

EXECUTIVE COMMITTEE

2013-2014 #23

September 15, 2014

2:00pm

ATTENDANCE:

William Lau	<i>President</i>
Kathryn Orydzuk	<i>Vice President (Academic)</i>
Navneet Khinda	<i>Vice President (External)</i>
Cory Hodgson	<i>Vice President (Operations & Finance)</i>
Nicholas Diaz	<i>Vice President (Student Life) – arrived 2:24pm</i>
Marc Dumouchel	<i>General Manager</i>
Craig Turner	<i>Initiatives Manager</i>

REGRETS:

ABSENT:

1. CALL TO ORDER The meeting was called to order by LAU at 2:08pm

2. APPROVAL OF AGENDA HODGSON/KHINDA MOVED THAT the Executive Committee approve the agenda as amended.

4/0/0 CARRIED

3. APPROVAL OF MINUTES HODGSON/KHINDA MOVED THAT the Executive Committee approve the September 11, 2014 minutes as presented.

4/0/0 CARRIED

4. ANNOUNCEMENTS

5. STUDENTS' COUNCIL Points of discussion:
 - Next meeting is at Augustana; HODGSON to talk to Nicole/DG about arranging bus transportation
 - We can have some open discussion time on the bus

6. OLD BUSINESS
 - 6.1 STRATEGIC PLANNING COMMITTEE Points of discussion:
 - One Vice President will be a permanent member; other Vice Presidents can participate in elements relevant to their portfolio
 - It would be useful to have staff/members from a variety of departments and with a variety of personalities
 - We should solicit feedback from all departments as well

LAU/DIAZ MOVED TO appoint ORYDZUK and HODGSON to the Students' Union Strategic Planning Committee as the Executive Committee representatives.

5/0/0 CARRIED

7. NEW BUSINESS

8. DISCUSSION PERIOD

- 8.1 ADVOCACY AGAINST PAID ONLINE ASSIGNMENTS
- Also in attendance:
- Justin Williams, *Director of Research & Political Affairs*
- Points of discussion:
- This does not really provide benefit to the institution as the monies go to the publishers
 - Ontario has regulated these fees; CAUS does not have a policy on these fees
 - ORYDZUK to collect stories from the U of A and other peer institutions
 - KHINDA to liaise with CAUS on the topic
- 8.2 CAB BANNER FOR CAMPAIGN
- Also in attendance:
- Justin Williams, *Director of Research & Political Affairs*
- Points of discussion:
- Since CAB is such a large space should we put multiple banners up with multiple messages?
 - This entire campaign will run about \$1000
 - We could put something up now, and then take our time hashing out a longer-term messaging strategy
 - Have we finalized what message we want an initial banner to convey?
 - Should we make this campaign have a longer duration as a whole?
 - Three banners could be ‘doing great things together’, ‘get involved’ and ‘executive goals’
 - A referral to Student Life Central could be a good way to promote involvement
- 8.3 GREEN & GOLD DAY BUDGET
- Points of discussion:
- MarComm has put together a plan and budget
 - The total marketing costs should be under \$70
 - We will be providing discounts at some of our food outlets
 - DIAZ will cover it from his budget
- 8.4 ALUMNI WEEKEND
- Points of discussion:
- On Saturday we will be hosting a 50th anniversary event for the students involved in the original conception of SUB
 - We will be hosting a table inviting alumni to sign up for an SU alumni group
 - All execs should attend if possible
 - Should we coordinate who is going to what alumni events?

9. REPORTS

10. CLOSED SESSION

11. REVIEW OF ACTION ITEMS

12. ADJOURNMENT

LAU/KHINDA MOVED TO adjourn.

5/0/0 CARRIED

Meeting adjourned at 3:25pm