Just to note for that if you look at it, it is an extremely tentative schedule and we are not bound to it by any means necessary. We drafted it for the most part because it needed to be done in order to

reach compliance. I will be meeting with Chair DeSumma at some point to figure out all the budget details and how much money we will be allocating towards each event. We will then have a better outline in regard to what we will be spending instead of just a rough estimate that I made. I would also like to give a shout out to Former Director Brar as his feedback and guidance throughout this process is very much appreciated and very helpful in regards to all of this. If you have any questions regarding the tentative schedule feel free to let me know and ask those questions just because I don't want to have to go over everything list by list. Lastly, our first event will be the get involved fair during orientation week on both campuses. Later in the meeting we will be discussing that. I will be getting in contact with members of the OL committee soon to start the planning process. Are there questions?

Director Ricci

The telephone idea wasn't mine, it was Former Director Brar's.

13. Purchase Update from the President

President VanHerzele

The 10k report did not include the purchase of our guide book app. That was because the ticketed price was \$8000 which happened to be US dollars and due to the rate it turned into \$10,005 when converted to Canadian dollars. This is the reason it was not in the 10k and I apologize for that oversight. As for funding this, it has been paid. We do have funding to cover that already through our lines for the guidebook app through Waterloo and Brantford campuses. It has been paid for, I just wanted to bring it to your attention that this is indeed and item this year that was over 10k.

Director DeSumma

First off was this paid for before you found out about the conversion rate? In that case why not call an emergency meeting when you found out that it would be over \$10,000 at the conversion rate?

President VanHerzele

No. I did ask ED Champagne if we should call an emergency board meeting. He deemed it not really a priority for all of you who have a hard time sort of making that time in the summer months to come together when we had our update in a week anyway. I didn't really want to call you all together for that, if that was an oversight on my behalf I apologize. It is more or less just an update and we did have the funding for it so it wasn't that I needed to request emergency money.

14. Committee Elections

BMD#2b Direct Inspection Committee:

Motion 4 (Lee/ Martin): Motion to approve the acclamation of Director DeSumma and Kelly to the BMD#2b Direct Inspection Committee.

Vote: 8-0-2

Result: Motion Passes

- Director Bellotto nominated **Director DeSumma** to the BMD#2b Direct Inspection Committee
- Director Ricci nominated **Director Martin** to the BMD#2b Direct Inspection Committee
**Does not stand*
- Director DeSumma nominated **Director Kelly** to the BMD#2b Direct Inspection Committee

EL#2f Direct Inspection Committee:

Motion 5 (Price/ Martin): **Motion to approve the acclamation of Directors Bellotto and Plummer to the EL2f Direct Inspection Committee.**

Vote: 8-0-2

Result: Motion Passes

- Director Ricci nominated **Director Plummer** to the EL#2f Direct Inspection Committee
- Director DeSumma nominated **Director Bellotto** to the EL#2f Direct Inspection Committee

GP#2d Direct Inspection Committee:

Motion 6 (Jang/ M. DeSumma): **Motion to approve the acclamation of Directors Bellotto and Price to the GP#2d Direct Inspection Committee.**

Vote: 8-0-2

Result: Motion Passes

- Director DeSumma nominated **Director Bellotto** to the GP#2d Direct Inspection Committee
- Director Ricci nominated **Director Price** to the GP#2d Direct Inspection Committee
- Vice Chair Molkoski nominated **Director Ifekharuddin** to the GP#2d Direct Inspection Committee
**Does not stand*

15. Strategic Discussion: O-Week Involvement

Director DeSumma

Our first event will be the get involved fair during O-Week on both Brantford and Waterloo campuses. I'll be reaching out to the executives on both campuses soon to inquire about boothing placements. Last year the booth featured a bristle board poster with information regarding what the board does, all the directors, photos and that sort of stuff. I was also thinking of getting this information on a slideshow this year to save money and make it pretty to look at. The committee talked about passive promotion for this event, which we would give out goodies to people who come to the event and sort of bring them in. Essentially the goal is that we are thoughtfully present during O-Week and if people want to talk to us, we are there to answer any questions. Because this is such an overwhelming event for first years, we don't want to be the type of group that throws too much at them and pushes information at them. The idea is to be present and engaging during O-Week but not in a disruptive way. I would like to hear what your opinions are on all of this, what are your thoughts about board involvement during O-Week and do you have ideas to better promote the board?

Director Kelly

Clarification: What has been done in the past?

Director DeSumma

The last two years/ my point of view as a Brantford student, my first year was a booth in the middle of multipurpose room and it was just a bristle board. This wasn't effective and the location wasn't very helpful for anybody. Last year it was a bit better we were in our CW East with a booth and bristle board. A few board members were there and we just stood there and talked to people who came up. However, we didn't do anything to bring them in, we just sort of stood around. I am not sure how it went in Waterloo, I assume it was a lot the same but I can refer to Former Director Brar if he wants to clarify on that.

Senator Brar

I was at the information fair during the day and Directors came for hour sessions. It went really well, we had a lot of goodies to give away. UDesk was beside us as well. The biggest question was what do you do and who are you? The goal was to inform them, it went well I think the giveaways were the biggest draw, so I would recommend you do this again if possible.

Director DeSumma

That is a lot of what we are going to implement this year. As you all have to be present at one event per term this is a good chance to sort of get it away for fall early on. I know some of you are involved in O-Week too, I think a big thing that would be helpful as if you bring students to the event or to the booth. I would consider that as participating in the event just because you are bringing people over and trying to get involved with the booth. This is what we have been talking about as an OLC so again I would like to hear how you think we should get better involved during O-Week.

Director Kelly

Is there an opportunity to be outside at the get involved fair? How has this been done?

Director DeSumma

Not presently no. It could be something that we look into, we would have to figure out the budget and stuff. I am not sure how we will work with events that the coordinators have.

Chair DeSumma

Particularly, because O-Week has a jammed packed schedule to begin with, especially for volunteers, everyone as first years and it's crazy as you do things almost every minute of the day. The information fair is really the best time for committees and other members of the Student's Union especially the Board to get involved. Other than the info fair, first years are busy doing something else there is programming already planned for them and the Thursday/Friday they are typically in class. The info fair is something we can kind of see them as they are headed to their next class and it's right there in front of them so basically first years are coming to us rather than us going to them. It works on both ends.

Senator Brar

One thing that has worked in the past is that directors doing residence life, O-Week, or icebreakers a lot of them brought out their first years to check it out and drop by. This worked out really well. In the past the board had a BBQ but that wasn't really successful because it was mostly us standing there and people coming in for burgers. They didn't really find out what we did and it wasn't really successful. It's an event to focus on and it's important to get as much information out to all the students you are meeting.

Chair DeSumma

Just to pose a question, who saw or were at the info fair booth for the board last year? Was there anything that caught your eye about it, what worked, what didn't?

Director Ricci

It didn't help it was windy cause the board just kept coming off the table and being there for a while it was a bit annoying. Other than that we were lucky to be next to the UDesk. There were photos being taken at a photo booth so people kept walking by so I didn't really have to talk.

Chair DeSumma

The photo booth and such are what bring in students, any ideas on things like that to bring them to us?

Director Martin

I am not the most creative person, but I definitely think we need something more engaging and interactive. Even just listening and I did walk by last year, if people are just standing around, not as many are going to walk up to you and engage in conversation. If you are going to do giveaways I think it needs to be again interactive, so not just grabbing and walking by, but more of a conversation. It sounds cheesy but answering a question or asking a question to get a giveaway. That way they are walking away with learning something.

Director Lee

I manned my own booth last year for the First Year Project. Something that I want to point out is that we all need to have the same consistent message and information. This is something I noticed with a lot of Head Ice and O-Team that they were not consistent. It was me saying the same things over and over again, I would start halfway and then someone else would come. This is something we need to focus on so that everyone is confident to say the same consistent information so that no one will be confused. Another thing too is a booth thing in general, don't stand behind the table always be out, ready to talk to them, and once you make eye contact go for it. I think this would be a good starting point.

Director Price

I think consistency is important as well. Whether it be we are all wearing our name tags to be identifies so that they remember us in the future. Students may be coming in and out but we have a chance to build a relationship and hopefully they can remember who we are in the future. Even if that's afterwards handing out our business cards, making it easy for them to access us. Building that relationship with a student and going an extra step is not just them coming by or walking past. I think that this would help.

Director Ricci

Are we going to wear our O-Week shirts?

Chair DeSumma

I have emailed Deb so hopefully those are coming. You will be getting O-Week shirts for the board. If you are already a volunteer for O-Week it's fine if you wear your icebreaker shirt so you don't have to go back and forth. They are grey if we keep the same from last year.

Director DeSumma

If anyone has more suggestions let me know via email or text, I would love to hear your feedback.

16. New Business and Announcements

Chair DeSumma

Waterloo SLL meeting is on the 18th. The next board meeting is August 20th at noon here. I will have the meeting schedule for the fall term during that meeting to approve so still talking to everybody to get their viewpoints on moving forward. As well I will be sending out the meeting feedback form next week, by Wednesday at the latest so please fill that out. There were only 2 people during the first few days of the last one. I use that feedback for the next meeting so please fill those out when you see them.

Director Kelly

I don't have an exact date but the outreach committee will be reopening hiring so if you are interested or know anyone who is, please encourage them to apply. If you have questions let me know.

Chair DeSumma

Tell your friends coming to Laurier next year to apply for O-Week because the operations team has been working hard.

17. Incamera

Motion 7 (Jang/ Ricci): Motion to enter into camera with President VanHerzele and Board Secretary Brown.

Vote: 10-0-0

Result: Motion Passes Unanimously

18. Adjournment

Motion 10 (Price/Ricci): Motion to exit incamera and adjourn the meeting.

Vote: 9-0-0

Result: Motion Passes Unanimously

Meeting adjourned at 1:45pm

Next Meeting Saturday August 20th at 12:00pm

fi, For Information

fd, For Discussion

D, Decision required

adm, Administrative task

The preceding reflects an accurate and complete record of the proceedings at the aforementioned meeting of the WLUSU Board of Directors.

Date Signed: July 9th, 2016



Nick De Summa
Chair of the Board & Chief Governance Officer
2016-17 Students' Union BoD

Date Signed: July 9th, 2016



Nick Molkoski
Vice Chair of the Board
2016-17 Students' Union BoD