

MINUTES

EXEC 09/14

Executive Committee

July 8, 2009

Attendance

Kory Mathewson	President
Leah Trueblood	Vice-President Academic
Beverly Eastham	Vice-President External
Nick Dehod	Vice- Student Life
Catherine Raitt	Executive Assistant

Absent

Zach Fentiman	Vice-President Operations & Finance
Marc Dumouchel	General Manager

Guests

Khanh Nguyen	Sr. Manager, Marketing and Communication
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1. Call to Order

The meeting was called to order by MATHEWSON at 12:40 pm

2. Approval of Agenda

DEHOD/EASTHAM MOVED THAT the agenda is approved with the following changes:

Tabled to the next meeting: 8b. Street Team

Additions:

8c. Wall of Gold (Dehod)

8d. WUSC Update (Trueblood)

8e. Wiki Update (requested by Eastham)

VOTE ON MOTION

4/0/0 CARRIED

3. Approval of Minutes

DEHOD/TRUEBLOOD MOVED THAT the July 6, 2009 minutes be approved as tabled.

VOTE ON MOTION

4/0/0 CARRIED

4. Action Summaries

Reviewed and updated

5. Students' Council

a. July 7 Meeting

Good meeting, great presentation on Academic Plan. Alena's presentation was fantastic.

MATHEWSON: will not be attending the next meeting, but recognize that it is important to submit a report.

6. Old Business

There is no old business

7. New Business

a. NODAC Proposal

This is an annual conference that is budgeted for, excellent opportunity for professional growth as well as the opportunity to share ideas.

TRUEBLOOD/EASTHAM MOVED THAT the Executive Committee approve a budgeted expense not to exceed \$4,755.00 for the Manager of CSD and the Transitions Program Manager to attend NODAC November 7-10, 2009 and for the CSD Manager to attend the OPI program November 5-7, 2009 in Anaheim California.

VOTE ON MOTION

4/0/0 CARRIED

8. Discussion Period

a. Marketing Discussion

MATHEWSON: would like to have a general discussion of the overall themes and how we can promote synergy between the various campaigns.

NGUYEN: there are advantages to bringing initiatives together: working together, creating connections and not exhausting volunteers, staff.

MATHEWSON: Henderson is working on a communication plan that will be reviewed on Friday.

Discussion ensued regarding ways of brining the various campaigns together.

Will re-visit on Friday.

8b. Profile Edm. Magazine

Mathewson tabled background on a request that he has received for himself and a female executive to be profiled in a new magazine that will focus on the 3 major campuses in Edmonton. Exec support this request..

8c. Wall of Gold

DEHOD: wondering what we should be using this space for, especially in the fall. In the past we have posted a large calendar that contained various events, in September and January. Would like to use the calendar in September but hope for something else by January.

Various ideas were discussed.

NGUYEN: this is one the best entry points, bombardment can be an issue, it is important to maintain quality and consistency so that when something different to put up it will stand out.

Dehod will investigate the use of SUB stage screen for the calendar during WOW.

8d. WUSC

Trueblood provided an update on the meeting with Gerry Kendall. Will be meeting with Kayla (WUSC) tomorrow.

8e. Wiki

EASTHAM: wondering what the expectations are around my page on the staff wiki?

DEHOD: it is valuable for staff to know what is going on

NGUYN: staff wiki is meant to connect everyone.

9. Reports

Tabled to the next meeting

10. Adjournment

Meeting adjourned at 2:00 pm