



UNIVERSITY OF ALBERTA
STUDENTS'
UNION

2017 GovWeek Impact Report

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Research and Data Compiled by the Students' Union
Department of Research and Political Affairs

Table of Contents

Table of Contents	2
Foreword	4
Executive Summary	5
GovWeek Mandate	6
Timeline	7
GovWeek Advisory Group (GWAG)	8
Budget	8
Marketing	9
Sessions and Events	10
Evaluations	11
Conclusions and Next Steps	15
Recommendations	15
Marketing Material	17

“Real, sustainable community change requires the initiative and engagement of community members.”

-Helene D. Gayle

Foreword

Thank you for taking the time to read the 2017 GovWeek Impact Report. This report serves as a tool to both the community at large when reviewing this year's event and as a guide for future Students' Union Executives who may consider continuing GovWeek or something in the same vein.

GovWeek should be understood as a service to our campus community, a service which opens the door for students who want to become contributing members to our governance community or to simply understand how decisions are made. One of the key values outlined in the Students' Union Strategic Plan is to “inspire change for the world” meaning “we strive to create a community where effective involvement shows students that they can change the world”.¹ GovWeek characterizes this very value, creating a space for students to engage with the structures and powers across campus in a space that is supportive and constructive. This is important as it allows a broader spectrum of students to participate in governance, ensuring a healthier and more relevant system overall.

As GovWeek is only in its second year of existence, we must recognize that it is still in its early stages of life. This means it is receptive to change and adaption depending on what the campus community needs, and it is able to evolve over future years in size and scope. It is imperative that future Students' Unions safeguard the very things GovWeek seeks to encompass, that is engaging students in our governing processes and creating a sense of collaboration across governance stakeholders.

I hope you view this report as a constructive tool in looking to the future.

Regards,



Shane Scott

¹ <https://www.su.ualberta.ca/media/uploads/512/SU-StratPlan-2015.pdf>

² Identity Matters is a research report commissioned by the Students' Union, presented at GovWeek

Vice President Academic

Executive Summary

This year's showcase of governance took place from September 18th through the 22nd and hosted a total of 27 events and sessions, of which 3 were cancelled by hosts. These ranged in size and scope from department association annual general meetings to an information session and social event with a provincial think-tank. All in all GovWeek was a success, reaching upwards of 2000 students and community members in some way, and proving once again to improve students' knowledge on governance across campus. That being said, GovWeek 2017 showed that there is still room for improvement, stemming from marketing and advertising delays, communication concerns and lower than estimated attendance.

GovWeek was done on a smaller scale in 2017. This includes a smaller budget and less than a third of the number of sessions when compared to GovWeek 2016. With the few 24 sessions and events that ran, GovWeek directly engaged more than 550 students and reached more than 2390 people with online views. When asked if GovWeek should continue, 23% of the respondents said it should happen again in the future while only 5.9% said it should not, with the rest of respondents unsure - something which may be explained by a persistent lack of advertising and knowledge of GovWeek. Of those who attended GovWeek sessions, almost all of them reported that the session increased their knowledge of governance, and many said it made them want to get involved. Event organizers who provided feedback generally felt positively about GovWeek and the process, with a few providing some advice on supporting better communications, clarifying some organizing logistics and improving advertising.

“almost all [attendees] reported that the [GovWeek] session increased their knowledge of governance, and many said it made them want to get involved.”

The GovWeek Advisory Group (GWAG) was involved in approving sessions, awarding grants and assisting in high level strategy for GovWeek. This group met regularly during the summer and then played an important role during GovWeek, giving gifts to hosts and distributing evaluation forms. While some of the intricacies of the role were clear to many, members of this group noted that their role in the planning process leading up to and in relation to GovWeek is something that needs to be reevaluated.

One overarching issue that arose during GovWeek 2017 was a lack of adequate advertising in advance of the start of GovWeek. The most cited source for learning about GovWeek were through the posters - a form of advertising that itself faced logistical issues with many posters not making it out until the week of GovWeek. In general, students identified that they didn't know GovWeek was happening. Another area of feedback was a lack of diversity in the sessions and events - especially a lack of sessions informed by indigenous types of governance. While organizers did reach out to aboriginal student groups on campus and pre-authorized grants for Aboriginal Students' Council or the Native Studies Student Association, more could have been done to engage the indigenous community.

The rest of the report will go in depth on many of the themes raised here, explaining in greater detail what went well and what should be examined moving forward.

GovWeek Mandate

Entering it's second year, GovWeek's mandate has remained focused on creating a space for students to engage with governance on campus. GovWeeks aim is to dispel the myth that you need to know someone to be involved, and to bring students who are or may be interested governance, together. This includes:

- Informing students on how governance works,
- Giving governance stakeholders the platform to reach students
- Developing a level of collaboration among governance these players
- Getting more students excited and interested in student governance.

GovWeek is a service, bringing governance organizations like faculty or department association, student groups, the Students' Union, the University and the community directly to students.

Timeline

The planning for GovWeek began at the very beginning of the 2017/18 VP Academics term. Here is a brief timeline of GovWeek 2017:

April	→ Applications for GWAG were released
May	→ GWAG held their first meeting, focus on themes → VPA held initial meetings with marketing
June	→ GWAG focused on where to promote applications
July	→ Event and Session Applications were sent out
August	→ GWAG selected events and sessions, approved grants → SU confirmed event and sessions, booked rooms in SUB
September	→ Gifts were made → GovWeek 2017, September 18th-22nd
October	→ General & organizer surveys distributed and research compiled
November	→ Report is released

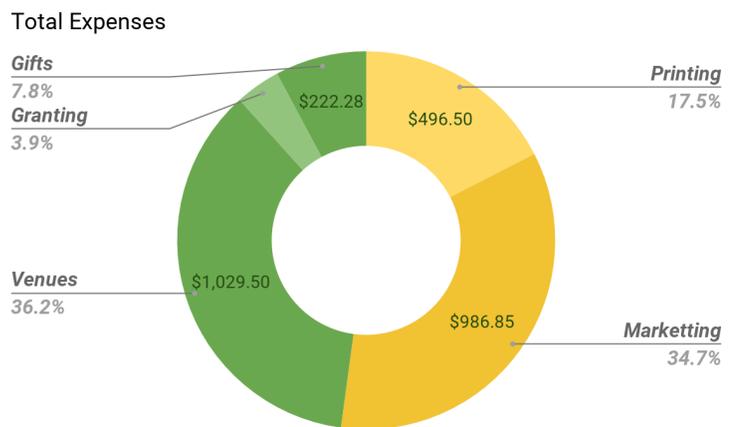
GovWeek Advisory Group (GWAG)

The GovWeek Advisory Group is an organizing committee tasked with advising the Vice President Academic on all parts of the GovWeek process. This includes deciding on the vision and themes for the week, selecting sessions and events, advising on marketing, and assisting in promotion of the event. The 2017 GovWeek Advisory Group was comprised of 8 members, representing faculty/department associations, student-at-large, and a continuity member who was a member of GWAG last year. Meetings took place roughly every two weeks, with items presented to the group by the Vice-President Academic for each meeting. While GWAG took on an ambassador role during GovWeek, there was a noticeable disengagement from Student Councilors in promoting and attending GovWeek sessions when compared to GovWeek 2016. As major leaders on campus, it is up to Student Councilors to lead by example in hosting and championing GovWeek sessions and helping to engage students across all faculties.

GovWeek Advisory Group was asked to complete an anonymous survey that asked a series of questions about their experience as GWAG members individually and as a committee. The biggest issue raised was that GWAG members felt that they did not have a clearly defined role, especially during the planning stages over the summer. GWAG members were fairly divided on whether or not GovWeek was a success, closely relating this to a shortcoming in reaching a broad range of students. One member noted the failure to reach more marginalized minority groups on campus through direct programming with those communities.

Budget

In the budget for 2017, \$5000 was set aside in a budget line with the intent that it be spent on GovWeek 2017 and the Be Book Smart Campaign which is traditionally run by the VP Academic. Of this amount, \$3250 was allocated to GovWeek. In total, \$2,845.13 was

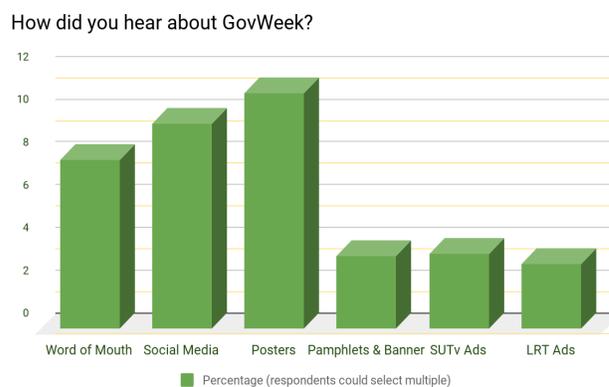


spent on GovWeek 2017, bringing the total cost \$405 under budget.

The biggest cost during GovWeek was the rental of both the Alumni Room and the Myer Horowitz Theatre, totally \$1,029.50. The next substantive cost was for marketing - this included \$169.00 for an x-banner, \$166.26 on Facebook sponsorship ads for each event and session, \$29.59 for a SnapChat filter, \$465.00 for SUTv ads and \$157 for ad space on the LRT digital display. Printing cost \$496.50 and consisted of 250 flyers, 5 nomination packages, 160 programs, 40 thank you cards, 400 posters and 60 copies of the Identity Matters² executive summary. The thank you gifts for session and event hosts totalled \$228.28 and included a mug, pen and small SU branded notebook. While 4 groups were given grants, only 2 of them submitted their receipts totaling \$110 - an amount preapproved by GWAG. It is also important to note that this cost does not include the costs associated with events that SU unites like Discover Governance, the Department of Research and Political Affairs, the Chief Returning Officer, and the Students' Union Executive may have hosted.

Marketing

As mentioned, one of our biggest expenses during GovWeek 2017 was on marketing. This category does not include printing, but instead primarily included forms of digital advertising such as SUTv, the LRT ads and Facebook sponsorship promotions. Early on it was advised that we move away from print material and instead focus our resources on digital mediums. SUTv was proposed as a good option as it allowed us to reach almost every corner of north campus in a few clicks. We also took a different approach to Facebook advertising this year, creating a UASU GovWeek Facebook page which was then able to host its own events. These events were created and co-hosted where possible with the event or session hosts, and every group got \$5 in promotion to boost it, starting a full week before each Facebook event.



² Identity Matters is :

presented at GovWeek

It can be gathered from the general survey that the most appropriate form of advertising is through posters and through social media. Some respondents noted a desire to have access to the GovWeek Facebook page hosted events earlier than 2-3 weeks before. Collectively SUTv and LRT ads were only identified by 6.5% of respondents as the way in which they found out about GovWeek, compared to 11% who noted posters and 9.6% who noted social media. The Students' Union also sponsored a Snapchat filter for 8 hours on the first day of GovWeek, and in that time 8% of the 673 users who saw the filter used it, reaching over 1.3 thousand snapchat users.

Sessions and Events

In total we had 27 events and sessions during GovWeek, including the keynote addresses. Three of these events were cancelled on the day off, despite being advertised, bringing the total to 24. These sessions and events ranged in format from town halls to annual general meetings to a food tour in SUB. They also were hosted by a number of governance stakeholders, including department and faculty associations, members from the University Governance Office, and community groups like Alberta Together. While some aboriginal groups on campus were contacted without success, this demographic was unfortunately not represented. This years GovWeek was based on 5 central themes in governance, a change from 2016.

GovWeek 2017 Themes

Based on the numbers reported by each event and session, there were over 550 people who attended GovWeek events in person. When the number of views for the 6 sessions that were live streamed are included, the

Monday	Introduction to Governance
Tuesday	Capacity Building in Governance
Wednesday	Citizenship in Governance
Thursday	Student Groups in Governance
Friday	Diversity in Governance

total number climbs to 2390 impressions. Based on the number of sessions, that is an average of 22 attendees per event or session that attended in person, or an average of 99 people who engaged with sessions in person *and* online. The average attendance for all

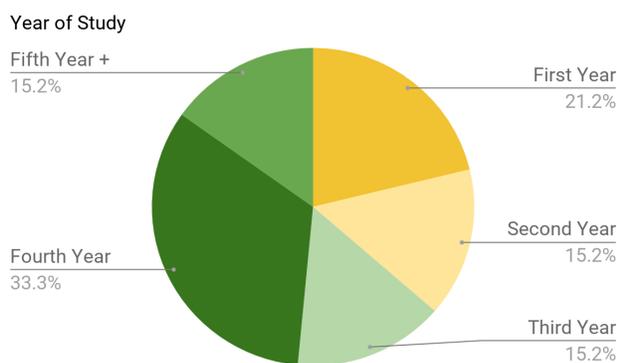
sessions was 8 people per session, while the average attendance of all events was 33 people. The main difference between sessions and events being that sessions are more of a workshop, skillbuilding type of format.

While the total number of attendees appears to be down from GovWeek 2016, it is important to realize that entire scale of GovWeek was smaller this year. With that being said, there was a notable drop in average attendance from 2016, going from a total average of 33 attendees in 2016 to an average of 22 attendees in 2017. One issue that had a direct impact on the attendance of the closing keynote address was the time at which it took place. Having scheduled the event based on the keynote speakers availability, the fact that it directly overlapped with the Alumni Association Green and Gold Day celebrations was overlooked. This meant many members of the university community were able to attend due to other commitments.

Evaluations

General Survey

A general survey was sent out to all undergraduate students that asked a number of questions regarding their experience with GovWeek 2017. These include questions about if they attended, how they heard about it, what went well and what should be done differently in the future. There was also a number of questions asked based on demographic information to ensure GovWeek is reaching a diverse range of students across campus.



This survey received over 500 responses, with 15% of respondents aware, 82% unaware, and 2.7% unsure if GovWeek occurred. In all, 5.6% of respondents noted attending a GovWeek session, 33% of which attended at least one session and 38% attended more than one.

Approximately half (48.5%) of all respondents who noted they had attended events were in their fourth year or above, followed by first years (21.2%). The Faculty of Arts was overrepresented in attendance with 42% of responses, followed by Science, Business, Education, ALES, Pharmacy and Engineering - notably, there are a number of faculties that were not captured in this survey, potentially signifying a lack of

engagement with those faculties. Women were overrepresented in this sample (63.6%) compared to men (33.3%), with the majority (60%) of respondents identifying themselves as caucasian and 39% identifying as a visible minority or indigenous.

When asked what participants liked most about about GovWeek, 13% elected to leave a response. Of those who left positive comments, they identified things like the sessions and events, opportunities to learn about governance and the Students Union, and the themes of GovWeek as things they liked. A few respondents noted the timing of events and sessions as a problem as they conflicted with class times, while others noted that the concept of GovWeek was good but the delivery needed to be better.

When asked what could be done differently in the future, 19.7% of respondents left a comment. The overwhelming response related to a need for better advertising and general awareness raising (68.4%) for GovWeek as a whole. There were also 4 responses which noted a lack of advertising particularly at campuses other than north campus, and 5 recommended advertising more in advance. All of the feedback in regards to what to do better stemmed from improving logistics, advertising and the types of audience that GovWeek reached.

When posed with the question 'Should GovWeek happen again?' the vast majority of respondents said they were unsure (71.2%), while nearly a quarter of respondents (22.9%) believe it should happen again which greatly outnumbers the amount that said no (5.9%).

Some respondents noted that there could have been better communication between the SU and event and session hosts, especially when it came to clarifying how events were to be approved both by the GovWeek Advisory Group and by Student Group Services, which impacted some events. There is also a general desire for more support in terms of printing, food, and venue bookings. One other common piece of feedback is to do better advertising. Many respondents noted that the advertising went out too soon before the actual event which gave little time for event hosts to promote their own events and little time for people to learn about what GovWeek was. There was also issues raised about the inclusiveness and if GovWeek was able to reach beyond those people who are already engaged in governance.

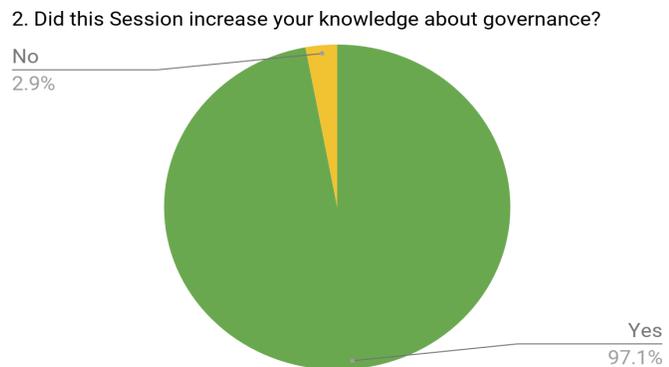
Session Surveys

Hard copy versions of evaluation forms were distributed by members of the GovWeek Advisory Group at most sessions during the 5 days. Evaluation forms were not distributed at events as it was deemed impractical due to the size and format of many of the events.

There were 34 total responses to the paper surveys distributed to attendants at events. These surveys asked respondents to reply “yes” or “no” to four questions, and provided space for additional feedback on the session. The four questions were:

1. Were you aware this session was a part of GovWeek?
2. Did this Session increase your knowledge about governance?
3. Did this session make you want to get involved in Governance?
4. Are you planning to or have you ever attended other GovWeek Sessions?

In total, 82.3% were aware that the session they were attending was part of GovWeek, 97% believed the session increased their governance knowledge, 79.4% wanted to get involved in governance following the session, and 76.5% had already or planned to attend another GovWeek session.



The comments received on these surveys all were positive in nature, generally citing an appreciation for the information that was being shared at the sessions.

Organizer Surveys

Following the conclusion of GovWeek 2017, a survey was circulated to all event and session hosts to collect feedback on their experience in terms of overall organization and execution of GovWeek. This survey received 5 responses from event and session hosts.

The 8 questions posed were:

1. How many people do you estimate attended your event/session?
2. How did you hear about GovWeek?
3. How would you rate your overall experience as a GovWeek session or event organizer?
(5 point scale)
4. How would you rate the application process to be a GovWeek organizer?
5. Do you have any comments about the application process?
6. How would you rate the communication between the SU and yourself? (5 point scale)
7. Do you have any comments about the communication between the SU and yourself?
8. Any other feedback?

Responses were fairly positive from all GovWeek hosts, with some recommendations for improving the experience of future hosts. Of those who responded, they all identified an email newsletter, social media, word of mouth, participation in GovWeek 2016 or conversations with an SU executive as the way in which they found out about hosting a session. All of the respondents noted having a positive experience as a GovWeek host, with three scoring it a 4/5 and two scoring it a 5/5. Comments on the application process were slightly more varied while still generally positive. Respondents noted the length of the application as being too lengthy, and that they wish the application period to be an ongoing instead of by a certain date.

An area of improvement noted by the respondents was a need for stronger communication from the Students' Union on application criteria. There was some confusion around what differentiated an event from a session, what would be provided in terms of space allocation, and how the application process is distinct from Student Group Services. A recommendation from one organizer was to hold a pre-GovWeek session over the summer to work out all the details for session and event hosts and to open up lines of communication earlier on.

Conclusions and Next Steps

GovWeek is a service to the University of Alberta community much like governance itself is a service. It is critical that students are able to engage with governance on campus and to have a say in the decision making processes at all levels. *GovWeek aims to inform students on how governance works, giving governance stakeholders the platform to reach students, developing a level of collaboration among governance players, and getting more students excited and interested in student governance*, and by these measures GovWeek has succeeded. Students who participated - and arguably even those who did not - have clearly expressed an interest in seeing GovWeek continue. For those who did participate they increased their knowledge of governance, be it at the department, faculty, university or community level, while gathering important skills along the way.

GovWeek also allowed for hundreds of small flashpoints of relationship building between students and community members across campus. Likewise, GovWeek once again proved to be a great conduit for collaboration with the University and external groups alike. The Council of Alberta University Students and the Canadian Alliance of Student Associations also took note of the leadership taken by the Students' Union in hosting GovWeek, the only event of this scope and magnitude in the country.

It is the formal recommendation of the Students' Union, the GovWeek Advisory Group and students-at-large, that GovWeek should take place again. While a number of issues persist following GovWeek 2017, these can be overcome. What matters most is that we strategically engage students, help them to understand governance and its implications, and create a space for students and governance stakeholders to collaborate. Below are a list of recommendations about what should be done for future GovWeeks and other similar events.

Recommendations

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| <ul style="list-style-type: none"> I. Create a thorough communication and marketing plan | <ul style="list-style-type: none"> III. Work with Student Group Services to confirm the process for event applications and space bookings for GovWeek hosts |
| <ul style="list-style-type: none"> II. Engage in a strategic planning initiative to refine the mandate of GovWeek | |

- IV. Re-envision the role of the GovWeek Advisory Group, either giving it more responsibility and authority, or moving it to a more specific function like grant adjudicating or event approval
 - V. Ensure that members of GWAG or a similar group are prepared to do extensive community outreach, including classroom talks
 - VI. Work collaboratively with the Alumni Association and University, especially if GovWeek falls on Green and Gold Day
 - VII. Simplify the application process including combining the event and session applications and considering opening them sooner and for a longer period
 - VIII. Host a pre-GovWeek session for all hosts earlier in the summer and circulate minutes from that meeting
 - IX. Consider moving the timing of the event out or doing something prior to the full Student Council election in the winter semester
 - X. Ensure that there is some content focused on aboriginal types of governance
 - XI. Have posters ready to go up at the start of the month, focusing on print and social media as avenues for advertising
 - XII. Ensure that the schedule is solidified at least two weeks in advance of the start of GovWeek
 - XIII. Invest in more printing of handbills and schedules
 - XIV. Encourage Council to host an engaging event and to act as spokespeople of GovWeek
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Marketing Material



check out the municipal election forum
SEPT. 20th in the Myer Horowitz Theatre



<p>Introduction to Governance MONDAY SEPT 18</p> <p>1 OPENING KEYNOTE: VICE PRESIDENT Marina Banister UACSA Alumni Lounge noon-1:00pm</p> <p>2 How To Win An Election 101 UACSA Elections Office SUB D-31 12:30pm-1:30pm</p> <p>3 Governance in Education Meet and Greet Education Students' Association in partnership with the Students' Council Education Councilors Dewey's 4:00pm-5:00pm</p>	<p>Governance and Election Skills TUESDAY SEPT 19</p> <p>4 University Governance 101 University Governance SUB, Council Chamber 10:00am-11:00am</p> <p>5 Annual General EATING: food tour VP Operations and Finance, Robyn Pachos Main Level SUB Elevator 11:00am-12:30pm</p> <p>6 Being Bilingual in the House of Commons Café de commerce bilingue SUB D-31 2:00pm-3:00pm</p> <p>7 Alberta Together: An Inclusive Centrist Political Voice Alberta Together SUB D-31 3:00pm-4:00pm</p> <p>8 Getting to Know your Students' Council University of Alberta Students' Council Council Chambers & Room at the Top 4:00pm-10:00pm</p> <p>9 Town Hall Meeting Business Students' Association Business Building 3-6 6:30pm-7:30pm</p>	<p>External Governance WEDNESDAY SEPT 20</p> <p>10 How Student Organizations Advocate? CAUS SUB D-33 10:00am-11:00am</p> <p>11 AGA et forum des candidats AUS/SA Salon des étudiants at Campus Saint-Jean NOON-1:00pm</p> <p>12 Election Year: Meet Your City Council Candidates University of Alberta Students Union Meyer Horowitz Theatre NOON-2:00pm</p> <p>13 Municipal Democracy: Being an Effective Democratic City of Edmonton Youth Council SUB D-31 2:00pm-3:30pm</p> <p>14 Navigating Campus Journalism with The Gateway The Gateway SUB 3-04 3:30pm-4:30pm</p> <p>15 Engineering Students' Society 2017 Fall AGM Engineering Students' Society of the University of Alberta ETLC E1-001 6:00pm-7:00pm</p>	<p>Student Group Governance THURSDAY SEPT 21</p> <p>16 Science Student Semi-Annual General Meeting Interdepartmental Science Students' Society SUB D-31 NOON-1:30pm</p> <p>17 Meet the Undergraduate Psychology Association Undergraduate Psychology Association (UPA) Biological Sciences Building: Semity Library 2:00pm-4:00pm</p> <p>18 Undergraduate Drama Students' Association Undergraduate Drama Students' Association Fine Arts Building: 2-43 2:30pm-3:30pm</p> <p>19 OASIS Open House The Organization for Arts Students and Interdisciplinary Studies Fishbowl (Humanities Centre) 4:00pm-6:00pm</p> <p>20 ESA Semi-Annual General Meeting Education Students' Association Education South, 10th Floor Lounge 4:30pm-6:30pm</p> <p>21 Persuade or Obey: Governance and Philosophy The Undergraduate Philosophy Association (UPA) Atambala Hall 2-02 6:30pm-8:30pm</p> <p>22 GAPSS AGM Geography and Planning Students' Society Business/Arts Quad 5:30pm-7:30pm</p> <p>23 Student Governance Celebration Party Undergraduate Psychology Association Room at the Top 7:00pm-11:30pm</p>	<p>Diversity in Governance FRIDAY SEPT 22</p> <p>24 Beyond Diversity and Inclusion APROS SUB D-31 10:00am-NOON</p> <p>25 CLOSING KEYNOTE: MINISTER Stephanie McLean UACSA Meyer Horowitz Theatre NOON-1:30pm</p> <p>26 How Identity Matters in Undergraduate Student Leadership UACSA, Department of Research and Political Affairs SUB D-31 3:00pm-4:00pm</p> <p>27 Small Strides UACSA SUB D-31 3:00pm-4:00pm</p>
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● session
● event

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