



for students by students

2016-2017

Vice-President External Goal Plan

Quarterly Report Update (January 2017)

Thanh Ma

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Please note that this document has been colour-coded in order to clearly see the progress:

- Green: Complete
- Yellow: In Progress
- Red: Not Started



Campus Engagement

Campus engagement has always been a challenge here at UFV, but this difficulty will be countered with high hopes this year especially because there was a tremendous amount of students for the SUS Elections 2016 earlier this year. I hope to improve all areas of engagement such as the volunteer list, SUS committees, obtaining quorum at Annual General Meetings and overall increase the already existing positive environment in the SUB and the university as a whole.

Branding for the Student Union Society has always been a priority, especially since many students both new and existing students do not know who we are and the services we provide. Below are some methods I plan to convey in order to withstand these complications that will be used through the entire year.

Campus Engagement is an on-going process and has been a success so far.

- Volunteer list is now at 208 students since the beginning of the term
- Committees currently have steady and committed members, but overtime applications are still coming in after events that the committee releases
- Attendance and quorum for the EGM was met on the first try

New Student Orientation

The first portion of the New Student Orientation has already occurred on May 18th, 2016 with the second part happening on September 2nd, 2016. The Student Union Society has ordered and will provide 1500 tote bags to distribute to those students who are attending the New Student Orientation.

During the first part of NSO, the Executives and the Officers had the opportunity to present the new students and their supporters the new Student Union Building. Everyone loved the building and appreciated the environment, and many discussed that they will contact us later on in the year to do a more inclusive tour.

There is no doubt that the Student Union Society will be playing a huge part in the

The NSO's have allowed the SUS to become more noticed and recognized with new students. Overall, these NSO's have been extremely successful and students continue to remind us to this day! The next NSO is in May.

upcoming NSO's for the Fall and Winter semester!

Student Union Building Tours

After the immense demand for more inclusive tours from many supporters and new students, I plan to host and accommodate tour groups in order to fulfill their request. These

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tours will be given to anyone by request, and if they are planned far enough in advance then I will undoubtedly announce these tours to our neighbouring societies (CivL Radio and the Cascade). This allows opportunities for all societies within the SUB building to be represented by their own members and will most definitely nurture a positive relationship within all of the societies.

SUB Tours have been continuous throughout the semester, and have mostly been conducted during NSO.

Tabling

In the past, tabling has always been a success especially when it is properly advertised before. Instead of always having in front of the Student Union Society office, the tabling will move across campus in different locations to fully outreach to students throughout campus.

Tabling materials will include the SUS Pamphlet, contact information, methods of how to get involved, shuttle bus schedules, Health and Dental information, and much more information about the services and opportunities that the Student Union Society offers.

The Engagement Officer and I will begin to table across campus in various locations in order to continue to raise awareness and become more accessible to the public. So far, we have received great feedback from the students!

Classroom Presentations

Classroom presentations have already been conducted briefly in order to fill the volunteer list and the find committee members. Instructors at the university are very lenient and have expressed interest for members of the Student Union Society to come and talk to them about services, job opportunities and volunteer opportunities.

A major goal is to definitely have myself, the Engagement Officer, Equalities Officer and Advocacy Officer to do more classroom presentations in order to increase general knowledge of what the SUS is and who we are. I plan to have a quick presentation to classrooms while distributing necessary information. This will function similarly to tabling, but we will be approaching the classrooms instead of waiting for traffic to come to us.

Classroom presentations were extremely successful in the Fall semester. Classroom presentations have not been done for the Winter semester as tabling has been a sufficient method for students to know and talk to SUS Representatives.

Volunteer Database

Starting with a small number of 3 students on the volunteer list, we have now reached 134 students in the volunteer database. I plan to not maintain this list, but to also increase it to hit 150 current members in the volunteer database with the consideration of annual student turnover.

Benefits of being a volunteer will most definitely be presented and made known, this will further confirm the amount of volunteers who come to the Student Union Society's events.

Volunteer hours will all be recorded in order to provide a reference letter for students who have committed at least 20 hours within the semester.

Volunteer Database has been gradually increasing over the past few months. We started out by obtaining many members through tabling and having a drop-box at our events, however; we have now placed the drop box at the Front Desk for times that we do not have any events. We have noticed that even as numbers increase for the volunteer database, there are always a handful of students who consistently volunteer with us. We thank them greatly!

Committee Membership

Committee membership has already shown to be a difficulty, especially with the low amount of applications we have recently achieved. My goal is to maintain a steady number of eight committee members per committee, and have an application ratio of 3:2 with all of the successful applicants to have regular attendance at meetings.

I believe this goal can be achieved after tabling and classroom presentations, especially when presenting about the benefits of committee membership such as displaying your credibility on your resume, having experience in a potential workplace field and most

Committee membership was an on-going struggle in the Fall semester, as it was difficult to increase the amount of committee members. However, it has been noticed that in the Winter semester; the students who sit on committees are very committed to their role and have helped us substantially in our endeavours.

definitely being about to obtain a letter of reference at the end of their volunteer term. Committees should also be a positive experience, and I will personally try to always improve the environment even with small gestures to make sure committee members feel valuable and appreciated.

Voter Turnout

After an intense SUS Elections in early 2016, it is unquestionably a doubt to maintain the number of students who voted in these elections. The whopping 15% student voter turnout is incredible. To maintain this outcome, I will be

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Voter Turnout for the annual SUS Elections in early 2017 has not yet been counted as the SUS Elections for new SUS Executives has not yet began.



emphasizing the importance of electing Executives who they feel represent them most in order to vocalize the voice of students. There will also be more advertisement earlier on in the year to make sure students know that this event is going on so they can follow candidate platforms from the beginning.

Engagement

Welcome Week 2016 (September 6th-9th)

Welcome Week will take place on the SUS Green, the SUS walkway, the Student Union Building and the Great Hall. There will also be a volunteer orientation day followed by a volunteer appreciation day after the event takes place.

Volunteer orientation will take around the end of August or first week of September, before Welcome Week begins. This is to make sure all volunteer positions are confirmed and are understood to avoid the lack of attendance from volunteers we have seen in past years.

There will be many companies and businesses who will be attending this event for a fee that will be put toward Welcome Week. The companies and businesses will be able to discuss and potentially distribute their products to those attending Welcome Week.

Welcome Week was a huge success this year. Please see September Board Report for additional details. Another one will be planned for the upcoming Winter semester.

BMO Financial Workshop

There has always been an importance of hosting a financial workshop especially since there are many students who are balancing many areas in their life in order to fit their budget. Especially with tuition, textbooks, commuting and many other fees that occur in a student's life, it is without doubt that there is extreme importance to host a financial workshop.

Several banks have contacted us willing to host a financial workshop, although I have opted to choose BMO especially with our currently relation with BMO and the willingness they have had to make this event a success. I have already contacted Shelley Perkins who is the Branch Manager at the Abbotsford Main Branch, and I will be continuing this conversation with Shelley in order to provide this event to students.

The BMO Financial Workshop was held on November 22nd, 2016. The event was held and well prepared, however; as it was in the middle of the semester student turnout was extremely low and the event was cancelled. Instead of having a presentation, the workshop was replaced with tabling from BMO Representatives who could do 1-on-1 workshops with students instead of a presentation.

Angel Tree

The Angel Tree event last year was a success and I plan to continue to do it this year as well. The format that the gifts were received and distributed was well done and efficient, and will be used for this upcoming year. In addition to this, local grocery stores will be contacted to provide fresh food for families for the upcoming holidays.

Angel Tree was extremely successful! The SUS was able to support over 50 families in this endeavour. We thank Jim Waites and his team from Save-On-Foods for the additional support with food hampers for the Angel Tree families.

Speaker/Social Event

I also plan to have two speaker/social events, where there will be a speaker/social with hopes of having a minimum of 100 people in attendance (whether it may be a speaker of local prominence or provincial prominence). This speaker/social may be themed around any topic that comes into awareness or interest.

The first Speaker/Social Event was The Art of Coming Out held by the Equalities Committee. The second was Margaret Trudeau and her participation in speaking in regards to mental health. These two events were extremely well attended!

Other Events

SUBZero

Event that will be occurring in the end of July that will provide students and the UFV community with **free** snow cones! Events and activities tend to disappear through the summer, so this will be a definite event that will be occurring.

In addition to this, I hope to have SUBZero occur several times throughout the year as it helps with brand recognition and gives an opportunity for everyone to have snow cones if they missed the previous opportunities.

Therapy Dogs

Therapy Dogs will always be a success with an attendance of around ~150 per event. I hope to host approximate 4 sessions of therapy dogs per semester. This number includes two sessions for midterms and two sessions for final exams.

Paint Nights

Paint Nights have been extremely popular in other universities around Canada, and I hope for these paint sessions to also be popular at UFV as well. The paint instructors will not be hired, instead we will contact the Visual Arts Student Association (VASA) and the Visual Arts Department in order to find a student who is willing to teach this class.

The benefit of teaching these classes is that the student will be able to have experience on their resume, have repetitive sessions of paint nights and most definitely a reference letter from the Student Union Society.

Thankfully, these events are cost friendly, therefore we will be able to host numerous paint nights with a small budget that will not impact other budgetary requirements.

Holiday Gift Exchange

Similar to the Angel Tree, this event will take place in December during the Holidays. Students can enter themselves into participating in a random gift exchange with a complete stranger. This event is straight forward and will simply need student participation and the willingness to take risks!

SUBZero, Therapy Dogs and Paint Nights have occurred multiple times through the semester. Therapy Dogs and Paint Nights have been more often, as they allow for a large audience to participate. For SUBZero, these events will have to be held off until the spring, or when the weather becomes warmer as many students do not want an ice-cold treat in the cold weather.

The Holiday Gift Exchange did not happen, as this goal was too ambitious to be combined with the other duties required to be conducted in the Fall semester.

Annual General Meeting

It is most definitely a goal to have quorum at all General Meetings, along with 15% of the General Election participation. This has always been a struggle, but with advertising way before the event starts and other methods of engaging the campus, I will try my best to meet my goal on this.

The Annual General Meeting occurred without a hitch as quorum was met on the first try!

Elections

After an intense SUS Elections in early 2016, it is unquestionably a doubt to maintain the number of students who voted in these elections. The whopping 15% student voter turnout is incredible. To maintain this outcome, I will be emphasizing the importance of electing Executives who they feel represent them most in order to vocalize the voice of students. There will also be more advertisement earlier on in the year to make sure students know that this event is going on so they can follow candidate platforms from the beginning.

Planning for the SUS Elections has begun as they will occur very soon. Advertisement will be placed around campus, and avid help will be given to Ashmeet Saran, the VP Internal who is in charge of the elections. Further discussion will be held.

SUS Leadership Awards

The SUS Leadership Awards for 2016 had a great turnout, especially from those supporting the nominees for the awards. I plan to add an additional award winner in order to increase participation and engagement in these events. I also hope to find a prominent speaker to present a motivational speech for those who are in attendance.

SUS Leadership Awards has not yet began, but will begin near the end of the Winter semester and at the end of our terms to truly recognize and define the award recipients.

Equalities

Eid

Eid will be hosted in the Fall to maximize the attendance for the holiday for such a marginalized group. There has never been an event like this, and we hope to make the first one as successful as possible. Things will be included such as a DJ, henna booth, photo booth and a food bar with traditional eats.

Speaker Event

Another goal is to have a speaker relative to any marginalized groups. Attendance is not expected to be high, however; I have high hopes for this event as from my own institutional memory I am not able to recall a speaker from a marginalized group and would like this event to have an attendance of 100 people.

Social Event

In addition to a speaker event based on a marginalized group, I would also like to host a social event for those who are from marginalized groups and for the supports that support these marginalized groups. This event has no strict requirement as the planning process for this is still in session and the goal for this event is to have an attendance of 100 people.

Refugee Fundraiser

In repetition from last year, there will be an on-going Refugee Fundraiser for those who have newly immigrated to Abbotsford and do not have all the basic necessities. All funds will go to Abbotsford Community Services and they will have the discretion to place these funds where most necessary.

The Equalities Goal Plan is halfway near its completion as we have had “The Art of Coming Out” that was both a speaker and social event. We also had Eid, to reduce barriers to those surrounding members of the community. The Refugee Fundraiser has occurred twice, and will continue to occur throughout the semester. The Islamophobia Campaign has not yet begun as it will most likely be held during the Winter semester. *The Equalities Officer spent a large sum of their time working on the Women’s center and the Pride center in order to support them.

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This campaign will not cause a financial restraint on the Equalities budget due to the fact that most of the materials are remaining from the previous year.

Islamophobia Campaign

Due to the recent turn of events, Islamophobia is a commonly discussed term but yet – can you define Islamophobia? The goals of this campaign is to education and expand the knowledge of those who believe the contrary of truth when it comes to Islamophobia.

Advocacy

Mental Health Awareness Week 2016 (October 3rd-9th)

Mental Health Awareness Week (MHAW) has been thoroughly discussed and will include events such as a spin board game, tabling, therapy dogs, paint night, movie night and a potential of many other ideas that are presented by the Advocacy Committee.

I hope to also collaborate with the Mental Health Awareness Club (MHAC) as they are specialized in this topic and would be a great resource for the Advocacy Officer. The counselling office will also be contacted in order to review the material to prevent any false information that is being released to the public.

Paint Nights

Paint Nights have been extremely popular in order universities around Canada, and I hope for these paint sessions to also be popular at UFV as well. The paint instructors will not be hired, instead we will contact the Visual Arts Student Association (VASA) and the Visual Arts Department in order to find a student who is willing to teach this class.

The benefit of teaching these classes is that the student will be able to have experience on their resume, have repetitive sessions of paint nights and most definitely a reference letter from the Student Union Society.

#SayKnowMore

The SayKnowMore campaign is going to be hard launched in the Fall by CEO Kathryn Marshall and is a campaign to raise awareness about sexual assault on university campuses and consent when conducting sexual acts. #SayKnowMore is a national campaign to end sexual violence and harassment on Canadian campuses. The information in regards to this campaign is going to be conducted through communication with Matthew Rios from the Canadian Alliance of Student Associations (CASA).

Open Education

This an ongoing issue where students struggle to be able to afford textbooks and other resources that are required by the instructor and university. Raising awareness for the potential of Open Education is crucial, and will be an ongoing discussion.

Debt Wall Campaign

To further the discussion of Open Education, there will be a *Debt Wall Campaign* where students will be able to physically build a brick (paper-folded) wall that has the amount of debt shown on each brick that each student has accumulated throughout the years of university education. This not only gives a mental understanding of how much students spend on university education per year, but it also gives a physical representation. I hope for at least 100 bricks to be built for this wall that will be placed outside of the Student Union Society office.

Safety Campaign

This safety campaign will be directed towards an issue that university students face on a daily basis and will raise the awareness of the dangers that come from this act. I hope for student participation of around 100 participants throughout the day, with many questions and self-care tips to prevent the danger of doing this activity.

Food Bank

My goal is to not have any expired food go to waste and we therefore are trying to increasing the number of participants that use the Food Bank. I will also try to make this process as easily as possible, so those whom request access to the Food Bank do not feel obliged or discouraged to use the Food bank. There is more information below to this subject.

Provincial Elections

I'll be hosting a Get Out The Vote (GOTV) campaign to encourage people to vote and raise awareness for this issue.

Canadian Alliance of Students Association (CASA)

As a delegate school, I hope to get as much information and knowledge out of this association as much as possible. We have already received great ideas such as the #SayKnowMore campaign, the Debt Wall and many others that will undoubtedly provide information, raise awareness and heighten student participation.

I will maintain my position on the Trades and Technology Committee as the delegate, and sit alongside the National Advocacy Team in order to first candidly listen to the discussion that is happening within CASA and the next steps towards advocacy. I will also be attending all the conferences for CASA and participate, and include myself as much as possible in this organization.

Mental Health Awareness Week was a huge success that resulted in a massive turnout throughout the week. A collaboration attempt was made with the Mental Health Awareness Club on campus, but they did not work out as there were scheduling conflicts. However, the President of the MHAC joined us on the first day of MHAW to help participate in tabling.

Paint Nights have occurred 3 times over the semester, and after much experience these sessions work better at a time where students are relaxed and have time to spend on campus that does not pertain to studying. Paint nights will continue throughout the semester.

The SayKnowmore campaign, the Open Education Campaign and the Debt Wall campaign will be occurring within the next semester as these campaigns are more relevant in the Winter semester. However, the Safety Campaign has been in progress and will be released before the Holidays as it targets the safety of students of drinking and driving after gatherings.

Food Bank

Revision of Structure

I am currently looking in the revision of the Food Bank structure, as it was fair but limited to those who have dietary restrictions. I am currently looking into the point system, where participants will feel as though they are in a shopping environment and be able to track how many points they've spent.

This also allows for better tracking of inventory, which allows us to know which foods are more liked and makes it much more efficient especially when it comes to asking for donations from bigger companies and organizations.

Awareness and Participation

Currently, with all of the food in the food bank that has been donated or bought – many of them are becoming expired as it is within a short time period since the time they were accumulated. I hope to disperse the expiration dates and spread them out, so we are not obligated to throw out such large amounts of food during one session.

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I also aim to increase the participation of the food bank, since the confidentiality for those who use the SUS food bank is so high – some don't know that we have a food bank!

The Food Bank Structure went through a revision a few months ago, trying to simulate the feeling of shopping instead of forcing students to pick up hampers in which they may not eat due to allergens, or that create a distasteful meal for them. The awareness and participation of students in need of the Food bank have gone up drastically. The Food Bank monthly average has gone up to approximately 20 visits per month, this means 20 students and their family members have been able to stop by!

Operations

Vice President External Handbook

I hope to further expand and detail this handbook for the next incoming elected Vice President External. It also makes it much easier to keep the handbook edited when it comes to changes in the office, as transition is nearly not enough time to talk about all the minor details.

Advocacy Officer, Engagement Officer and Equalities Officer Handbook

I would like the Officers that fall under my portfolio to maintain and update their handbook with historical recollection of the events they've hosted for the next incoming team. It is crucial that the handbook is updated every year as many things progress and change throughout the year.

Officer Transition

I would like to develop a transition base where each Officer has the chance to transition the next incoming Officer, similar to Executive transitioning. This is also crucial for transition those who have never been a part of SUS or never involved in events because it gives the incoming Officer a direct recollection of what the last Officer did in their term and to expect.

Social Media Maintenance

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My goal is to maintain all direct forms of social media that is broad casted out to students, such adding information to the Student Union Society Page, creating events on both Facebook and on myCampusLife and definitely try to increase the number of followers we have for each networking platform.

On the operations side, the Vice President External Handbook is currently in process as there are many things to write note down as events come up. The Advocacy, Engagement and Equalities Handbooks should also be in progress as I've instructed to have them edited before and after events to make sure notes and comments are up to date. This also allows for an easier transition for incoming Officers after this year's term ends.

When it comes to Social Media, events regarding the advocacy, engagement and equalities portfolio have all been broadcasted on social media in order to boost engagement and awareness in this sector.

As shown, there is an extreme amount of yellow content in this report. Please note that items such as engagement and participation cannot be put on a time date as these items are continually improved over time. However, by the next Quarterly report there should be additional yellow and the yellow content will not be disintegrated until nearly at the end the Executive term. Several goals have been completed since the last Quarterly report, however; a significant amount of yellow will still remain until the end of the Executive term.