MINUTES

EXECUTIVE COMMITTEE
October 20, 2010
9:30 am

ATTENDANCE: Nick Dehod  President
Zach Fentiman  Vice President (Operations & Finance)
Rory Tighe  Vice President (Student Life)
Aden Murphy  Vice President (External)
James Eastham  Vice President (Academic)
Marc Dumouchel  General Manager

REGrets: n/a
ABsent: n/a

1. CALL TO ORDER: The meeting was called to order by DEHOD at 9:34 am.

2. APPROVAL OF AGENDA: DEHOD/EASTHAM MOVED THAT the Executive Committee approve the October 20, 2010 agenda as tabled.

   5/0/0 CARRIED

3. APPROVAL OF MINUTES: TIGHE/FENTIMAN MOVED THAT the Executive Committee approve the October 18, 2010 minutes as tabled.

   5/0/0 CARRIED

4. ANNOUNCEMENTS:
   Dehod: I will be gone for the rest of the day.

   Fentiman: I would like to congratulate Don Iveson and Michael Janz for winning in the election.

   Tighe: Everyone wants an efficient meeting today.

5. ACTION ITEMS:
   Reviewed and Updated.

6. STUDENTS’ COUNCIL:
   a) Academic Plan Town Hall

       Dehod: This will be taking place on November 1 at 4pm. James could we please meet after about communicating with CoFA.

       Eastham: CoFA supports the town hall meeting.

       Tighe: Nick could you please invite us on iCal if you have not already.

   b) Presentations

       Dehod: What’s up with presentations?

       Tighe: I am doing my presentation on Residence Community Standards.
Dehod: Get it to Nicole.

Murphy: Is everyone going to the council retreat?

Tighe/Eastham/Dehod/Fentiman: Yes.

7. **OLD BUSINESS:**
   - n/a

8. **NEW BUSINESS:**
   - n/a

9. **DISCUSSION PERIOD:**

   a) Communication with Students for the year with Nigel

   Dehod: There are a few things we wanted to talk to you about. We would like to get an update on communications and what you are working on as well as let you know what we will be needing from marketing.

   Nigel: One focus right now is the development of SU TV as a way of communicating. I’ve been talking to Craig about how we can get it more branded. It is a great tool to get out messages from different components of the SU. We are still juggling the idea of a printed newsletter, it gets out to people quickly. The survey is on my agenda as well. I think if we get the questions right we will get better information back.

   Dumouchel: It might be helpful for you as the exec to communicate what you want from marketing.

   Nigel: Yes, it would be helpful to know what you guys need.

   Dumouchel: Nigel’s department has been built to communicate with students through multiple medias. We will also be having a meeting in the future about social media.

   Dehod: As per the conversation I had with Nigel before, the question was how do we do outreach. The first aspect was visibility, which is made up of 3 parts. Physical, social and virtual. Then there is ownership meaning being successful at visibility and communication. The last part is quality. The organization needs to focus on details. We are doing these things now by using SU TV and SU branded merchandise. In the future we could have a newsletter.

   Dumouchel: We have to remember the brand values associated with us. The strategic plan is important for us to find our values and as staff we do not see what the outside people see. When you think about ownership think about what we represent to students.

   Nigel: We need to be careful not to dilute the message of what we do for students.

   Dehod: That’s what visibility is making sure we do what we say we are going to do. I think I would like to go over what each member of exec are needing from marketing so Nigel knows what is coming down the pipeline.
Eastham: I don’t for see myself needing a whole lot. Just SGA stuff, awards but there should be stuff for that from last year.

Dehod: This week Chris James and myself will come to you for a poster about the town hall meeting in the beginning of November.

Tighe: Have you started the Infolink stuff?

Nigel: Infolink will be getting a facelift.

Tighe: I will need help from you guys with my student engagement plan presentation in January, I hope. I also want to do some kind of week of involvement and awareness.

Fentiman: Awards is a big one for me. I feel responsible for that issue. I want it to be a smooth transition to SFAIC. The sustainability audit will have a need for a 2-platform presentation. We will also need a similar thing for the SU strategic plan. We will need something for the launch of the new SU website.

Murphy: The only big needs I have this year is if there is an election in the spring. Past that I do not see a need for the marketing department from me.

Dehod: I have 2 things, the strategic plan and advertising for the council positions. There may be a mental health campaign early next semester. There will also be a discussion about maybe doing another campaign about post secondary education. I think we could use pamphlets of what the SU does. Just something to think about maybe start developing.

Dumouchel: We could use a new stand up with SU information on it.

Dehod: Is there anything else or does anyone have questions for Nigel?

Dumouchel: We need to meet about how to track the effectiveness of the SU.

Nigel: SU TV has the potential to generate revenue. If we can how it will be easier to sell it space on it.

Tighe: We talked about this before but now I need to know who is actually participating?

Eastham: I will help people get pledges.

Dehod: I will grow a beard.

Tighe: I am participating.

Fentiman: I can try.

Discussion ensued regarding participating in Movember as well as Chillin’ for Charity which James, Rory and Zach are participating in.
c) LSA

Eastham: LSA wrote a letter to support tuition increases.

Dehod: When we were at CAUS last week we talked to other schools about meeting with their FA’s.

Dehod: The minister said it was a one-time thing.

Eastham: I got an email from the Law Students and I will work with him. I will not undermine an FA.

Dehod: The minister will see the letter soon.

Eastham: The damage is done and the letter has been written and sent out.

Dumouchel: What is the SU’s role in this?

Discussion ensued regarding the LSA’s letter about increasing tuition.

d) Operating Policy

Tighe: Would you guys be interested in drafting a policy that states when we advertise for an event we will have to advertise at Augustana and Campus St. Jean?

Fentiman: We are trying to get an Augustana policy. Check section 1 of the manual.

Dumouchel: To be practical the times will be longer and the costs will be higher. Should we advertise main campus events at those schools?

Fentiman: I agree, it would also be a nice test case to adding to the operating policies.

10. REPORTS:

a) President  • Postponed until next meeting
b) VP Academic  • Postponed until next meeting
c) VP External  • Postponed until next meeting
d) VP Operations & Finance  • Postponed until next meeting
e) VP Student Life  • Postponed until next meeting
f) General Manager  • Postponed until next meeting

11. CLOSED SESSION:

12. ADJOURNMENT:  Meeting adjourned at 10:48 am.