



Minutes

University of Victoria Students' Society
Wednesday May 28, 2014 – SUB B025 5:00 pm

ATTENDANCE

Directors: Erickson, Ahrony, Cheema, Atkinson, Kopp, Szakacs, Do, Parent, Tang

Staff: James

1. CALL TO ORDER

Erickson called the meeting to order at 5:03pm.

2. ACKNOWLEDGEMENT OF TERRITORIES

Parent acknowledged the territories.

3. ADOPTION OF AGENDA

- a. Adoption of Agenda
 - i. Agenda of 2014/05/28

**MOTION TO ADOPT - SZAKACS/CHEEMA
MOTION CARRIED**

**MOTION TO AMEND THE AGENDA TO INCLUDE MOTIONS IN PRIORITY BUSINESS.
MOTION CARRIED**

4. ANNOUNCEMENTS

5. QUESTION PERIOD

6. MAIN MOTIONS

a. PRIORITY BUSINESS

Motion 2014/05/28: 01 – ERICKSON/ATKINSON
BIRT nominations be opened to elect one director to attend the Alliance of BC Students' Annual General Meeting in Vancouver May 31 to June 1, 2014.

Cheema for self.

MOTION CARRIES

Motion 2014/05/28: 02 – ERICKSON/SZAKACS
BIRT the Terms of Reference for the Mental Health Committee is adopted as follows:

MENTAL HEALTH COMMITTEE

1. Type

- a. Public committee of the UVSS BoD with closed membership.

2. Purpose

- a. To organize fundraisers, campaigns, events, workshops, and programs in support of mental health.

3. Duties

- a. Develop outreach programs to raise awareness about the effects of mental health issues, as well as to work on positive self-image.
- b. Develop awareness campaigns, including developing promotional materials for print, web and social media.
- c. Develop programs and fundraise to help provide financial resources for members with financial need to access counselling services.
- d. Host events, guest speakers and workshops.
- e. Liaise with on-campus groups, the University, other universities, student societies, and community organizations to foster collaboration on initiatives and events.
- f. Liaise with the Director of Finance and Operations and the UVSS health and dental plan provider to make mental health a priority in the benefits that members receive.
- g. Liaise with the Director of External Relations and Campaigns Committee on campaign-related initiatives.
- h. Carry out all other duties as directed by the BoD.

4. Membership

- a. One [1] executive elected by the Board - ex officio and chair of the committee
- b. One [1] executive elected by the board - ex officio and second chair of the committee
- c. Three [3] Directors at Large elected by the BoD
- d. Two [2] members at large elected by the BoD
- e. One [1] representative from each Constituency Organization as selected by their respective organizations
- f. General Manager - ex officio and non-voting
- g. Research and Communications Coordinator – ex officio and non-voting

5. Quorum

- a. Shall be the chair and at least two [2] other voting members of the committee.

6. Meetings

- a. Shall meet at least twice a month at a date set by the chair of the committee or upon the call of the BoD.

7. Term of Office

- a. Shall be from the date of appointment until the end of the current board year (i.e. April 30).

BIFRT nominations be opened to elect the following to the Mental Health Committee:

- a. One [1] executive elected by the Board - ex officio and chair of the committee

- b. One [1] executive elected by the board - ex officio and second chair of the committee
- c. Three [3] Directors at Large elected by the BoD
- d. Two [2] members at large elected by the BoD
- e. One [1] representative from each Constituency Organization as selected by their respective organizations

MOTION CARRIED

a. Exec:

Atkinson for Erickson

Acclaimed:
Erickson

b. One exec/co-chair:

Ian for Szakacs

Cheema for self

Elected:
Szakacs

c. Directors at large:

Szakacs for Perlova

Erickson for Crocker

Erickson for Heckel

Do for self

Cook for Zouboules

Elected:
Do, Heckel, and Perlova.

d. Members at large:

Erickson for Francesca Allan of the Mental Health Task Force

**MOTION TO RATIFY – ATKINSON/CHEEMA
MOTION CARRIES**

Motion 2014/05/28: 03 – ATKINSON/COOK

BIRT the Terms of Reference for the Marketing Planning and Advisory Group is adopted as follows:

MARKETING PLANNING & ADVISORY GROUP

1. Type

- a. Standing working group of the UVSS BoD with closed membership.

2. Purpose

- a. Ensure that the marketing and communications of the UVSS are approached in an integrated and holistic manner, connecting the work of the Board of Directors (campaigns, services, events) with the work of the business units.
- b. Take a unique and collaborative approach to marketing and communications that reflects the values, processes and capacity of the UVSS' unique non-profit social enterprise model.

3. Duties

- a. Adapt corporate, government, and private agency models and processes of marketing and communications to align with UVSS values and modes of operating.
- b. Create an annual marketing and communications plan to identify issues and to map out strategies and tactics to address those issues over the course of a board term.
- c. Ensure that marketing and communications link to and support objectives laid out in the UVSS Strategic Plan.
- d. Collaborate with Department Managers to create integrated marketing campaigns for the SUB as a whole.
- e. Conduct market research, including surveys, focus groups and reviewing analytics.
- f. This includes reviewing targets and benchmarks to assess progress.
- g. Conduct marketing audits of the business units and Board of Directors.
- h. Ensure that marketing and communications for the Board of Directors and the business units have planned and consistent branding.
- i. Oversee development of branding briefs, creative briefs, and visual identity guides.
- j. Provide oversight and recommendations on the development or redesign of business unit websites and logos, including final approval.
- k. Provide oversight and recommendations on the renaming or rebranding of businesses, including final approval.
- l. Provide oversight and recommendations on the use of social media. This includes final approval on the creation of any new social media accounts.

4. Membership*

- a. Director of External Relations – ex officio and chair of the committee. Role is to provide oversight as per Bylaw 8.5.A, to schedule meetings, and to ensure that the committee meets.
- b. Research and Communications Coordinator – ex officio and meeting facilitator. Role is to draft meeting agendas and to facilitate meetings.
- c. Director of Events – ex officio
- d. Director of Finance and Operations – ex officio
- e. One director elected by the Board
- f. Art Director-Graphic Design Department Manager – ex officio
- g. Graphic Designer-Digital Project Coordinator – ex officio
- h. Support and Administration Division Manager – ex officio
- i. General Manager – ex officio

*Although not mandatory or ex officio members, this working group is open to the Chairperson and Director of Student Affairs if they commit to regular attendance for the duration of the board term. Open to Department Managers when applicable.

5. Governance

- a. This is a consensus-based working group.

5. Quorum

- a. Shall be four [4] members as follows:
- One of the Chair or Research and Communications Coordinator; and
 - One of General Manager or Support and Administration Manager; and
 - One of the graphic design department staff; and
 - One other member.

6. Meetings

- a. Shall meet weekly at a date set by the chair of the committee.

7. Term of office

- a. Shall be from the date of appointment until the end of the current board year (i.e. April 30).

BIFRT nominations be opened to elect one director to the Marketing Planning and Advisory Group.

MOTION CARRIED.

Atkinson for Heckel

**MOTION TO RATIFY – COOK/TANG
MOTION CARRIES**

Motion 2014/05/28: 04 – ATKINSON/CHEEMA

BIRT Director of External Relations Greg Atkinson is ratified as the 2014-2015 UVSS representative to the Alliance of BC Students Board Of Directors, as per UVSS Bylaw 5.8.E.

MOTION CARRIES

a. **OLD BUSINESS**

Motion 2014/05/05: 11 – ERICKSON/ATKINSON

BIRT nominations be opened for members to fill the following committee vacancies:

Campaigns	Three (3) Members
Finance & Operations	One (1) Member
Marketing & Communications	Two (2) Members
Ombudsperson	One (1) Member, One (1) Student Senator
Speaker Series	Two (2) Members
SUB Renovations	Two (2) Members
50 th Anniversary	Two (2) Members

Marketing & Communications:
Atkinson for Karen Lacoursiere

**MOTION TO RATIFY – KOPP/COOK
MOTION CARRIES**

7. MEETING TIMES

The next meeting scheduled by the Board of Directors is:
Monday June 2, 2014 in the SUB Upper Lounge.

8. ADJOURNMENT

**MOTION TO ADJOURN - ATKINSON/CHEEMA
MOTION CARRIES**

The meeting was adjourned at 5:33pm.

9. DIRECTOR REPORTS