

*3rd Annual*

# GovWeek 2019

**Jan 21-25th**

Presented by: UASU VP Academic Akanksha Bhatnagar

# GovWeek Mandate

- The purpose of GovWeek is to:
  - **Inform** students on how governance works and what opportunities are available
  - Give stakeholders (i.e. organizations on campus) a **platform** to reach students
  - Help **inspire** students to run in elections
  - Get students **excited** about student governance
  - Help create tradition and collaboration amongst different governance stakeholders
- Often students say that governance can be hard to access and understand. **GovWeek was intended to be the ultimate way for students to get their foot in the door of governance.**

# GovWeek Mandate 2019 Focus

- The purpose of GovWeek 2019 is to:
  - Inform students on how governance works and what opportunities are available
  - Give stakeholders (i.e. organizations on campus) a **platform** to reach students
  - Help **inspire** students to run in elections
  - Get students **excited** about student governance

What we WANT GovWeek to do, but it just isn't there yet:

- Help create tradition and collaboration amongst different governance stakeholders

# GovWeek Mandate 2019 Focus



*Create a series of interactive services shaped by students, to help educate students.*

# Past GovWeek Feedback

- Low Turnout
- “I understand that if councillors aren’t showing up, their constituents aren’t going to, but the councillors did not want GovWeek,” she said. “A lot of us didn’t go because people didn’t like the whole week, so we didn’t go because our constituents didn’t give a shit about it either.” - SU Councillor
- 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 (GovWeek Impact Report 2017)
- Marketing / Communications of GovWeek
- But, what is goVerNAnCE???

# Past GovWeek Feedback

## Why are we still going ahead with GovWeek?

*There were 14 total recommendations in the 2017 Impact Report and we have implemented all 14.*

# GovWeek 2017 Recommendations from Council and Stakeholders

- I. Create a thorough communication and marketing plan
- II. Engage in a strategic planning initiative to refine the mandate of GovWeek
- III. Work with Student Group Services to confirm the process for event applications and space bookings for GovWeek hosts
- 2017 GovWeek Impact Report 16
- 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

# GovWeek 2017 Recommendations from Council and Stakeholders

XIV. Encourage Council to  
host an engaging event and  
to act as spokespeople of  
GovWeek



# GovWeek Planning Committee

- From GovWeek Advisory Group (GWAG) to the **GovWeek Planning Committee** (GWPC)
- Why?
  - Change in scope of Committee.
  - Change in responsibilities
  - Providing value to (prospective and current) committee members.

# GovWeek Planning Committee

- UASU VP Academic - Akanksha Bhatnagar
- Discover Governance - Rebecca Taylor
- GOTV Coordinator - Stephen Raitz
- Council Positions
  - Governor Flamam
  - Councillor Rizvi
  - Councillor Kim
- Student-at-Large (First-Year) - Anjika Sabhani
- Student-at-Large (First-Year) - Aiman Altaf
- Student-at-Large (Second-Year) - Justine Sander
- Faculty Association Representative - Robert Bilak

# GovWeek Brand Introduction

- Next slide just shows the color scheme!
- We will launch on January 7th
  - Our Social Media Coordinators are very involved in this and have created marketing plans.
  - SafeWalk will be postering for us.

The image features a central graphic design. A dark blue square is positioned in the upper-left quadrant. Inside this square, a yellow rectangle contains the text "GOV WEEK" in a bold, grey, sans-serif font. To the right of the dark blue square, a vertical yellow bar is partially overlapped by a white horizontal bar. The background of the entire image is white, decorated with light blue, wavy, abstract lines that resemble topographical contours or stylized waves. The text "GOV WEEK" is the primary focus, with the surrounding elements providing a modern, abstract aesthetic.

**GOV**  
**WEEK**

# GovWeek (De)-Centralization

- Involvement of other SU Offices
  - Elections
  - Discover Governance
  - Stride
  - Students' Council
  - Faculty Associations
  - More in the future!
- Events/Session Google Forms was removed.
- Brings the week back to the GWPC

# Highlight Event / Sessions

- Right to Complain Booth Ideas
- Aboriginal Governance and Partnership Panel
- Election Tips and Tricks
- GOTV Tabling
- Reclaiming our Space: Indigenizing Student Governance
- Students' Council Open House
- How to Lose an Election and Make Friends
- Governance: Beyond the Resume
- Provincial Candidates Forum
- Diversity in Governance: Fashion Show

# Highlight Session Brainstorming: Council Open House

What service does Council provide for campus? How can we best connect students to this service?

# Expectations from Council

- **Provide your feedback right now! This is the best space to do it!**
- Stay **engaged** with the week.
- It's only as **successful** as **we** all want it to be.
- **Share** social media content - creates organic reach.
- Word of mouth is the best way to get people to come! So use your words - get people out.
- Let me know why it is you won't want to come, because then we can fix those issues.
  - If you don't tell us your problems/issues with the week how can we fix it?



Hate it? Love it?  
Questions? Comments?  
Concerns?

Now is your chance to  
voice your opinions!  
Please don't be shy.