

## **Executive Report**

**Prepared for: UNBSU Council 2021/2022**

July 25th, 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 a vacation day which was a needed break.

### **Absences in the office**

As you'll once again notice, Bhavya is still out of the office on leave. Tea is also currently out on leave. More detailed explanations will be available by the next executive report at the latest.

### **NBSA/CASA/MSC**

We had another NBSA board meeting which went well. One of the key points of interest is that the NBSA is looking at ways to increase engagement with students not on the executive of member campuses. Therefore, they have stricken an Internal Communications committee which will be working on more campaigns to increase engagement. The NBSA will also be inviting students at large from member campuses to participate in their committees - more on that over the coming weeks!

CASA has been gearing up for CASA's Policy and Strategy conference, which will be running next week. I've been reviewing documents such as CASA's policy manual in preparation for the conference. Additionally, as an observer on the Federal Policy Committee, I have the opportunity to become involved with the committee as much or as little as I wish. We had our first committee meeting, and then I had a one-on-one with the chair to discuss how involved I will be in the committee. I have until the start of next week to decide what kind of role I want to take on, or how much policy I wish to participate in the revision of (which for many may just be ensuring the research is still relevant and up-to-date).

### **Other Business**

- We're nearing the end of the work of Selections Committee. We've conducted our first few interviews, and we have a few more scheduled for early next week. I'm hoping that by the end of next week we will have conducted all interviews, and can convene as a committee to make a decision on who our recommendations for each position will be

- We have hired our Townhouse Coordinator, who will begin the position early next week to help get ready for orientation week - so in conjunction with interviews for that position, I have also been working on their onboarding package
- We had a meeting with Kate Rogers, the Mayor of Fredericton. There was a some great discussion about housing, parking in the areas around campus, and the bus pass
- I met with Krystle Hussey, a coordinator with CEL about respondus and the associated review group that will be meeting over the coming year
- Vish and I met with the Chair and Vice Chair of the Board of Governors, and I think it was a great conversation about all things board of governors related. It certainly helped me feel more comfortable going into the board
- I have been having regular meetings with Ellen from orientation about how we can support orientation, and I also met with Ellen, Evan, and Lydia, the Townhouse BlackShirt to discuss orientation programming they had in mind for townhouse
- Lastly, we met as a team to go over our hiring plan for the remainder of the summer and just figured out when positions would be going out
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### **Vice President Advocacy- Téa Fazio\***

*\*Téa is currently out of the office*

### **Vice President Internal – Deanna Merriam**

Hi everyone! It's unbelievable that it's almost August already! I hope everyone is having a fulfilling and refreshing break before we're all together again in September!

### **Met with St.FX about academic proposals**

Last week I took some time to meet with the VP Academic for the St.FX Student union to go through the process of getting some similar proposals approved. We chatted about Similar academic struggles both campuses are facing this year, and we have decided to collaborate on data collection for a few projects. I am really hopeful that by working together we can achieve some meaningful data driven proposals that are relevant to the student community.

### **Breaking Stereotypes**

For the past few weeks, Niko and I have been working on re-recording the breaking stereotypes clips from Grace Pelkey's year. Niko and I rented some equipment, and the filming studio, and have been attempting to get started. Unfortunately, where many folks aren't in Fredericton, it has made it a little difficult to arrange for subjects to come in and film. Right now we are discussing moving the filming and release to just after the start of the academic year. I want this process to be as easy as possible for our subjects, so we'll figure out the best way to get the project done soon!

### **Libraries tour/ video**

Over the past few weeks I've been working with the UNB libraries on some projects and student consultations. I've arranged for the UNBSU Exec to get a tour of the new third floor, and Marc Bragdon was a pleasure to tour with! The floor looks absolutely stunning, and has some really amazing features that I'm sure students will be thrilled to see and use. I have also been working with the libraries to arrange some volunteers to be in a video. Arthur Irving is coming to the university in September and the HIL wants to put together a video of students expressing thanks for the donations that allowed us to renovate the library.

### **DCE Year Plan**

I attended a presentation from our DCE Molly Kennedy, who has been working diligently to plan some exciting and relevant events / programming for this coming year!

### **UNBetween**

I'm currently working on a bigger project with UNB Student Services for an online orientation to UNB. Last year, the project, UNBetween, was a series of online modules to introduce students to academics, community building, and more. This year, we're looking to make it a bit of a "prepare to return to campus" instead. We're also accompanying this course with another year of UNBetween drop-in sessions for incoming students to ask any questions or concerns they have about returning to school. I'm working with Matt Maclean to arrange student volunteers for every session to accompany UNB staff during these sessions in order to have a student perspective on each call!

### **Hiring**

Over the past few weeks I've been going through hiring for our open positions. With both selections committee and the independent hiring committees taking up a ton of my time, I'm happy that we're working through it! We're still hiring for chair, secretary, and CRO, so I'll be happy when that's all finished! I've also now done up some job descriptions for the Get Out The Vote Coordinators we may need coming up, and those will be going out shortly.

### **Transfer Student Social**

Another exciting collaborative project between the UNBSU and Student Services is a Student Social night for transfer students. With Orientation typically being exclusive to first-year students, this social would be specifically designed for students coming in for their first year at UNB after switching universities. We're planning on having it the first week back at school, so that our transfer students have something to do during their first week here.

### **NBSA**

This past week as both Kordell and Tea were unable to attend, I attended an NBSA meeting as the Interim Delegate for the UNBSU. It was a standard meeting and I was happy to attend and learn more about the organization.

**Vice-President Finance & Operations - Bhavya Pratap Malhotra\***

*\*Bhavya is currently out of the office*

## **Vice-President Student Life - Brennan Marks**

Hello everyone! What an action-packed few weeks it has been, I took my vacation at the end of our last exec reports so I will try to update y'all on some stuff I did pre-vacation.

### **SafeRide**

I have made some great progress on SafeRide accessibility over the past few weeks. We are moving ahead with retrofitting out the newest Dodge Grand Caravan to have a wheelchair-accessible lift. It will be away for September to have this work done and to prevent service disruptions we will be using the new vehicle purchased last year to keep our three vans in service, and then when the van is fully retrofitted we will be adding a fourth Van to the service! I am currently meeting with the Student Accessibility Centre to find a way to make use of the van outside of the SafeRide service to benefit students who need wheelchair-accessible transportation throughout the school day as well! We are finalizing a few things and will be celebrating this win and doing a public announcement as we get closer to the school year!! We are also still waiting on confirmation from our Friends at Fredericton Hyundai about the decals but they have confirmed their interest in helping us out!!

The applications for SafeRide Coordinator are now open as well! Please consider applying or telling a friend to apply if you/they are looking for a great part-time job for the school year!

### **Food**

Some progress on addressing food insecurity on campus, we are implementing the Hamper Food Box Program in partnership with Greener Villiage Food Bank. The program will allow students to access a monthly box of food bank items that they can pick up here at the student union building. The Hamper Food box program will meet food insecurity needs while we do the groundwork of establishing an on-campus food bank.

Applications for Food Coordinator are also now open! Please apply or share with friends who are passionate about food insecurity work!!

### **UNBSUxURec Bike Co-Op**

I have been hard at work trying to establish a new service here at the UNBSU. And I am making good progress in starting a new Bike Co-Op for the fall. URec will be managing the service for us but it will be funded and advertised by the UNBSU. With the help of UNB Sustainability, we will have some bikes that will be free for students to rent for up to 3 days at a time to explore the wonderful trails of Fredericton or to

help them get around! Hopefully more updates to come soon but the early work is looking really promising!

### **Agenda**

The agenda is FINALLY being sent to be printed! With final drafts approved we will have them in our hands ready for orientation kits in early August. I am really pleased with how the agenda has turned out and I was successful in securing enough advertising revenue to pay for the production (small flex :p).

I hope you will all pick up a copy and see the wonderful student business page that is a new feature this year!

### **SLIC**

Met with Chloe our Sr. Coordinator to discuss SLIC hiring and our plans for the year. The SLIC office is now located in SUB 122 (Previous DCE office) and they will be doing all booking via email now to ensure volunteers will be having meetings during their shifts! We are currently hiring a Jr. Coordinator, if you have any friends in second-year law please let them know about this great opportunity.

### **Campus Events Update**

Molly has been hard at work planning this year's campus events programming! We have been having meetings with various folks to inquire about the potential for a Kick-Off Concert (COVID-19 restrictions allowing of course) . We have a venue secured and we are now looking to book talent!! Stay tuned for more information!

### **Here is an update from Molly:**

In late June, I began to get settled in the role by completing training and diving into the google drive and email to get a better feel for what Campus Events has looked like in previous years. I also discussed with the VP Student Life about what the upcoming year would look like and our goals and had a discussion with the VP Communications to help determine what the Campus Events brand was going to look like from now on.

I brainstormed for not only the major Campus Events that typically occur annually but also some smaller and non-traditional events as well. After developing a solid outline for the 2021-22 academic year, I presented my plans to the UNBSU Executive and Orientation Chair and Vice-Chair. I received great feedback and notes that will help to ensure that Campus Events exceeds the goals of the UNBSU.

Most recently, I have worked towards looking at the major expenses for the year as we begin to put the Campus Events plan into action. Now, I have begun really getting into the planning process and my top priority is working towards Kick-Off Weekend in September!

## **Other Business**

- Completed scripts for our BAE campaign with Niko!
- Attended a workshop on grant proposal writing with Rising Youth.
- Reviewed and edited all job descriptions for the hiring of all my coordinators.
- Reviewed potential merch for ACE with Niko.
- Had a discussion about Student Experience Team with Niko and Molly, hiring of SET will open on July 30th!
- Had a couple of meetings about the UNBSU x Student Services Volunteer Fair
- Met with UNB Marketing to discuss the 1785 collective.
- Met with Venus Envy to discuss Sex Week programming.

## **Vice-President Communications - Niko Coady**

Hey everyone! I hope the past couple of weeks have been going well for all of you. I am looking forward to seeing you all in person soon enough!

## **Campaigns**

Brennan and I are currently working on finishing the scripts for our BAE campaign videos, which we will be filming with the CSASAs over the upcoming couple of weeks. Deanna and I have also now set up the student production studio for the filming of the breaking stereotypes videos, and have some filming sessions booked for this week. The studio looks great and I am looking forward to seeing this come together!

I also met with representatives from the REDs office and Hillary Swan to discuss a possible sexual violence prevention campaign in collaboration with our three offices that would focus on student athletes. I am so excited to be working with both of these groups and will continue to provide updates as the project progresses!

Deanna and I have been working with River (Student Engagement Assistant with Student Services) to finalize a registration form for the Dear First Year Me campaign and we have started to contact offices on campus to reach out to their network of students.

## **Accessibility and Inclusion Guidelines**

I have now finalized an accessibility and inclusion on social media guidelines booklet for Clubs & Societies. I will be reviewing this soon with the VPFO before it goes live on the website! I also used this research, and research from Brennan to curate a

checklist for all SU events that reviews accessibility and inclusion guidelines and information. That checklist is available for all clubs and societies now on the SU website under the “run a club” section!

### **O-Week**

I created some templates for social media for O-Week and shared those with Ellen and Evan this week. I have also been working on the eventbrite page they will be sending to second year students who want to opt-in to orientation week and the page for first year students who will be participating in TownHouse activities. I met with Sara Rothman, Ellen, and Evan to review these pages this week and still have a few edits left to make. I have also contacted the BlackShirts and am having each of them film a quick orientation countdown video that will be used on social media for O-Week promotions!

### **Other Tidbits!**

- Received some samples of promo items and will be placing orders soon
- Met with Brennan to discuss the relaunch of the alcohol and cannabis education (A.C.E) program
- Attended the DCE year-long plan presentation
- Finished my OMCA Marketing Certification Course
- Did an interview with CTV about UNB's Vaccination Clinics
- Met with Evan about Shinerama events and promotions
- Attended a Maritime Student Congress Session on Communications and Promotions
- Created Hiring Posts, sent out an all student email, and uploaded job descriptions to the website
- Met with Molly & Brennan to discuss SET
- Attended meeting with Kate Rogers

## **Orientation Chair & Vice Chair - Ellen Petrie & 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**

The logo for businesses to get their logo on RedShirt t-shirts has passed.

### **Merchandise**

Orientation kits have been ordered, and Coastal Graphics is currently processing our order. We have also placed an order for 400 Shinerama shirts, and will soon be placing an order for TownHouse orientation kits. Sizes have been collected from all RedShirts and BlackShirts for their merch sizes as well, so RedShirt and BlackShirt merchandise will be ordered soon too.

### **RedShirts**

All 82 RedShirts have been added to a Facebook group as well as a team on Microsoft Team which we have been regularly using for communication purposes. All RedShirts have been sorted into pods of 7-8, with each pod being led by one of our eleven BlackShirts. As well, the process is still ongoing for RedShirts to decide whether they want to be part of one of our five RedShirt crews (rowdy crew, social media crew, tech crew, sustainability crew, and TownHouse crew), and we have 52 responses for that so far. Additionally, we have collected each RedShirt's sizes for Voyage Freddy Beach RedShirt shirts and crewnecks, and asynchronous training for RedShirts is now ongoing as well. Orientation Vice-Chair Evan Di Cesare has created a running Excel spreadsheet to keep track of these aforementioned things as well as to keep track of who has completed all future training modules.

### **BlackShirts**

Each BlackShirt is continuing to plan the event that they were assigned to primary on. Additionally, each BlackShirt has been assigned to lead a pod of 7-8 RedShirts and have been encouraging their pods to begin to get to know one another prior to Orientation Week. As well, Orientation Chair Ellen Petrie and Vice-Chair Evan Di Cesare went bowling with several BlackShirts as a team bonding activity.

### **Training**

The Seeds of Change training recently became available for RedShirts, and they all have until July 26th to complete it and submit their certificate of completion via the Voyage Freddy Beach RedShirts Microsoft Team. Orientation Chair Ellen Petrie and Orientation Vice-Chair Evan Di Cesare have expanded on the alcohol awareness training from last year in order to include information on cannabis as well and will be recording it by the end of this week, Friday, July 23rd, and will upload it on Monday, July 26th, once everyone has completed the Seeds of Change training. Schedules for our in-person RedShirt and BlackShirt training are in the process of being finalized as well.

### **Planning**



Our tentative event plans for each of our six large events (Blast Off, Clubs and Societies Fair, Cultural Coffee House, Movie Night, Music Festival, and Bridging Freddy Beach) have been expanded to include more detail, with each one including the event's location, a play-by-play of the event, BlackShirt and RedShirt plans, required materials, potential risks, a rain plan, emergency contact information, an evacuation plan, and any other necessary information. Overall, a lot of progress has been made with allowing our events to come to fruition.

### **Shinerama**

Planning for Shine Day is underway, as we now have a tentative event schedule for the day, and Shinerama Chair Evan Di Cesare is in communication with the city of Fredericton to coordinate door-to-door canvassing. He will also be reaching out to gas stations in Fredericton in hopes of planning car washes to happen on that day as well.

Our first in-person Shinerama trivia fundraising event was scheduled to take place July 21st from 6:00pm to 8:00pm at The Lot, but due to weather conditions it has been postponed to next Wednesday, July 28th, from 6:00pm to 8:00pm. As well, Shinerama Chair Evan Di Cesare has organized a bottle drive at the Southside Redemption Center for July 31st with the drop-off time being between 7:30am and 12:00pm. Evan will be contacting local restaurants in hopes of collecting recyclables to donate.

Additionally, the UNB Student Union's Shinerama cookbook fundraiser is ongoing. The recipe submission deadline has been extended to July 30th, and we anticipate to have approximately 30 recipes featured in the book. Afterwards, Shinerama Chair Evan Di Cesare will put together the cookbook and then begin selling it, likely for \$5. Finally, a Shinerama fundraiser with Goji's Treatery is still in the works, but a date has yet to be finalized.