COUNCIL ADMINISTRATION COMMITTEE MINUTES

Date: July 22nd 2014            Time: 5.06 pm

In Attendance:

NATALIA BINCZYK (Chair)
JAMES HWANG
ZHAOYI CHEN
DONGWOO KIM (Proxy for TYMOTHY JADDOCK)

Excused Absence:

Others in Attendance:

CORY HODGSON
BO ZHANG
NICHOLAS DIAZ
JUSTIS ALLARD
SACHITHA KUSALADHARMA

1. CALL TO ORDER:

The meeting was called to order by BINCZYK at 5.06 pm.

2. APPROVAL OF AGENDA

HWANG moved to approve the agenda for July 22, 2014 as tabled.
The motion was seconded by KIM.
Vote 5/0/2
CARRIED

3. APPROVAL OF MINUTES

ZHANG moved to approve the minutes for July 08, 2014 as tabled.
The motion was seconded by HWANG.
Vote 5/0/2
CARRIED

4. Update from the CRO

BINCZYK: I have been in touch with the Chief Returning Officer (CRO)
ANNOUNCEMENTS

Jessica Nguyen. She will try to come to all CAC (Council Administration Committee) meetings. However, she has a prior commitment today. She has sent a report, and we will be receiving reports from her bi-weekly. I’m not planning on bringing elections staff to Council unless something major comes up.

Chair’s Report

BINCZYK: As for the chair’s report, I’m not coming to Council today as I have another big commitment. I will also not be coming to Council and CAC two weeks from now. But, I have written a report, and plan on writing another one two weeks from now. Hopefully, you have read it.

5. OLD BUSINESS

None.

6. NEW BUSINESS

Council Pamphlet

BINCZYK: This pamphlet contains just the content, and not the final layout. We want the Marketing Department to deal with all the designs. Last year, we had a whole page dedicated to the executives which I thought was pointless. As happy as I am to promote the executives, it would reduce the efficiency of information packing within the pamphlet. We added a lot on the committees. We also included the councillors. We shortened the amount of content regarding the elections, and included stuff about the Council Mentorship Program and the Outreach Fund. Also, we will have stuff directly linked to Council such as the Council logo and the Council Facebook page instead of the general Students’ Union (SU) things. I want to seek your feedback on the content.

ZHANG: It’s too wordy. Maybe it will look better with colors added. I don’t think the committee descriptions need to be in there. Are people in the Marketing Department same as the ones who were there last year?

BINCZYK: Three years ago, the Marketing Department had to design the pamphlet in a very short period of time before the Clubs Fair. They didn’t have time to work on it properly. After that, we had been using that pamphlet. My reason to make it wordy was because we have a trifold. In that, we have all the high level descriptions. If people needed more information, they would have the pamphlet to refer to.

HODGSON: I dislike the phrase “Students’ Council is the ultimate authority in the Students’ Union”. I think you can user softer language. This sounds totalitarian. Also, the statement “Together, these individuals are responsible for fulfilling the Mission of the Students’ Union” is false. All members, volunteers and employees are responsible for fulfilling the mission statement.
BINCZYK: How about “Together, these individuals work to fulfill the Mission of the Students’ Union”? These were taken from last year’s pamphlet. They were also in our website. So, we should change it there too.
HODGSON: Yes, that sounds good.
BINCZYK: What do you suggest in place of the term “ultimate authority”?
ZHANG: I would like to have “highest governing body”.
HONDGSON: Highest governing body is good.
DIAZ: The DIE (Discipline, Interpretation, and Enforcement) board is listed in the middle of committees of the Council. Also, the committees of the Council could change in the future. So, even by the week of welcome, the committee list may be outdated.
I would be more interested in upselling the “Get Involved!” page. That’s what this pamphlet does for the reader.
ZHANG: Regarding the committees, we can just have a paragraph listing the tasks performed by the committees. No matter what committees we have, the tasks performed by them would remain the same.
KIM: Would it be worthwhile to add contact information for each chair?
BINCZYK: We provide some contact details for the readers. They can either contact the Speaker or room 2-900. I would be reluctant to give out personal emails unless necessary. I think it would be more efficient for a student to go through the SU office, and for them to forward the query.
DIAZ: We can give them the Council email. It’s a list. There’s one entry point for multiple end points.
HODGSON: Anyone can email using that. They don’t post it on the website to prevent spamming.
Anyway, I don’t think DIE board should be on there. It’s a separate wing of the SU altogether.
BINCZYK: Do we think we should mention DIE board at all? Keeping in mind that this is a Council specific pamphlet. We have mentioned Discover Governance and the Executives as a courtesy.
DIAZ: Then, why do we have the piece about elections?
BINCZYK: That’s how you can get involved.
DIAZ: But councillors represent the whole SU. If people come to the table and ask questions about the SU, would you answer them?
BINCZYK: Yes. I didn’t want to promote other services here because this pamphlet is Council specific. I mentioned Discover Governance because they are involved with Council.
KIM: I agree that DIE board shouldn’t be there if this is about Council. DIE board is the judiciary.
BINCZYK: I can take that out. Help me understand your argument about the committees changing.
DIAZ: There is quite a bit of reform this year. We are launching the wiki soon. Would it be better to give the link to that and ask people to go there if they need more information?
ZHANG: You must have enough information there to interest people, but not too much in order to not overwhelm them. The best way is to have a short
description and a link for more information.

BINCZYK: I’m leaning towards having the committees there. The committees do all the work.

HODGSON: We are voting on a bill about the Budget and Finance Committee (BFC) today. So, it may not exist.

DIAZ: I agree that we need to give the information. But, there’s a difference in giving the full information and giving a link where you can get the full information. There should be space to explain the human element of the SU and Council.

BINCZYK: What we have on the pamphlet are by no means comprehensive. It’s a preview of what they can look up on the website. Would you know what committees would exist?

DIAZ: Council could go either way.

BINCZYK: The pamphlets need to be printed in 3 weeks.

HODGSON: The BFC bill should be done by then. That would be the major change for this year.

DIAZ: There’s a lack of common ground on a couple of design elements. We can present both sides to the Marketing Department, and trust in their expertise to choose what is best.

BINCZYK: They said that they are more than happy to come up with the content. But, they told me that nobody knows about what Council does better than councillors themselves. I can give the choice to them if that’s what you want.

ZHANG: After we are done with the Clubs Fair, are we planning to use the extra pamphlets? If we are planning to have them at 2-900 or Discover Governance as a pamphlet that people can grab, we can’t put any of the committees as there may be changes later. It looks bad if an organization gives inconsistent information.

DIAZ: Yes. Also, if you want people to like it, they must have an attachment to it. You don’t have an attachment to a bunch of text.

HWANG: I agree with limiting the words, and creating the connection between Council and people. Right now, it’s text heavy. I would like to see space for more designs and pictures.

BINCZYK: So, we have 3 options:

1. Have the names and a link for students to check out more information.
2. Leave it as it is, but delete the DIE board information and wait for further information about BFC.
3. Leave it as it is, but shorten the descriptions.

ZHANG: I’ll present another option:

4. Instead of committee names, have a paragraph describing the work that committees do, and give a link for further information.

The committee had a straw poll about the options. Option 4 had 7 votes while Option 2 had 1 vote.
BINCZYK: We’ll go with Option 4. Who is willing to write the description?
DIAZ: I’ll do it.
BINCZYK: Would you want to change the quote?
DIAZ: It would be neat if it was in the front page.
BINCZYK: The front page would be for the logo, and when you open the pamphlet, the quote would be on the first page.
DIAZ: How about having the quote in the title page?
BINCZYK: I’ll let Nigel know.
DIAZ: There is a paragraph about what councillors do. Would there be an overlap with the description about the committees?
BINCZYK: I don’t think there’s much overlap.
I’ll tell the Marketing Department that we want as much free space as possible to make it visually appealing.
KIM: To create a connection with the greater student body, why don’t we put a photo?
DIAZ: We can have a group photo.
BINCZYK: Ok. Is everyone on board? Great.
ZHANG: I don’t think dates for the meetings should be there. We can put a link to our meeting schedule. It’s bad if we change the dates and people show up.
DIAZ: Aren’t they pretty set now?
HODGSON: They can be cancelled if there was nothing on the agenda. It might not be a bad idea to tell them where to find more information about the schedules of future meetings.
ZHANG: The meeting dates on the website aren’t as live as they could be. I don’t like to give out information which could change.
BINCZYK: If the pamphlet had too many links, it wouldn’t be appealing.
DIAZ: Having too many links overwhelms it unless those links have a lot of value. They are working on an events calendar. I think Council meetings would be there as well. That would be a good one to give a link to. I’ll have to see whether the calendar will be done by then.
ZHANG: I don’t think we need the names of councillors here.
BINCZYK: It comes from SCET’s (Students’ Council Engagement Task Force’s) recommendations to promote the visibility of councillors. That’s the best way to promote them.
ZHANG: Sure. Sounds good.
BINCZYK: I’ll follow up with these with Nigel. We’ll approve the final version once it’s done.

7. DISCUSSION PERIOD

BINCZYK: I suggest that we should go for color rather than black & white.
HWANG: I’m not happy with any of these. I would like to have different

Council Logo

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varieties to choose from.
HODGSON: I don’t like the idea of a Council logo in general. We should embody the SU logo. Our identity is the SU. The flame is symbolic. I don’t think we would be able to build a brand to rival the SU brand.
You can do a little bit of work on this, but the SU logo must be incorporated.
BINCZYK: Would you like it to be the exact SU logo with different writing underneath?
DIAZ: I think design said that it wasn’t a good idea.
HODGSON: You can always do some modifications to the word placements. But, Students’ Council should always be paired with the SU flame.
CHEN: I agree with Vice-president Hodgson. There should be a visual connection that we are part of the SU.
BINCZYK: Is everyone okay with leaving the SU logo?
ALLARD: Can we change the positioning to make it visually distinctive?
HWANG: I’m open to the idea of keeping the SU flame, and adding things to make it distinctive.
BINCZYK: I’ll let them know. They’ll come up with new designs, and I’ll bring them to CAC.

New Food Budget

• HODGSON presented he food budget for the August 5, 2014 Council meeting. The total price has been reduced to $248.44 from $301.50.
• HODGSON presented he food budget for the August 19, 2014 Council meeting. The total price has been reduced to $308.44 from $362.44.

NIL
Cancelled.

8. CLOSED SESSION

9. NEXT MEETING

10. ADJOURNMENT  The meeting was adjourned by BINCZYK at 5.53 pm.