

MINUTES

EXECUTIVE COMMITTEE — 2022-2023 #[18]

[July 28th], 2022

[1:39] PM

ATTENDANCE

Abner Monteiro	<i>President</i>
Christian Fotang	<i>Vice President (External)</i>
Gurleen Kaur	<i>Vice President (Academic)</i>
Julia Villosio	<i>Vice President (Operations and Finance)</i>
Joannie Fogue	<i>Vice President (Student Life)</i>
Marc Dumouchel	<i>General Manager</i>
Juliana du Pree	<i>Director of Marketing and Communications</i>
Jonathan Olfert	<i>Director of Research and Advocacy</i>
Navjot Kaur	<i>Governance Manager</i>

APPROVAL OF AGENDA

____VILLOSO/KAUR____ MOVED TO approve the Executive Committee agenda as presented.

5/0/0 CARRIED

APPROVAL OF MINUTES

____MONTEIRO ____ MOVED TO approve the Executive Committee minutes from [July 25], 2022 as presented.

5/0/0 CARRIED

REPORTS

PRESIDENT

- Taking time to evaluate my goals and priorities this week.

VICE PRESIDENT (ACADEMIC)

- COFA senior board meeting
- Worked on policy regarding consultation strategy
- COFA Advocacy board after this meeting today

VICE PRESIDENT (EXTERNAL)

- Met with Edmonton Metropolitan Transit Service Commission regarding service delivery for students
- Other meetings regarding student advocacy with similar stakeholders
- Getting ready for poli-strat- will be out of the office for 3 weeks in August.

VICE PRESIDENT (OPERATIONS AND FINANCE)

- Meetings with Councillor Dhillon and Flaman regarding policy
- Joel regarding SUBMart regarding selling Swag
- Held the first Arts subcommittee meeting today - went very well!

VICE PRESIDENT (STUDENT LIFE)

- Meeting with Residence services regarding various issues
- Some action items for the ASA to review
- Also spent time catching up.

MARKETING

- Organizing department, BTR brainstorming session, please review notes
- Handbooks are ready to ship, looking to mail to undergrads.

GENERAL MANAGER

- NONE

DIRECTOR OF RESEARCH AND ADVOCACY

- NONE

STUDENTS COUNCIL

1. Monteiro: Councillor Ali stepping down from various committees for personal reasons as stated in the UASU Council group chat. He has not indicated which committees, not sure what that means as Chair of the Nomination Committee.
2. Monteiro: Fotang and I will be away for Council meeting, August 9th -

3. UofA Student Code of Behaviour, regarding academic conduct - wants to present to Council on August 9th. Not sure if drafts or content will be shared. KAUR will be on the University committee and can keep Council informed on the process.

ACTION ITEMS

NONE

DISCUSSION PERIOD

1. National Anthem at PA:
2. MONTEIRO: Need to give GM direction on including the national anthem during Week of Welcome.
3. KAUR: As an International student, I understand the excitement to learn a new country's national anthem but I agree with FOTANG - there is not a strong feeling to focus on the national anthem.
4. GM: This is supposed to be celebratory, I don't agree we should use the opportunity to educate on Residential schools. Personally I think our land acknowledgement makes a number of assertions and it is not reciprocal.
5. [CLOSED] WOW Filming
6. Social Media Take Over Presentation:
7. MONTEIRO: Discussion with marketing to communicate our strategy
8. FONTANG: (Shared screen with powerpoint presentation- attached)
9. I have no authority or experience - put I've pulled some examples of content
10. Focus on Instagram, Tik-tok and SEO - promoting services, more photos of teams, platform updates, fun reels.
11. Opportunity in august for give-aways, updates and other introductions
12. Juliana, Marketing: Don't worry about early August, later in August participation jumps. What are your goals for this content?
13. FOTANG: to promote, showcase and educate services provided by UASU and be entertaining. We need to consider the "critique" or comments. If something is controversial - what are our processes in place?
14. Juliana, Marketing: Be aware of not "biting off more than you can chew" - pace yourselves and utilize both Advocacy and Marketing teams to support. Year end reports are also available for Execs to review. We have increased engagement on our main communications.

CLOSED SESSION

President Monteiro moves to [CLOSED] Items

ADJOURNMENT

Meeting adjourned at ____**3:20pm**____