

Tuesday, April 7<sup>th</sup>, 2015

ETLC E1-008

**LATE ADDITIONS (SC 2014-26)**

- 2014-26/1**            **SPEAKER'S BUSINESS**
- 2014-26/2**            **PRESENTATIONS**
- 2014-26/3**            **EXECUTIVE COMMITTEE REPORT**
- 2014-26/4**            **BOARD AND COMMITTEE REPORTS**
- 2014-26/5**            **QUESTION PERIOD**
- 2014-26/6**            **BOARD AND COMMITTEE BUSINESS**
- 2014-26/7**            **GENERAL ORDERS**
- 2014-26/7g**            **ORYDZUK/BHATIA MOVE** on the recommendation of the policy committee to approve in council the Bill#13 Grading and Assessment in it's second reading.
- Please see document LA 14.26.01
- 2014-26/7h**            **DIAZ MOVES** that Students' Council approve the Bill#14 Health and Wellness Policy in second reading based on the attached materials.
- Please see document LA 14.26.02
- 2014-26/7i**            **DIAZ MOVES** that Students' Council approve the Bill#15 Residence Policy in second reading based on the attached materials.
- Please see document LA 14.26.03
- 2014-26/7j**            **JADDOCK/DUECK MOVE**, based on testimonials from outgoing and previous executive members, as well as unsatisfied Arts students, to recommend the Vice President Academic INVESTIGATE the Arts Faculty Students' Association due to the reported dysfunction and ineffectiveness of the organization's structure. Council further recommends the Vice President Academic MAKE RECOMMENDATIONS regarding the restructuring or possible PROBATION of the Arts Faculty Students' Association to the incoming board.

**2014-26/7k**      **JADDOCK MOVES** upon the recommendation of the SU Election Hiring Committee to ratify the appointment of Jessica Nguyen for Chief Returning Officer starting May 1, 2015 and ending April 31, 2016.

**2014-26/8**      **INFORMATION ITEMS**

**2014-26/8d**      Kathryn Orydzuk, VP Academic – Report

Please see document LA 14-26.04

**2014-26/8e**      William Lau, President – Report

Please see document LA 14.26.05

**2014-26/8f**      University of Alberta Students' Union Communications Strategy (2015-2018 Strategic Plan)

Please see document LA 14.26.06

**Second Reading of the Assessment and Grading Policy**

WHEREAS grades are extremely important to students for tracking progress of learning and personal growth.

WHEREAS assessment and grading of undergraduate students' academic performance and learning outcomes are central to the university's core academic mission and the most critical determinant of further academic and future career opportunities pursued by undergraduate students upon graduation.

WHEREAS the U of Alberta Policies and Procedures On-line (UAPPOL) Grading Procedure states that course expectations regarding assignments, grading and other course related matters must be communicated clearly in the course syllabus.

WHEREAS Section 23.4.(2).f of Evaluation Procedures and Grading System of the University of Alberta University Calendar states "Each assessment is linked to the stated course objectives and/or learning outcomes. Students should be provided with the criteria for these assessments early in and, if necessary, throughout the course".

WHEREAS there is work remaining to ensure practices around the University of Alberta are structured to increase student success.

WHEREAS the importance of complex performance based learning in undergraduate education continues to grow and many courses across faculties and programs incorporate at least some form of such learning to enhance student success.

WHEREAS holistic rating scales or rubrics are applied (explicitly or implicitly) during evaluation of complex performance based learning which use learning objectives that encompass more than one aspect of performance and cannot be easily broken out into component parts.

WHEREAS use of rubrics ensure the measurement process (i.e. the assessment of performance) is free of error, reliable and consistent in producing "same results" (can refer to same ranking – relative reliability – or the same exact score – absolute reliability), thus improving the overall quality of assessment.

WHEREAS there is evidence to suggest that rubrics can be used to evaluate a wide variety of student assignments, and strong research evidence substantiates the claim that rubrics help positively improve teaching and learning.

WHEREAS there are many academic support services available to students across campus.

BE IT RESOLVED THAT students should be able to understand why they received any grade.

BE IT FURTHER RESOLVED THAT students should be able to understand how the assessments they receive are related to the overall course objectives.

BE IT FURTHER RESOLVED THAT assignments should be structured to increase student success.

BE IT FURTHER RESOLVED THAT students should explicitly know what is expected of them in any given course in terms of assignments, tests and participation.

BE IT FURTHER RESOLVED THAT students should be regularly made aware of their progress and academic performance in any given course.

BE IT FURTHER RESOLVED THAT students should be made aware of their academic performance before the withdrawal deadline in any given course.

BE IT FURTHER RESOLVED THAT rubrics should be commonly used for the purpose of assessing performance- based learning assignments and be made available to students.

BE IT FURTHER RESOLVED THAT the Students' Union should strive to create awareness around the academic support services available to help students improve.

**Health and Wellness First Principles**

1. Student health and wellness of an individual includes emotional, mental, physical, spiritual, and sexual health;
2. Student health and wellness suffers whenever any of the prior categories suffers, and has significant impacts on student academic success and social well being;
3. University experience is not limited to academia. Students need support in all aspects of their lives in order to be successful;
4. Students may suffer from addictive behavior, which includes, but is not limited to, addiction to computer/internet use and to cognitive-enhancing drugs which can be damaging to a student's academic success;
5. Services supporting student health and wellness are more than just clinical service;
6. Students are increasingly susceptible to high levels of stress due to heavy workloads;
7. The current levels of service and availability of facilities on campus do not adequately address student need.

### **Health and Wellness Second Reading**

WHEREAS University experience is not limited to academia. Students need support in all aspects of their lives in order to be successful;

WHEREAS student health and wellness of an individual includes emotional, mental, physical, spiritual, and sexual health;

WHEREAS student health and wellness is impacted by externalities such as, but not limited to, accessibility of physical environments, addictive behaviour, availability of clinical services, food security, financial security, inclusivity, physical fitness and health, positive build environments, and social community;

WHEREAS when student health and wellness suffers, there can be significant impacts on student academic success and social well being;

WHEREAS students are increasingly susceptible to high levels of stress due to heavy workloads;

WHEREAS services supporting student health and wellness include more than just clinical services;

WHEREAS the current levels of service and availability of facilities on campus do not adequately address student need;

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BE IT RESOLVED THAT the Students' Union advocate for improved accessibility, efficiency, quantity, and quality of services;

BE IT RESOLVED THAT the Students' Union advocate that services are adequately promoted to students;

BE IT RESOLVED THAT the Students' Union advocate for increased provincial funding for University service provision;

BE IT RESOLVED THAT the Students' Union collaborate with the University in the creation of a strategy to address campus health and wellness;

BE IT RESOLVED THAT the Students' Union collaborate with the University and provincial stakeholders in the creation of a provincial strategy to address campus health and wellness.

### **Residence Policy First Principles**

- Residents require livable spaces in compliance with the Province of Alberta's Minimum Housing Standards.
- Residents pay for and expect quality services such as laundry and kitchen equipment.
- Residents need to be able to schedule around maintenance staff entering their units.
- Residence services should follow clear deadlines with respect to inspections and notice of entry.
- Residents should have the opportunity to be present during move-in, interim, and move-out inspections.
- The residence fee schedule should be consistent with costs and approved in a transparent manner.
- The Government of Alberta and the City of Edmonton should remove the burden of municipal property taxes from residences and the University of Alberta should pass any ensuing savings to students in residence or deferred maintenance.
- The Government of Alberta should provide capital funds toward the development of additional student housing.
- The Students' Union should oppose rent and food plan increases beyond CPI unless increased funds benefit students living in residence directly.
- Residence Associations are student representative associations and should have the opportunity to make decisions on behalf of their constituents.
- Residence Associations should have transparent and efficient fee collection, financial regulation, administration, and support in order to function.
- Residence Associations should have a healthy partnership with University of Alberta Residence Services.
- Residence Associations require office space, the ability to communicate with their constituents, and clear guidelines as to their jurisdiction.
- Residence Association executives should be able to live in their residences.
- Departments that work on issues affecting residents and Residence Associations should communicate.
- Residence Associations should be able to host events and programs for their constituents.

## **Residence Policy Second Reading**

WHEREAS Residents require livable spaces in compliance with the Province of Alberta's Minimum Housing Standards;

WHEREAS Residents pay for and expect quality services such as laundry and kitchen equipment;

WHEREAS Residents need to be able to schedule around maintenance staff entering their units;

WHEREAS Residence services should follow clear deadlines with respect to inspections and notice of entry;

WHEREAS Residents should have the opportunity to be present during move-in, interim, and move-out inspections;

WHEREAS Residence Associations are student representative associations and should have the opportunity to make decisions on behalf of and provide programs for their constituents;

WHEREAS Residence Associations require office space, living space, the ability to communicate with their constituents, and clear guidelines as to their jurisdiction;

WHEREAS Residence Association finances require transparent and efficient fee collection, financial regulation, administration, and support in order to function;

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BE IT RESOLVED THAT the Students' Union advocate for accessible, affordable, clean, comfortable, and secure residences for students;

BE IT FURTHER RESOLVED THAT the Students' Union advocate for quality residence services and fair processes for students;

BE IT RESOLVED THAT the Students' Union shall oppose rent and food plan increases beyond CPI unless increased funds benefit students living in residence directly;

BE IT FURTHER RESOLVED THAT the Students' Union shall advocate that the residence fee schedule be consistent with respect to expenses and approved in a transparent manner;

BE IT FURTHER RESOLVED THAT the Students' Union shall advocate for the fair treatment and support of Residence Associations, such that they can best fulfil their mandate;

BE IT FURTHER RESOLVED THAT the Students' Union will advocate to the Government of Alberta and the City of Edmonton to remove the burden of municipal property taxes from residences and to the University of Alberta so that they pass any ensuing savings to students in residence or deferred maintenance;

BE IT FURTHER RESOLVED THAT the Students' Union will advocate that the Government of Alberta provide capital funds toward the development of additional student housing.



April 6, 2015

To: Council

Re: VPA Report

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Hi Council,

Please find my final report below:

### Support Student Representatives

- *Create an Online Petition System:* so that students at large can propose changes directly to the SU, and student representatives can understand more precisely what their constituents want.
  - I called for feedback on the guiding document in Fall Term. It took quite a long time to get the consultation done on this piece, there were a lot of perspectives to consider.
  - COFA AWG saw it in Fall Term and approved the ability for students to make faculty specific petitions.
  - The Online Petition System was delayed due to tech stuff on the University's end since we are using the CCID login system.
  - May or may not be done before my term is up
- ~~*Raise the Status of Departmental Associations:* so that they can be successful advocates for students in their departments and have access to any resources they need for governance.~~
  - I did a survey of what the environment of DAs is currently like as well as what resources they might be interested in.
  - Dept. Associations are now a type of honorary SRA. The good majority of DAs now understand that they have a representative function and have taken steps to fulfill it.
- ~~*Get a Financial Reviewer for the Faculty and Campus Associations:* because obtaining a financial reviewer is the thing that FAs/CAs struggle with the most in terms of completing reporting requirements for the SU.~~
  - This is a goal that is done in partnership with VP Hodgson.
  - COFA FAWG has seen the proposed idea for what we want to do and has approved it.
  - VP Hodgson has met with with VP Finances of FAs in order to figure out the specifics of the system.
  - We had four organizations test it in the Winter Term and they were good with it.
  - We consulted with COFA Senior Board about the changes to 8200 and Council voted them through last meeting.
- ~~*Create a Council of Campus Associations:* in order to institutionalize a line of communication between Campus Associations and the SU as well as facilitate communication between Campus Associations.~~
  - Done! COCA met and approved ToR on October 31 (a memorable day).
  - We will met again in Winter Term.



- *Support the International Students' Association:* by assisting them in their efforts as a representative body.
  - I have not heard much appetite from the ISA this year to push for recognition as an SRA
  - DG will have a greater role next year in supporting them

### Reduce Barriers to Accessing Academic Materials

- ~~*Run the Annual Be Booksmart Awareness Campaign:* so that students and professors are aware of alternatives to purchasing brand new textbooks.~~
  - Be Booksmart is bigger this year than it has ever been with both a Fall and Winter run, a letter out to all professors, support from CTL in creating a new award for professors who save their students money on academic materials, materials out to first years in their orientation packages and thousands of hits on the Be Booksmart website.
- ~~*Create a Textbook Repository:* so that students can borrow textbooks at no cost.~~
  - The Ualberta Library's recent announcement has made the SU doing this redundant. We are instead supporting the Libraries initiative.
- ~~*Revamp the Online Textbook Exchange:* so that students can very easily buy and sell used textbooks to other U of A students.~~
  - Also done! It is currently being 'beautified' but the functionality is completed. You should see an advertising campaign for the UBR around campus soon!

### Focus on Fair Grading Practices

- *Grading Standardization at the Department Level:* so that students know in advance how we will be graded on assignments and how our efforts translate into our grades.
  - I have found strong partnerships in the Centre for Teaching and Learning
  - I gave a presentation to Committee on the Learning Environment in conjunction with CTL about rubrics and we had fairly good traction. It was resolved that we need to do an environment scan of our University to see how we could incorporate them.
  - The SU Assessment and Grading Policy includes rubrics

**Bonus** (things that came up that I decided to pursue after I was elected. These things came from student complaints, opportunities that came up, and political policy)

- ~~*Mid Term Professor Evaluations:* Formative feedback for professors that want it half way through the year. Students will benefit from professors hearing feedback and altering their teaching before the end of the term.~~
  - The eUSRI system that has now been implemented opens the opportunity for this to be done. It is very specifically outlined in our Quality Instruction policy.
  - A small number of professors utilized the system for formative mid-term feedback
- ~~*Access Codes:* Eliminating the need for students to purchase extra materials for purposes of assessment and grading.~~
  - The Provost's office created a University-wide policy stating that if professors are going to assign an access code, they must have a cost-free alternative.



- Publishers stepped up and provided their products for free in a number of computer labs across campus.
- ~~Restructure ALES Faculty Association~~
  - Done! I definitely did not personally create FAUnA, there was a team of dedicated ALES students that did so. But, as VPA, I am responsible for there being an Association for ever faculty and I facilitated the creation of the FA by creating the structure by which the restructure would happen.
- ~~Held the first ever "SU 101" session~~
  - Discover Governance and I hosted a session about how the SU makes its decisions, so that interested people outside the SU can learn about us.
- ~~Improved attendance of GFC Student Caucuses~~
  - GFC Student Caucus, and attendance at GFC of students was at an all-time high this year.
- *Time Capsule*
  - We are planning on placing a Time Capsule underneath the new reno of the SU building
  - Stakeholders are in
  - Physical capsule is selected
  - Need to choose what students will put in it
- ~~Revise Information Sharing Agreement~~
  - We have revamped our ISA with the Registrar's Office
  - We now have a better way for students to log in to aspects of our website
  - FAs can easily send information out to their memberships

All the best,  
Kathryn Orydzuk

April 7th, 2015

**To:** University of Alberta Students' Union Students' Council 2014-2015

**From:** William Lau, President 2014-2015

**Re:** Report to Students' Council (for April 7th, Meeting)

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Dearest Council,

Here we are, at our final Council meeting for the year. Look at yourselves, such a beautiful bunch. I've learned a lot from all of you (and you probably don't even know it), and I'm genuinely curious where all of us will be in ten years. I'll leave it to our dear CAC chair to plan a reunion then.



*Photo Credit: William Lau, SU President 2014-2015  
UASU Students' Council being UASU Students' Council.*

As the final report of the year, let me provide you a thorough review of goals that have been set and where we stand. I assure you that any tasks left uncompleted will be thoroughly transitioned to my successor.

*Students' Union Strategic Plan*

- Approved at March 31<sup>st</sup> 2015 Students' Council Meeting.
- Approval of the vision is only the first step. Providing direction is important, but following through as an organization under the guidance of future executives is even more important.
- To transition:
  - Educate incoming Executive Committee and Students' Council about its use to build a shared vision;
  - Communicate broadly to student population and campus partners; and
  - Operationalize before May 1<sup>st</sup> 2019.

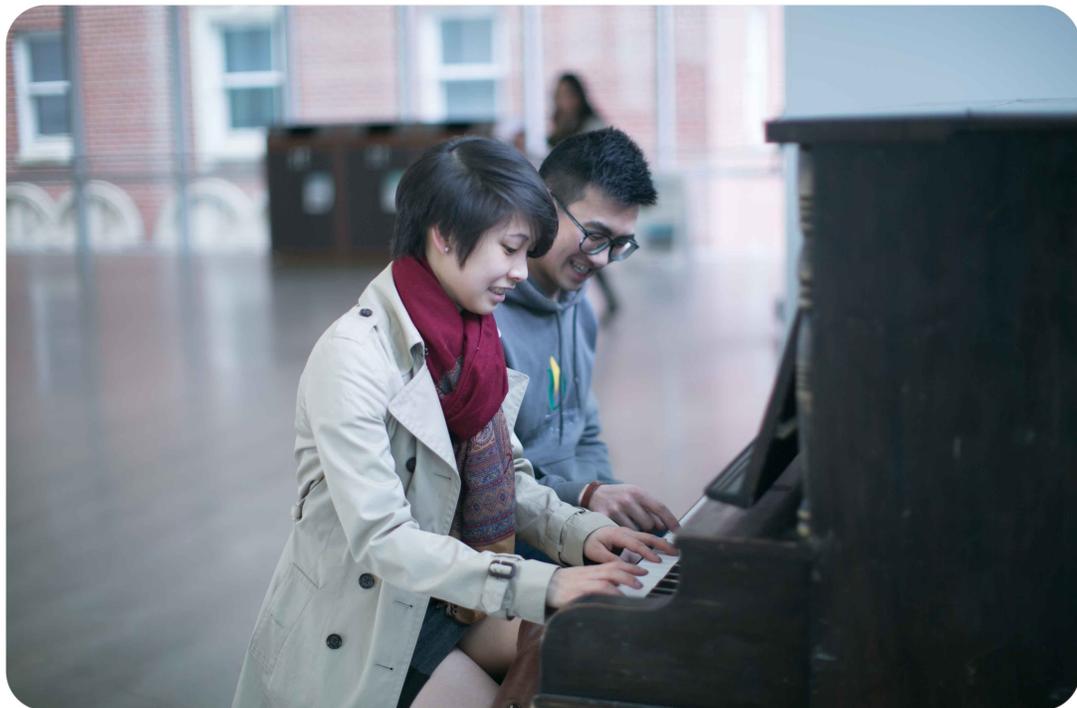


*Photo Credit: William Lam, SU President 2014-2015  
One of the many inspirational pieces at our annual SU Awards Night.*

*Vibrant Campus Strategy (Student Mental Health)*

- Open Conversation for Student Mental Health (Student Engagement)
  - January 23<sup>rd</sup> event engaged close to 80 students, and created a space for students to brainstorm and vision what an ideal healthy campus could be like.
  - Currently planning a follow-up event in collaboration with University Wellness Services and the Office of Sustainability to not only continue the student engagement, but to lend their voice to the writing of the upcoming 2015-2020 Sustainability Plan which includes a specific section on Student Health & Wellbeing. Event on April 9<sup>th</sup>.
  - To transition:
    - Continue engagement of health-related student groups in the engagement processes of the Sustainability Plan; and
    - Continue conversation with University Wellness Services to assess feasibility and timing of initiating planning for a Campus Wide Health Strategy.
- BSHEC Terms of Reference (Institutional Accountability Structures)
  - Formal proposal is now on the agenda for the May BSHEC meeting for discussion, with an aim toward Board approval in October.
    - Include a focus on student/campus health to the Committee mandate;
    - Include for information, review and recommendation, annual reports and management strategies on the topic; and
    - Within BSHEC's voting membership, add an external committee member with expertise in non-clinical community health.
  - To transition:
    - Continued monitoring of the conversation offline with Board Chair Doug Goss and BSHEC Chair Steven LePoole to ensure that any concerns are addressed prior to committee discussions; and
    - Envisioning optimal reporting of student health statistics and strategies at BSHEC to ensure that implementation is close to optimal in its first year.

- Values in Policy (Institutional Culture)
  - Conversations have started, without any firm commitment to tangible changes.
  - To transition:
    - Continue conversation with University Governance about including a section in “Outlines of Issue” for proposal writers to articulate alignment to institutional values; and
    - Continue conversation with VP Finance & Admin, Phyllis Clark, about policy change to ensure that writing of new policies align to institutional values.
- Public Pianos on Campus
  - Two public pianos are currently installed – HUB/Humanities and ECHA LRT Pedways.
  - To transition:
    - Continue conversation with Facilities & Operations about more potential spaces;
    - Signage on the two public pianos we currently have; and
    - Maintain relationship with Don’s Piano Place.



*Photo Credit: Amanda Robinson, UASU Marketing Assistant*  
*Public Pianos are just another tool to add some vibrancy to our campus environment.*

*Student Participation Protocol (Student Consultation)*

- Documents finalized.
- To transition:
  - Educate the incoming Executive Committee about its significance and use;
  - Continue education & advocacy for the use of the handbook to all campus partners; and
  - Draft wording that can be integrated into various committee Terms of Reference to set the tone needed for optimal stakeholder participation.

*Student Life Central (Student Involvement)*

- To increase student involvement on campus, we are focusing on informing first year students prior to Orientation of the choices available and benefits of getting involved.
- To transition:
  - Continue conversation with Services staff about “Create your own Adventure” materials and provide feedback where necessary.



*Photo Credit: William Lau, SU President 2014-2015*

*East Campus Dodgeball League Championships. It doesn't matter how you get involved – just do it.*

*Flight & Hotel Deals*

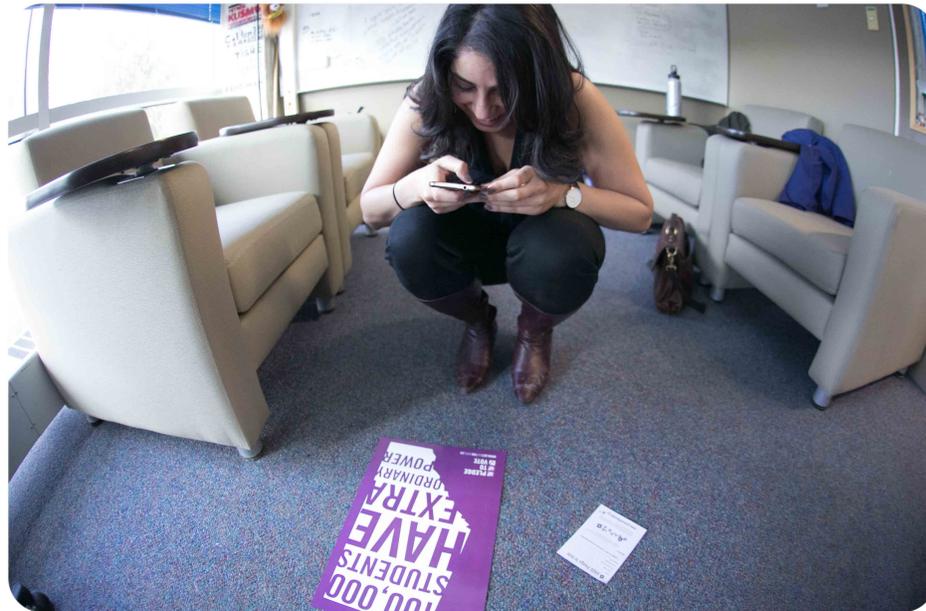
- Secured a blanket discount of 20% off the best available rates with Choice Hotels Canada, which includes Ascend Hotel Collection, Cambria Suites, Comfort, Comfort Suites, Quality, Sleep Inn, Clarion, Mainstay Suites, Suburban Extended Stay Hotel, Econo Lodge, and Rodeway Inn.
- To transition:
  - Communication of the option to undergraduate students;
  - Communication of the option to granting bodies on campus;
  - Sharing of acquired discount with on-campus associations and other Students' Unions across Canada; and
  - Securing of a Carshare program on campus.

*\*Students' Union Alumni Relations*

- As the Office of Advancement plans for its own transitions with renewal of its senior leadership, bulk of the work in this area has been put on hold.
- To transition:
  - Continue engagement of 50 year SU Alumni for the establishment of an endowment to enhance student involvement;
  - Explore reunion-type activities for SU Alumni; and
  - Establish a SU Alumni Chapter.

*\*UA-SU Financial Relationship*

- Agreements are to be signed between the SU and the University Administration around the various grants we have flowing between us, as many were decided on over verbal agreements.
- Delays arose from the “unknown” factors of the concurrent MNIF Restructure conversation.
- To transition:
  - Ensure that my successor is at the next meeting with Administration; and
  - Push to have agreements signed before the installment of the new Provost.



*Photo Credit: William Lau, SU President 2014-2015*

*Vice President Khinda Getting Out The Vote. She can't do it alone. HALP HER ;\_:*

So there we are – to me, Executive goals never *finish*. Sure, Past-President Kusmu won us Fall Reading Week, but it's up to myself and my successors to plan programming for the week off, then evaluate and execute it annually. Sure, we finished writing our Strategic Plan, but now we need to stick to it and carry it out. We finished our Student Participation Process documents, but now we need to educate, advocate for its use, and evaluate it on an annual basis. It's what we do here at UASU. We stand on the shoulders of giants, and we're freakin' proud of it <3

Sent from my iPhone,



**William Lau**

[President](#) 2014-2015 | [University of Alberta Students' Union \(UASU\)](#)

Governor | [University of Alberta Board of Governors](#)

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University of Alberta Students' Union

# Communications Strategy

*"Over the next four years, we will develop and implement better strategies for talking with students."*

*(2015 - 2018 Strategic Plan)*

April 2015 (DRAFT)



DRAFT

## Students' Union Communications Strategy

Communication is about information. At the Students' Union (SU) we believe that information is a key foundation for engagement. An informed student body is one that can be involved and participate fully in student life, and it is a key commitment of the SU to foster such engagement.

### Introduction

Communications planning is a marketing discipline that helps organizations understand what they should be saying to their intended audience(s), and describes how they should say it.

A communications strategy helps bring rigour to an organization's messaging by identifying the broad types of messaging, stating how various media will be used (and the mechanics of how this is done and managed), and specifying how an organization responds to urgent or critical issues.

In the process of developing this strategy, we identified specific principles, some key elements, and an inventory of communications assets.

- **Principles:** Early in the discussion about the SU's communications strategy we identified three "founding principles" that help to support and drive the strategy. These are: *personality, reach and consistency*.
- **Key Elements:** We also identified specific key elements of the strategy, including *branding, the State of the Union newsletter, managing day-to-day communications, and interdepartmental relationships*.
- **Communications Assets:** Lastly, we identified an extensive list of the *assets or tools* we have that we will need to use to execute the strategy.

The remainder of this document will look at these in detail.

*Note that while we were completing this communication strategy, the Students' Union was undoing considerable organizational change, and renewing its four-year Strategic Plan. The effects of these changes are discussed at the end of this document under Recent Developments. Once the impact of those changes has been evaluated, we will amend this document accordingly.*

## Principles

The three principles that will help to support and drive the communications strategy are personality, reach and consistency.

### Personality

Like people, organizations have personalities, and just like people, a key part of an organization's personality is its "voice". All of our communications should have an appropriate voice, and sound like they come from the SU.

That means sounding like a student. She might have a different tone of voice when talking to the press, or a government Minister, or to a student councillor, but she is always a student.

### Reach

We need to reach out to students if we want to foster and encourage engagement, and part of that is making sure that our messaging actually reaches all undergraduate students across all campuses.

Reach is also a measure of how many undergraduates are influenced by our messaging. Examining our reach can highlight some of the issues we face with regard to a communications strategy: for example, there are people we do not reach, such as French-speaking undergraduates.

### Consistency

Regardless of how much communication we want to have with students, we need to maintain a consistent flow of information throughout the year. A key element of that is the *State of the Union* newsletter. Even if the newsletter is occasionally "thin" in terms of content, it is far better to have a regular newsletter that is expected (even anticipated), than to have only sporadic updates.

Of course, consistency also relates to the SU's personality: SU messaging must "feel" like it comes from the SU.

*In the sections that follow, boxed-in paragraphs indicate how that section's content relates to these three Principles.*

## Key Elements

Key elements of the strategy include branding, the *State of the Union* newsletter, our response to urgent issues, and interdepartmental relationships.

## Branding & Identity

Originally, the idea of a brand was closely associated with an organization's logo (or a building or a product), but recently, the idea of branding has changed: increasingly, brands are not defined by an organization, but rather by the people who *interact* with that organization.

This is largely the result of social media: a brand is not what *we say* it is, it's what *they think* it is; as a result, brand management can be defined as delivering a consistent, distinctive customer experience.

The role of "identity" is more akin to the traditional idea of a brand. The SU's identity is strongly linked to its logo, and so we propose to use that identity to manage and reinforce our brand by requiring that all material printed by the Students' Union will include the SU logo, and that all student-facing material will be designed by Marketing.

*Branding and identity can also be considered as another aspect of personality, reach, and consistency, given the visibility of our brand on everything we produce.*

## The *State of the Union* newsletter

Recently we have very worked hard to send out the State of the Union newsletter more consistently, and that effort has paid off, partly because we can now send emails to all students.

*The newsletter has the personality, reach and consistency that we need: it is issued every month, it is sent to every undergraduate, and it feels like something from the SU. In addition, we have recently featured a brief survey, with a draw for a prize of coffee coupons, which is apparently is getting some following (and promotes an SU business).*

## Key Elements (con't)

### Day-to-day Executive Communications

Every day, the SU sends messages to its members and the outside community, and we are making messaging decisions, large and small, most of the time. Communications from Executives are jointly managed by the Executive team and Research and Political Affairs, and can be broken down by urgency and frequency:

- **Urgent issues** are those that we judge to be important enough that they require an immediate response. These issues can be internal to the SU, University-related or be based on decisions from parties outside the University.
- **Emergent issues** allow for more planning and a wider variety of tactics than urgent issues. The Peter Lougheed Leadership College is an example of an emergent issue that demands different responses over time.
- **Planned campaigns** are often done to support a goal of an individual executive: the Be Book Smart campaign is a good example. Campaigns are planned in advance, can get a message out in a very targeted way, and the content can be updated regularly.
- Finally, **occasional responses** are issues that the SU knows in advance it will need to respond to. These are not necessarily on a set schedule (for example, a Provincial Budget), so a complete response cannot be prepared in advance.

Urgent issues are always managed by Research and Political Affairs (through an established process that provides operational and procedural guidelines) with support from Marketing (to mobilize assets as appropriate).

*Knowing how we intend to respond to different types of issues helps ensure consistency, and ensure that we are reaching the right audiences. It also makes it easier to brand our communications appropriately for different audiences.*

### Interdepartmental Relationships within the SU

It is important that the ideas in this document are shared with the SU as a whole: after all, an organization that communicates well with itself should communicate better externally. The best way to achieve that is through Marketing: via the Studio, Marketing can help ensure that the SU's messaging is consistent, with the right personality and the appropriate reach.

Internal communications are also important when we consider managing what we do. The Content Schedule (see page 7) is expected to list every event, large or small, that any part of the SU plans to host during the year, so that Marketing has time to plan for them.

*Knowing in advance what we need to plan for will help us provide a better product, and better service.*

## Communications Assets

Communications “assets” are things (as well as organizations and people) that help us achieve our communications goals.

Assets	Process information	Timing
SU Web site	<ul style="list-style-type: none"> <li>the site has a Content Management System to allow departments to edit content (adding/deleting pages, etc. are admin functions)</li> <li>contact Marketing</li> </ul>	<ul style="list-style-type: none"> <li>changes can be made very quickly</li> </ul>
“Traditional” media (posters, flyers, etc)	<ul style="list-style-type: none"> <li>huge range of options with regard to size, printing processes, folding, binding, colour, etc:</li> <li>consult Marketing for guidance re. specific projects</li> </ul>	<ul style="list-style-type: none"> <li>allow a minimum of 10 working days from concept to printing</li> </ul>
Media Releases	<ul style="list-style-type: none"> <li>media releases are managed by Research &amp; Political Affairs</li> </ul>	<ul style="list-style-type: none"> <li>one day minimum</li> </ul>
SUTV	<ul style="list-style-type: none"> <li>space on SUTV is heavily discounted to the SU; visit sutv.ca for a Media Kit</li> <li>contact Marketing for pricing and booking space</li> </ul>	<ul style="list-style-type: none"> <li>once an ad is designed it can be on air very quickly</li> </ul>
State of the Union newsletter (SOTU)	<ul style="list-style-type: none"> <li>facilitated by Marketing, the SOTU newsletter is largely under the control of the Executive, and Research &amp; Political Affairs, but...</li> <li>this is the State of the <i>Union</i>, not the Executive.</li> </ul>	<ul style="list-style-type: none"> <li>basically a two week process every month</li> </ul>
Student Handbook	<ul style="list-style-type: none"> <li>the handbook is primarily a tool for getting out information in a known format; an electronic version is under consideration</li> </ul>	<ul style="list-style-type: none"> <li>three months, April - June</li> </ul>
The Gateway	<ul style="list-style-type: none"> <li>advertising in <i>The Gateway</i> is relatively expensive given falling circulation</li> </ul>	<ul style="list-style-type: none"> <li>contact Studio min. one week before</li> </ul>
Local newspaper, TV, and radio outlets	<ul style="list-style-type: none"> <li>the SU does not use external media actively but we strive to get positive coverage on key issues as they arise, via the RPA</li> </ul>	<ul style="list-style-type: none"> <li>almost always short notice/ immediate</li> </ul>
Social Media	<ul style="list-style-type: none"> <li>SU social media outlets managed mainly by Marketing; Executives and (most) departments have their own accounts</li> <li>a separate social media strategy is under development</li> </ul>	<ul style="list-style-type: none"> <li>dealt with elsewhere, the key is to be responsive</li> </ul>
Email broadcasts	<ul style="list-style-type: none"> <li>primarily reserved for SOTU newsletter, though various departments have email list of their own</li> <li>crucial to ensure that replies are acknowledged and/or dealt with</li> </ul>	<ul style="list-style-type: none"> <li>consistency is key broadcasts are better</li> </ul>
Class presentations	<ul style="list-style-type: none"> <li>under the control of the Executive, and Research &amp; Political Affairs; excellent face-to-face medium when used properly (could be used by Services too)</li> </ul>	<ul style="list-style-type: none"> <li>not necessarily under our control; use with discretion</li> </ul>
Commnet	<ul style="list-style-type: none"> <li>a university mailing list shared by marcomm professionals on campus.</li> </ul>	<ul style="list-style-type: none"> <li>the SU keeps this at “arm’s length”</li> </ul>
FAs, and COFA, Student Council, RHA and other student rep. assocs.	<ul style="list-style-type: none"> <li>these are key partnerships that are generally managed by the Executive (specifically the VP Academic)</li> </ul>	<ul style="list-style-type: none"> <li>as required</li> </ul>
Dean of Students, UAI, Phys. Ed., Faculties, etc.	<ul style="list-style-type: none"> <li>as university organizations these are important partnerships since we have to work <i>with</i> them, and keep them working on our behalf.</li> </ul>	<ul style="list-style-type: none"> <li>as required</li> </ul>

## **Content Schedule**

A Content Schedule (and this element of the strategy may be renamed at some point) is a way to identify what the SU does throughout the year. As indicated, this will include all the events - large and small - that the SU hosts throughout the year.

However, the schedule is expected to be more than that: in many ways it could become part of the institutional memory of the organization by not only including things that are “happening” but also by recording things that simply need to get done: making sure students are aware of health plan opt out dates, sending out Christmas cards on time, placing a Remembrance Day on SUTV, purchasing roses for to commemorate the Montreal Massacre, the list could be as long as people want it to be.

The goal would be to identify “synchronicities” - or opportunities for collaboration - across the SU that might not otherwise be noticed.

Each department will be expected to submit its own schedule in time for the mid-year management retreat, typically in June; a master schedule would then be prepared, added to this document, updated as needed and automatically creating the basis for the next year’s schedule.

The schedule would not only inform the SU as a whole but would also give Marketing a complete view of the year, and enable the development of more meaningful marketing plans.

## **Recent Developments**

A number of ongoing developments at the SU mean that this document, in the short term, must be seen as a draft.

- For much of this academic year, the SU has been developing a new four-year Strategic Plan. The plan was completed in March and was just approved by Council, but it has not been shared with SU staff.

It includes one Critical Success Factor (#2) that is very communications-centric: it is entitled “Increase our relevance to, and connection with, our members” and includes the statement that “over the next four years, we will develop and implement better strategies for talking with students.”

Now that the document has been approved, the key goals under that critical success factor will have to be referenced in this document.

- A key goal of the Strategic Plan is that we restructure the Marketing department to emphasize social media. That process is under way, but it means that we cannot write a Social Media policy until the changes are in place. Because the restructuring requires a new hire, and transitioning job responsibilities for an existing staff member, this is not expected to be complete until later in the summer of 2015.
- As stated above, this strategy will help us manage the SU brand by mandating the involvement of The Studio. That process will require the writing of simple procedures to clarify how departments should interact with The Studio, and those procedures will need to be shared with the SUs services and business. That cannot be done until early May, at which time, the procedures will be referenced in this strategy document.

# STUDENTS' COUNCIL VOTES AND PROCEEDINGS

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Tuesday, March 10<sup>th</sup> 2015  
ETLC E1 008

## VOTES AND PROCEEDINGS (SC 2015-23)

- 2015-23/1      **SPEAKER'S BUSINESS**  
Meeting called to order at 6:20 pm
- 2015-23/1a     Announcements – The next meeting of Students' Council will take place on Tuesday, March 24, 2015.
- 2015-23/2      **PRESENTATIONS**
- 2015-23/7      **GENERAL ORDERS**
- 2015-23/7c     **FAROOQ/FEDOSKI MOVE** to appoint a member of Student's Council to the Audit Committee.  
  
Nominations: Zhang  
Nominations Closed  
Appointed: Zhang
- 2015-23/3      **EXECUTIVE COMMITTEE REPORT**  
William Lau, President- Report  
Navneet Khinda, VP External- Report
- 2015-23/4      **BOARD AND COMMITTEE REPORTS**  
Marina Banister, Nominating Committee Chair- Report  
Cory Hodgson, Student's Union Governance Task Force - Report
- 2015-23/5      **QUESTION PERIOD**
- 2015-23/6      **BOARDS AND COMMITTEE BUSINESS**

**2015-23/7****GENERAL ORDERS****2015-23/7a**

**HODGSON/CROUTZE MOVES** upon the recommendation of the Finance Committee to approve the Students' Union 2015/2016 Budget Principles.

Please see document LA 14-23.03

**HODGSON/ALLARD MOVE** to suspend the standing orders to allow more than two speaking turns during this motion

**Motion CARRIED**

**Motion CARRIED**

**Abstain- Zhang**

**2015-23/7c**

**LAU/HUDSON MOVE** to move into committee of the whole to discuss the topic of market modifiers

**ALLARD/FAROOQ** called to question

**Motion CARRIED**

**Motion CARRIED**

**BANISTER MOVES TO** reduce the speaking terms to 2 minutes.

**Motion CARRIED**

**Automatic Recess at 7:50 pm**

**Meeting called back to order at 8:10 pm**

**CHAMPAGNE/HANSRA MOVES TO** special order item 2015-23/7b to the main agenda

**Motion CARRIED**

**2014-23/7b**

**CHAMPAGNE/ALLARD MOVES**, on the recommendation of the Bylaw Committee, to approve the Academic Materials Bill in second reading as noted in the attached materials.

Please see document LA 14-23.04

**KHINDA/HANSRA MOVE TO** amend the policy to read as follows:

**Academic Materials Second Reading**

WHEREAS the true cost of being a student is composed of many factors, such as tuition, fees, cost of living, foregone wages, and academic materials;

WHEREAS Academic materials represent a significant cost to students, given that the average student spends \$1000 - \$1700 per year on academic materials, depending on year of study, discipline, and course content;

WHEREAS the rate of textbook price increases have far exceeded the rate of inflation over the last decade; at the University of Alberta, the average textbook price increased 280% between 1995 and 2007 while the Consumer Price Index only rose 22%;

WHEREAS publishers often introduce newer and more expensive editions of textbooks in rapid succession without necessarily undertaking substantial content revision, which adversely affects the used textbook market, leading students to incur higher costs in affording academic materials;

WHEREAS students can recover part of the cost of their textbooks by selling them as used books, and students can usually acquire a textbook for a lower price by buying used;

WHEREAS online textbooks and other academic materials that are accessed online undercut the used book market and cannot be resold to recover part of the cost;

WHEREAS course instructors are the primary decision-makers in terms of setting academic materials for their courses;

WHEREAS use of additional and online academic tools and platforms (such as learning management systems, online assignments, material aimed at enhancing self-evaluation by students), offered by publishers to instructors aimed at improving students' overall learning experiences, has become more widespread;

WHEREAS the tools and platforms used to offer additional and online academic material to students often vary by publishers and are not standardized across courses and faculties, leading to additional expenses for students;

WHEREAS the use of mandatory access codes in courses impose a further financial burden on students already paying for instructional costs of post-secondary education in the form of tuition and mandatory fees;

WHEREAS the Government of Canada already has mechanisms in place for Goods and Services Tax (GST) exemptions;

WHEREAS there are no provincial sales taxes levied on books for Canadian provinces that use a Harmonized Sales Tax (HST);

WHEREAS the Book Importation Regulations approved by the Governor General in Council in July 1999 allowed book importers to charge a premium of 10% on books imported from the United States and 15% on books from any other country;

WHEREAS students may access copyrighted material for scholarship as has been codified;

WHEREAS there are many opportunities to purchase academic materials at a discounted price or for free.

BE IT RESOLVED THAT the Students' Union will advocate for academic materials to be as affordable and accessible as possible;

BE IT FURTHER RESOLVED THAT the Students' Union will advocate that courses with online learning platforms and interactive academic materials should not impose costs already covered by tuition;

BE IT FURTHER RESOLVED THAT the Students' Union will advocate that the increase in cost of academic materials from year to year be predictable;

BE IT FURTHER RESOLVED THAT the Students' Union will advocate against students bearing the burden of extra costs that occur through importation, delivery or other tariffs, taxes, and fines;

BE IT FURTHER RESOLVED THAT the Students' Union will publicize and promote the various ways that students can save money on academic materials;

BE IT FURTHER RESOLVED THAT the Students' Union will raise awareness among educators and instructors of less expensive alternatives available to them in regards to academic materials.

**CHAMPAGNE/DIAZ MOVE TO** amend the amendment to read as follows:

**Academic Materials Second Reading**

WHEREAS the true cost of being a student is composed of many factors, such as tuition, fees, cost of living, foregone wages, and academic materials;

WHEREAS Academic materials represent a significant cost to students, given that the average student spends \$1000 - \$1700 per year on academic materials, depending on year of study, discipline, and course content;

WHEREAS the rate of textbook price increases have far exceeded the rate of inflation over the last decade; at the University of Alberta, the average textbook price increased 280% between 1995 and 2007 while the Consumer Price Index only rose 22%;

WHEREAS publishers often introduce newer and more expensive editions of textbooks in rapid succession without necessarily undertaking substantial content revision, which adversely affects the used textbook market, leading students to incur higher costs in affording academic materials;

WHEREAS students can recover part of the cost of their textbooks by selling them as used books, and students can usually acquire a textbook for a lower price by buying used;

WHEREAS online textbooks and other academic materials that are accessed online undercut the used book market and cannot be resold to recover part of the cost;

WHEREAS course instructors are the primary decision-makers in terms of setting academic materials for their courses;

WHEREAS use of additional and online academic tools and platforms (such as learning management systems, online assignments, material aimed at enhancing self-evaluation by students), offered by publishers to instructors aimed at improving students' overall learning experiences, has become more widespread;

WHEREAS the tools and platforms used to offer additional and online academic material to students often vary by publishers and are not standardized across courses and faculties, leading to additional expenses for students;

WHEREAS the use of mandatory access codes in courses impose a further financial burden on students already paying for instructional costs of post-secondary education in the form of tuition and mandatory fees;

WHEREAS the Government of Canada already has mechanisms in place for Goods and Services Tax (GST) exemptions;

WHEREAS there are no provincial sales taxes levied on books for Canadian provinces that use a Harmonized Sales Tax (HST);

WHEREAS the Book Importation Regulations approved by the Governor General in Council in July 1999 allowed book importers to charge a premium of 10% on books imported from the United States and 15% on books from any other country;

WHEREAS students may access copyrighted material for scholarship as has been codified;

WHEREAS there are many opportunities to acquire academic materials at a discounted price or for free.

BE IT RESOLVED THAT the Students' Union will advocate for academic materials to be as affordable and accessible as possible;

BE IT FURTHER RESOLVED THAT the Students' Union will advocate that courses with online learning platforms and interactive academic materials should not impose costs already covered by tuition;

BE IT FURTHER RESOLVED THAT the Students' Union will advocate that the increase in cost of academic materials from year to year be predictable;

BE IT FURTHER RESOLVED THAT the Students' Union will advocate against students bearing the burden of extra costs that occur through importation, delivery or other tariffs, taxes, and fines;

BE IT FURTHER RESOLVED THAT the Students' Union will publicize and promote the various ways that students can save money on academic materials;

BE IT FURTHER RESOLVED THAT the Students' Union will raise awareness among educators and instructors of less expensive alternatives available to them in regards to academic materials.

**Amendment CARRIED**

**Amendment CARRIED**

**Abstain- To, Banister**

**CHAMPAGNE/HANSRA MOVE TO** amend the motion to read:

**CHAMPAGNE/ALLARD MOVES**, on the recommendation of the Policy Committee, to approve the Academic Materials Policy in second reading as noted in the attached materials.

**Amendment CARRIED**

**Motion CARRIED**

**Abstain- To, Banister**

**Meeting adjourned at 9:26 pm**

# STUDENTS' COUNCIL VOTES AND PROCEEDINGS

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Tuesday, March 24<sup>th</sup> 2015  
ETLC E1 008

## VOTES AND PROCEEDINGS (SC 2015-24)

- 2015-24/1      **SPEAKER'S BUSINESS**
- Meeting called to order at 6:10 pm.
- 2015-24/1a      Announcements – The next meeting of Students' Council will take place on Tuesday, April 7, 2015.
- 2015-24/2      **PRESENTATIONS**
- 2014-24/2a      Sustainability in Teaching and Research by Apryl Bergstrom, sponsored by President Lau/Councilor Banister.
- 2015-24/3      **EXECUTIVE COMMITTEE REPORT**
- Kathryn Orydzuk, VP Academic- Report
- Cory Hodgson, VP Operations & Finance- Report
- Nicholas Diaz, VP Student Life- Report
- 2015-24/4      **BOARD AND COMMITTEE REPORTS**
- Marina Banister, Nominating Committee Chair- Report
- Tymothy Jaddock, CAC Chair- Report
- Sangram Hansra, Undergraduate Board of Governors Rep- Report
- 2015-24/5      **QUESTION PERIOD**
- 2015-24/6      **BOARDS AND COMMITTEE BUSINESS**
- 2015-24/7      **GENERAL ORDERS**
- 2014-24/7a      **KHINDA/HODGSON MOVES** that the University of Alberta Students' Union join the Edmonton Students' Alliance based on the attached Charter
- Motion CARRIED**
- 2014-24/7b      **TO/DIAZ MOVE** that on the recommendation of the Policy Committee the Food

Policy be renewed as amended

**Champagne/Hudson move to** amend (friendly) the policy to read:

WHEREAS access to food preparation resources on campus is currently limited;

WHEREAS nutrition plays a vital role in the health and wellness of students and therefore can have a significant impact on their academic success;

WHEREAS nutrition plays a vital role in the health and wellness of students;

WHEREAS access to a variety of healthy food and beverage options available on campus is currently limited;

WHEREAS food and beverages sold on campus do not meet the needs of students with a variety of dietary restrictions;

WHEREAS nutritional information provided for food products sold on campus is currently limited;

WHEREAS the purchase of food and beverages incurs a significant financial cost to students;

WHEREAS students living in Lister Centre are required to purchase a mandatory meal plan that can only be used to purchase food and beverages from specific food vendors on campus who accept the plan as payment;

WHEREAS the production, transportation, distribution, and/or consumption of food and beverages can have adverse social and/or environmental impacts;

BE IT RESOLVED THAT the Students' Union advocates that the University increases the availability of diverse and healthy food and beverage option;

BE IT FURTHER RESOLVED THAT the Students' Union advocates that the University provides an increase of affordable food and beverage options;

BE IT FURTHER RESOLVED THAT the Students' Union advocates that the University provides and improves access to food preparation resources;

BE IT FURTHER RESOLVED THAT the Students' Union advocates that the University provides and improves access to water fountains and water bottle refilling stations;

BE IT FURTHER RESOLVED THAT the Students' Union advocates that the University encourages the sale of organic, local, or Fair Trade certified food and beverage options when competitively priced to reduce its adverse ecological and social impact;

**Amendment CARRIED**

**Motion CARRIED**

2014-24/7C

**DIAZ/BHATIA MOVE** that on the recommendation of the Policy Committee the first principle of the Residence Policy be approved by the Students' Council.

**Motion CARRIED**

2014-24/7d

**CHAMPAGNE/KHINDA MOVE** that on the recommendation of the Policy Committee the second principle of the Campus Saint-Jean Linguistic Accessibility Policy be approved by the Students' Council as amended.

**ALLARD/HODGSON move to** amend the policy to read:

WHEREAS Students at Campus Saint-Jean do not have an English language proficiency requirement;

WHEREAS Campus Saint-Jean and its students are a crucial organ to the University of Alberta and its community;

WHEREAS Students currently do not have a bilingual system to apply to U of A scholarships and bursaries;

WHEREAS the ability to communicate in French or English does not equate proficiency in said language;

WHEREAS official communications from the U of A are only delivered in English, therefore cannot reach students who are not adequately proficient in English;

WHEREAS timely response to emergency communications can be hindered by a language barrier;

WHEREAS administrative interfaces (Beartracks, Bearsden, etc.) are currently only available in English, limiting current and potential students from using them;

WHEREAS student services are essential for students to help maintain a balanced, healthy and academic lifestyle but are currently not broadly available in both French and English; WHEREAS bilingualism is a Canadian value;

WHEREAS Alberta has the fastest growing french speaking population in Canada according to the 2011 Census.

BE IT RESOLVED THAT the the Students' Union will advocate for a bilingual scholarship and bursary application process;

BE IT FURTHER RESOLVED THAT the Students' Union will advocate to have official University of Alberta communications administered in both French and English in a fashion convenient to students;

BE IT FURTHER RESOLVED THAT the Students' Union will advocate to have emergency University of Alberta communications administered in both French and English;

BE IT FURTHER RESOLVED THAT the Students' Union will advocate to have administrative interfaces (Beartracks, Bearsden, etc.) be available in both French and English

BE IT FURTHER RESOLVED THAT the Students' Union will advocate to increase the availability and scope of student services offered in both French And English.

**Amendment CARRIED****DIAZ/HUDSON move to amend the policy to read:**

WHEREAS Students at Campus Saint-Jean do not have an English language proficiency requirement;

WHEREAS Campus Saint-Jean and its students are a crucial organ to the University of Alberta and its community;

WHEREAS Students currently do not have a bilingual system to apply to U of A scholarships and bursaries;

WHEREAS the ability to communicate in French or English does not equate proficiency in said language;

WHEREAS official communications from the U of A are only delivered in English, therefore cannot reach students who are not adequately proficient in English;

WHEREAS timely response to emergency communications can be hindered by a language barrier;

WHEREAS administrative interfaces (Beartracks, Bearsden, etc.) are currently only available in English, limiting current and potential students from using them;

WHEREAS student services are essential for students to help maintain a balanced, healthy and academic lifestyle but are currently not broadly available in both French and English; WHEREAS bilingualism is a Canadian value;

WHEREAS Alberta has the fastest growing french speaking population in Canada according to the 2011 Census.

BE IT RESOLVED THAT the the Students' Union will advocate for a bilingual scholarship and bursary application process;

BE IT FURTHER RESOLVED THAT the Students' Union will advocate to have official University of Alberta communications administered in both French and English in a fashion convenient to students;

BE IT FURTHER RESOLVED THAT the Students' Union will advocate to have emergency University of Alberta communications administered in both French and English;

BE IT FURTHER RESOLVED THAT the Students' Union will advocate to have administrative interfaces (Beartracks, Bearsden, etc.) be available in both French and English;

BE IT FURTHER RESOLVED THAT the Students' Union will advocate to increase the availability and scope of student services offered in both French and English.

**CHAMPAGNE/HUDSON move to amend (friendly) the amendment to read:**

WHEREAS Students at Campus Saint-Jean do not have an English language proficiency requirement;

WHEREAS Campus Saint-Jean and its students are a crucial organ to the University of Alberta and its community;

WHEREAS Students currently do not have a bilingual system to apply to U of A scholarships and bursaries;

WHEREAS the ability to communicate in French or English does not equate proficiency in said language;

WHEREAS official communications from the U of A are only delivered in English, therefore cannot reach students who are not adequately proficient in English;

WHEREAS timely response to emergency communications can be hindered by a language barrier;

WHEREAS administrative interfaces (Beartracks, Bearsden, etc.) are currently only available in English, limiting current and potential students from using them;

WHEREAS student services are essential for students to help maintain a balanced, healthy and academic lifestyle but are currently not broadly available in both French and English; WHEREAS bilingualism is a Canadian value;

WHEREAS Alberta has the fastest growing french speaking population in Canada according to the 2011 Census.

BE IT RESOLVED THAT the the Students' Union will advocate for a bilingual scholarship and bursary application process;

BE IT FURTHER RESOLVED THAT the Students' Union will advocate to have official University of Alberta communications administered in both French and English in a fashion convenient to students;

BE IT FURTHER RESOLVED THAT the Students' Union will advocate to have emergency University of Alberta communications administered in both French and English;

AND BE IT FURTHER RESOLVED THAT the Students' Union will advocate to increase the availability and scope of student services offered in both French and English.

**Amendment CARRIED**

**Motion CARRIED**

**2014-24/7e**

**ORYDZUK/ALLARD MOVE** that on the recommendation of the Policy Committee the first principle of the Grading and Assessment Policy be approved by the Students' Council as amended.

**ORYDZUK/GRUHLKE move to amend the policy to read:**

1. Students should be able to understand why they received any grade.
2. Students should be able to understand how the assessments they receive are related to the overall course objectives.

3. Assignments should be structured to increase student success.
4. Rubrics should be commonly used for the purpose of assessing performance based learning assignments and be made available to students.
5. The Students' Union should strive to create awareness around the academic support services available to help students improve.
6. Students should explicitly know what is expected of them in any given course in terms of assignments, tests and participation.
7. Students should be regularly made aware of their progress and academic performance in any given course.
8. Students should be made aware of their academic performance before the withdrawal deadline in any given course.

**Amendment CARRIED**

**Motion CARRIED**

2014-24/7f

**DIAZ/HUDSON MOVED** that on the recommendation of the Policy Committee the first principles of the health and wellness policy be approved by the Students' Council as amended.

**Motion CARRIED**

**Meeting adjourned at 7:39 pm**

Councillor Attendance Records											
2014-2015		Attendance									
Council Seats (40 total) Name		14-17-Jan 6	14-18-Jan 20	14-19-Jan 27	14-20-Feb 3	14-21-Feb 10	14-22-Feb 24	14-23-March 10	14-24-March 24	14-25-March 31	
<b>Ex-officio Members (6 voting seats)</b>											
President	William Lau	Y	Y	Y	Y	Y	Y	N	Y		
VP Academic	Kathryn Orydzuk	Y	N	Y	N	Y	Y	0.5	Y	Y	
VP External	Navneet Khinda	Y	Y	Y	0.5	Y		Y	N	Y	
VP Operations & Finance	Cory Hodgson	Y	Y	Y	Y	Y	Y	Y	Y	Y	
VP Student Life	Nicholas Diaz	Y	Y	Y	Y	0.5	Y	0.5	Y	Y	
Undergraduate Board of Governors Rep	Sangram Hansra	0.5	N	Y	N	0.5	0.5	0.5	0.5	Y	
<b>Faculty Representation (32 voting seats)</b>											
ALES	Justis Allard	Y	Y	Y (p)	Y	Y	Y	Y	Y	Y	
Arts	Zhaoyi Chen	0.5	Y	Y	N	Y(p)	Y	0.5	Y(p)	Y(p)	
Arts	Marina Banister	Y	Y	Y	Y	Y	Y	Y	Y	Y	
Arts	Travis Dueck	Y	Y	N	Y	Y	Y	N	Y(p)	Y	
Arts	Samer Sleiman	Y	Y	Y	Y	Y		N	N	N	
Arts	Bo Zhang	Y	Y	Y	Y	0.5	Y	Y	Y	Y	
Arts	Tymothy Jaddock	Y	Y	Y (p)	Y	N	Y	Y	Y	Y	
Augustana (Faculty)	Stephanie Gruhlke	Y	Y	Y	N	Y	N	Y (p)	Y	N	
Business	Brittany Bryce	Y	N	Y (p)	Y	N	Y	N	N	N	
Business	Sade Babatunde	N	N	N	N	N	Y(p)	N	Y	0.5	
Education	Katie Horvat	Y	N	Y	0.5	N	N	N	N	N	
Education	Brendan Fedoski	Y	N	Y	Y	Y	N	Y	Y	Y	
Education	Vacant	N	N	N	N	N	N	N	N	N	
Engineering	Kevin Jacobson	N	N	N	N	N	N	N	N	N	
Engineering	Andy Wong	N	N	Y	N	0.5	N	N	N	N	
Engineering	Shubham Garg	Y	N	N	N	N	N	N	N	N	
Engineering	Shubham Gaur	N	N	Y	0.5	0.5	Y	N	Y	N	
Law	Azhar Khan	0.5	N	Y	Y	Y	0.5	Y	Y	Y	
Medicine & Dentistry	Roger Croutze	Y	N	N	Y	0.5	N	Y	Y	Y	
Native Studies	Harley Morris	N	N	N	N	N	N	N	N	N	
Nursing	Helen Doan	Y(p)	N	N	N	N	N	0.5	N	Y	
Open Studies	Abhishek Warriar	N	Y	Y	Y	0.5	N	0.5	Y	0.5	
Pharmacy	Surya Bhatia	Y	N	N	Y	Y	N	Y	Y	Y	
Phys Ed & Rec	Bridget Hooper	N	0.5	Y	N	Y	N	0.5	N	N	
Saint-Jean (Faculty)	Colin Champagne	Y	Y	Y	Y	Y	Y	0.5	Y	Y	
Science	Ali Qadri	Y	N	Y	Y	Y	0.5	N	Y	Y	
Science	Aiman Zeineddine	N	Y	N	N	Y	N	Y	Y(p)	Y	
Science	Vivian Kwan	Y	0.5	Y	Y	Y		0.5	Y(p)	Y	
Science	Lok To	Y	Y	Y	Y	Y	Y	Y	Y	Y	
Science	James Hwang	N	Y (p)	Y (p)	N						
Science	Umer Farooq	Y	Y	Y	0.5	Y	N	Y	Y	0.5	
Science	Jamie Hudson	Y	Y	Y	Y (p)	Y(p)	Y	Y (p)	Y	Y	
<b>Ex-Officio Members (2 non-voting seats)</b>											
Speaker	Saadq Sumar	Y	Y	Y	Y	Y	Y	Y	Y	Y	
General Manager	Marc Dumouchel	N	0.5	Y	N	N	N	N	N	0.5	