Executive Committee

July 8, 2009

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

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

Guests
Khanh Nguyen Sr. Manager, Marketing and Communication

1. Call to Order
The meeting was called to order by MATHEWSON at 12:40 pm

2. Approval of Agenda
DEHOD/EASTHAM MOVED THAT the agenda is approved with the following changes:
Tabled to the next meeting: 8b. Street Team
Additions:
8c. Wall of Gold (Dehod)
8d. WUSC Update (Trueblood)
8e. Wiki Update (requested by Eastham)
VOTE ON MOTION 4/0/0 CARRIED

3. Approval of Minutes
DEHOD/TRUEBLOOD MOVED THAT the July 6, 2009 minutes be approved as tabled.
VOTE ON MOTION 4/0/0 CARRIED

4. Action Summaries
Reviewed and updated

5. Students’ Council
a. July 7 Meeting
Good meeting, great presentation on Academic Plan. Alena’s presentation was fantastic.
MATHEWSON: will not be attending the next meeting, but recognize that it is important to submit a report.

6. Old Business
There is no old business

7. New Business
a. NODAC Proposal
This is an annual conference that is budgeted for, excellent opportunity for professional growth as well as the opportunity to share ideas.
TRUEBLOOD/EASTHAM MOVED THAT the Executive Committee approve a budgeted expense not to exceed $4,755.00 for the Manager of CSD and the Transitions Program Manager to attend NODAC November 7-10, 2009 and for the CSD Manager to attend the OPI program November 5-7, 2009 in Anaheim California.
VOTE ON MOTION 4/0/0 CARRIED
8. Discussion Period
   a. Marketing Discussion
MATHEWSON: would like to have a general discussion of the overall themes and how we can promote synergy between the various campaigns.
NGUYEN: there are advantages to bringing initiatives together: working together, creating connections and not exhausting volunteers, staff.
MATHEWSON: Henderson is working on a communication plan that will be reviewed on Friday.

Discussion ensued regarding ways of bringing the various campaigns together.
Will re-visit on Friday.

8b. Profile Edm. Magazine
Mathewson tabled background on a request that he has received for himself and a female executive to be profiled in a new magazine that will focus on the 3 major campuses in Edmonton. Exec support this request..

8c. Wall of Gold
DEHOD: wondering what we should be using this space for, especially in the fall. In the past we have posted a large calendar that contained various events, in September and January. Would like to use the calendar in September but hope for something else by January.

Various ideas were discussed.
NGUYEN: this is one the best entry points, bombardment can be an issue, it is important to maintain quality and consistency so that when something different to put up it will stand out.
Dehod will investigate the use of SUB stage screen for the calendar during WOW.

8d. WUSC
Trueblood provided an update on the meeting with Gerry Kendall. Will be meeting with Kayla (WUSC) tomorrow.

8e. Wiki
EASTHAM: wondering what the expectations are around my page on the staff wiki?
DEHOD: it is valuable for staff to know what is going on
NGUYEN: staff wiki is meant to connect everyone.

9. Reports
Tabled to the next meeting

10. Adjournment
Meeting adjourned at 2:00 pm