

Executive Report

Prepared for: UNBSU Council 2021/2022

July 09th, 2021



President – Kordell Walsh

Hey folks! It's been a really busy two weeks since our last report as we get closer to the beginning of the year! Since our last report, I have taken two vacation days plus the university holiday, which were great to help me refresh and get back into the swing of things with a clear mind!

Absence in the office

As you'll quickly notice, this bi-weekly report will be missing an update from Bhavya, our VP Finance and Operations. Last week, Bhavya began a personal leave of absence. He's doing okay, however he just needed some time to sort things out. Over the past week, I have been filling in for his position for the time being as per bylaw 1.52, and will do so until his return.

NBSA/CASA/MSC

We had our first NBSA Board meeting, and it went really well! It was great to hear what other universities have been up to. These meetings happen bi-weekly on Friday afternoons.

I also attended a few more sessions of Maritimes Student Congress: the first was about goal setting and project management, which was really well run and had a guest speaker. I also attended another MSC session about Presidents, our roles, and just general student union stuff! This was split into two talks and provided tips on how to avoid burnout and other various pieces of advice. The first half of this session was run by Paul Black, a former SU President from Acadia in the 1990s and now professor. The second session was run by Husoni Raymond, who was STU Student Union's President just a few years ago!

Other Business

- Met with the UNB Transportation Taskforce to discuss the work that has been done to this point and the vision for the future of the committee
- Met with the team at Student Services to discuss projects we've been both working on and ways we can work together to support students
- Met with Orientation to stay in touch and discuss ways to support them
- Met with Orientation to chat about Townhouse and their orientation week for the meantime until we get our Townhouse coordinator

- Met with Tea to discuss the work being done to implement EDI hiring practices, and then I've been reviewing our policies through a lens of how we can implement possible changes to hiring practices
- Met with Sara Rothman to prepare for the Student Event Risk Management (SERM) committee meeting, and then attended SERM
- Attended a Welcome Back BBQ Planning meeting with folks from student services, orientation here at UNB and at STU, as well as officials from the city to brainstorm high level ideas for the event and plan a path forward for making it happen
- We extended the hiring for all 4 positions (Chair, Secretary, CRO, and Townhouse Coordinator) because we didn't get many applicants, but those should be closing soon
- I've been reviewing funding applications that have come in for Clubs and Societies, and we will be running them through the team

Vice President Advocacy- Téa Fazio

Vice President Internal – Deanna Merriam

Happy Friday everyone! How is it already July? I hope everyone's enjoying their summer, and getting some rest! The past two weeks have flown by, and we've definitely been busy here at the Union. I'm working on scheduling our Council Transition for September and hope to finalize that ASAP!

UNBSU Past Proposals Discussion

Last week I spent a large amount of time doing research for a meeting with the UNB registrar about past UNBSU Proposals. My two main concerns are surrounding the Extended Drop Date proposal, and the Course Repeat Policy. Both of these proposals revolve around grade relief and I would love for this to be put in motion ASAP. The registrar was extremely supportive and together we created an outline of how to go forward and revive these proposals. From here I have several meetings with relevant parties whose support I need in order to get the proposals finished. I have now met with UNB-SRC President to discuss a collaboration on one of these proposals which

Maritime Student Congress Session

I also attended a Maritime Student Congress Session for the VP Academics/Externals for Student Unions. This meeting was helpful in connecting with other members of unions in the Maritimes. Unfortunately the University's power went out halfway and we were unable to attend for the rest of the session!

Student Services Meeting

I attended our regular meeting with UNB Student Services to chat about upcoming projects and commitments that our offices are working on. I gained some useful information about some Student Services initiatives coming up for transfer students and some fun campaigns that we will now be collaborating on going forward. Sara

Rothman has now also hired a new temporary employee to help with these campaigns! Niko and I have been chatting with her to set up some content to go out. I am so excited to get started on these campaigns!

Breaking Stereotypes Campaign

Internally to the union, Niko and I have been discussing (as mentioned before) redoing the previous Breaking Stereotypes campaign. After several weeks of waiting, we now have a fully approved operational plan to go forward with. Niko has set up some meeting times and I will be sending out an email to all participants explaining the situation and asking if they would be willing to re-film. We want this campaign to be meaningful, and the low quality clips we have from before unfortunately don't help us achieve that. Once we know how many participants we have in Fredericton, we can begin filming. Hopefully we'll be able to release this as soon as possible.

UNBetween

As I mentioned before, I met with Sara Rothman to discuss some initiatives that we could collaborate on. I am thrilled to be working with her on the updated UNBetween course for incoming students. Last year, this was primarily used as an online orientation tool for students, however this year we aim to make it a more comprehensive and peer focused course. It will cover a variety of topics outside of campus buildings, and go into the experiences of students all over campus. We hope to showcase the highs *and* the lows of university in order to encourage students who may struggle from time to time. I really want this to be a relatable and meaningful course for students, and I hope that by bringing a realistic perspective to this initiative we can do so.

Met with STUSU

Additionally I had a lovely meeting with Sydona from STUSU to talk about the overlap of our roles. We had a great chat about their #CutTheCosts campaign, and discussed ways to collaborate as unions going forward. This was the first time I got the chance to meet with her and I can't wait to continue working with her in the future!

Vice-President Finance & Operations - Bhavya Pratap Malhotra*

**Bhavya is currently on personal leave*

Vice-President Student Life - Brennan Marks*

**Brennan is currently out on vacation*

Vice-President Communications - Niko Coady

Hey, everyone! I hope you are all enjoying the sunshine as it comes. I was able to make it back to PEI for the first time since December, and I hope lots of you are safely reuniting with loved ones as the bubble opens up.

Marketing

This week I met with a few folks with UNB Marketing and Orientation Vice-Chair Evan to discuss what marketing and promotions will look like for SU Orientation this fall. It was a great opportunity to collaborate with these folks. I am also working on some templates for the orientation social media and will be meeting with Ellen and Evan again soon to hopefully finalize a content/marketing schedule.

I also met with Matt and Danielle from the UNB Sustainability office to discuss marketing for their programming this year and how we can best collaborate on all this sustainability, including sustainability week for the SU. They have a lot of new ideas that I am excited to see come to fruition this year.

Brennan, Tea and I met with the CSASAs to discuss marketing for our BAE campaign and their ongoing sexual violence prevention campaigning. Tea and I have also met to determine the topics we would like to tackle with the BAE campaign this year. I have ongoing communication with the CSASAs so that we can coordinate our schedules for marketing for the year, which has been incredibly helpful!

Deanna and I also met with Sara Rothman and Student Engagement Assistant, River, to discuss this year's version of the 'dear first year me' campaign. We are hoping to get started on this project soon so that it can be a part of Student Services' UNBetween Online project and we will have posters ready for the return to campus in the fall. I am also currently working on a marketing certification course, which has been super helpful for learning how to optimize our content on each platform and how to direct traffic to our website!

Website

I am finalizing some major updates to the food page on the website as we are adding a home space for fresh food bags, a hamper food box program that is coming soon, and for the community garden! A HUGE thanks to Brennan for providing me with all of the information needed and I will be revising all of these changes with him soon. I have also reached out to both Deanna and Tea and have started updating our advocacy page with new projects and priorities - I am hoping this page will be updated more frequently over the year as we make progress on the initiatives outlined in the strategic plan.

Since the vaccination clinics have now started on campus, I have also updated our COVID-19 resources page and the website homepage so that students can easily find the dates and information needed to get their vaccination at one of the clinics. I also created some graphics for social media which will remain on our Instagram highlights so that the info is easily accessible for the rest of the summer!

Promotional Items

I am currently working on designing some promotional items for our event weeks and for general giveaways/promotions for the fall semester. I have ordered some sample items and will hopefully be receiving them soon! This has involved a lot of time doing graphic design work and researching merch companies to ensure that we get some great quality products! I am also working on some products for the relaunch of our new alcohol and cannabis education program in the fall.

Other Business

- The SAPRC survey has now gone out and is receiving feedback that is being shared with the committee
- Attended SEM-OAC and discussed marketing for orientation (SU and Faculty)
- Met with Deanna to discuss filming for the updated Breaking Stereotypes campaign
- Filmed a video and created a typeform for advocacy priorities
- Met with members of student services to discuss “dear first year me” campaign
- Discussed vaccination clinics for the fall with student services
- Met with market vendors from the exhibition market to discuss possible student discounts and promotions
- Finalized the Campus Events branding (including colours and typography)
- Submitted student business ads and SUB business ads for the agenda

Orientation Chair & Vice-Chair Ellen Petrie and Evan di Cesare

Marketing

We have been continuing with the social media content calendar made by Orientation Vice-Chair Evan Di Cesare with weekly posts consisting of engagement with the incoming first-years and BlackShirt introduction posts. We frequently make other posts that do not have a set schedule, such as various promotional posts advertising our Shinerama fundraising events. Additionally, we will begin making sponsorship posts later in the summer, but those will not have a set schedule either.

Sponsorship

JDI has now confirmed that they are sponsoring our Orientation Week. As well, we are still in communication with Rogers and Lawtons to secure sponsorships with them. The UNB Bookstore will be providing us with in-kind donations, and URec is doing a sunset zumba event for Orientation Week as an in-kind donation.

Merchandise

Orientation Chair Ellen Petrie will be placing the order for 1,200 Orientation Kits by the end of this week, Friday July 9th. Each Orientation Kit will consist of a Voyage

Freddy Beach 2021 branded bag, a UNBSU flag, reusable utensils, a card holder for cell phones, a mask, and likely other small items from other UNB clubs and organizations.

RedShirts

The hiring process has been completed for our 2021 RedShirt team. All accepted RedShirts were contacted on June 25th, and the last day to accept their offer was July 5th. As it stands, we have a total of 83 RedShirts, and they have been added to both a Facebook group and to a Team on Microsoft Teams for communication purposes. We will determine what role each RedShirt will hold during Orientation Week in the near future.

BlackShirts

BlackShirts have been in the preliminary stages of planning for the events that they were assigned to primary on, although they were all informed that their events may change due to uncertainty.

Training

We have spaces tentatively booked for our two in-person RedShirt training days on September 2nd and 3rd, and are still in the process of developing a schedule for the training sessions that will take place during those days. Prior to this, RedShirts will complete asynchronous training modules in August before arriving on campus.

Planning

Tentative event plans have been made for each of our larger-scale Orientation Week events, which include our Blast Off event, a “drive in” movie, Bridging Freddy Beach and a performance at the Fredericton Playhouse, a clubs and societies fair, a cultural coffee house, and a mini music festival. We have multiple smaller events tentatively planned as well, though, like the larger events, they are subject to change as a result of uncertainty due to the pandemic.

Shinerama

Our first Shinerama trivia event of the summer took place on June 26th and was a good foundation for future trivia events to take place. Vice-Chair Evan Di Cesare is currently working on potentially scheduling an in-person Shinerama trivia event in Fredericton at either The Cellar or The Capital. As well, our recipe submission form for our Shinerama cookbook fundraiser remains open until July 16th, although that deadline will likely be extended in order to collect a greater amount of recipes. Afterwards, we will be compiling the recipes into a PDF, and anyone is welcome to purchase a copy in support of Cystic Fibrosis Canada. Additionally, Vice-Chair Evan Di Cesare is in the process of coordinating a fundraiser with Goji's Neighbourhood Tretery, as well as a bottle drive with a local recycling depot. Planning for Shine Day

in September is in its initial stages as well, but is still largely undetermined as it is unsure whether canvassing can go ahead as a result of the pandemic.