

Executive Report

Prepared for: UNBSU Council 2021/2022

May 14th, 2021



President – Kordell Walsh

Hello everyone! I hope you're all enjoying your summer! We now have our first two weeks in the books and while it has been busy, I couldn't be more excited! Our team has learned so much, spent time getting to know each other, and we have started setting the groundwork for some great initiatives over the coming year! I also can't wait to meet all of you and get to work together!

NBSA

For those of you who might not know, the New Brunswick Student Alliance (NBSA) is our provincial advocacy group. It is composed of executives from the St. Thomas University Student Union (STUSU), the Mount Allison Student Union (MASU), the UNB Student Representative Council (UNB-SRC) which represents UNB Saint John students, and our student union. Last year, Council conducted a review of the NBSA and made recommendations regarding our membership status with the organization. Timing did not allow for these recommendations to work out, and as a result we will be maintaining a full membership status for the coming academic year. However, we will be looking at ways to take a more active role in the organization, and make the most of it. Téa and I have met with the Executive Director and outgoing Chair to begin those discussions.

This weekend (May 14-16) is our NBSA transition conference, where we'll be spending three days getting to know the executives from other unions, hearing from some stakeholders, getting to know the organization, and electing the Chair and Vice-Chair! Once the transition conference is over, we'll begin bi-weekly board calls and begin setting the vision for post-secondary education in the province!

Strategic Planning

Next week our team will be going on our strategic planning retreat. At this retreat, we will be setting priorities for the year. I have spent time over the last week on planning a schedule and preparing content for some of our sessions. At the retreat, we will do some team bonding, but the big focus will be deciding, scheduling, and planning our big initiatives for the year. We will be sending out a student survey to get feedback that will truly guide this planning and provide the information we need to create this strategic plan, so stay tuned for that!

Meetings

Over the past few weeks, I've met with President Paul Mazerolle and the Special Advisor to the President (Government Relations), David Emerson. I've also met with some folks from UNB Sustainability to discuss collaborative projects, UNB Associated Alumni to discuss their virtual homecoming event this summer, UNB Student Services to discuss the SU involvement in SOAR, and I've had a couple committee meetings. I have also had a few meetings with other Student Union Presidents across the country, where I've gained some insight into programming and services they offer, challenges they face, and solutions they've worked on. All of these meetings have been very productive and insightful.

Moving Forward

There are a lot of things coming over the next few weeks! As I mentioned already, we have the NBSA transition conference and strategic planning retreat. After that we will be finalizing our 2021-22 Strategic Plan as soon as possible. By the time our next report comes out, we will be at the end of our Canadian Alliance of Student Associations (CASA) Foundations Conference which runs from May 25-28. For those that do not know, CASA is our federal advocacy organization, and they represent student unions from across the country! You can find more information about them on their website: <https://www.casa-acae.com/>. That's all from me for now, but please don't hesitate to reach out if you have any questions, comments, concerns, or suggestions! Cheers!

Vice President Advocacy- Téa Fazio

I hope everyone is enjoying the beginning of summer break or thriving in online classes this term. I am so happy to be back as your VP Advocacy, with an incredible Executive Team ready to work for you. Looking forward to getting to know you and working on advocacy initiatives throughout the year!

Municipal Get Out the Vote (GOTV)

To start off the month of May, I worked with Niko (VP Communications) to create a page on our UNBSU website and some graphics on our social media, sharing information about when, where, and how to vote in the Municipal Election on May 10th. We also had SafeRide running for the day to take students to and from the Returning Office to vote. I have been in contact with the Fredericton mayoral candidates to keep informed about their platforms and build connections with whoever will be in the role.

Asian Heritage Month

Following the GOTV release, we will be putting out a couple posts to recognize the month of May as Asian Heritage Month. I have been digging deep into research about Asian histories in Canada as well as some incredible Asian leaders in our communities. I really enjoyed learning more about advocacy efforts from members of the Asian community! This campaign will be happening closer to the end of May, but Niko and I are looking at pursuing a more in depth campaign addressing Anti-Asian racism in the current day and its impacts on our student population.

Sexual Violence Prevention (SVP)

I am continuing to participate in the Tri-Campus Sexual Violence Prevention Committee, along with members of UNB administration, our Campus Sexual Assault Support Advocates (CSASAs), and representatives from NBCC and STU.

We have been meeting to choose a theme for this year's campaign, the final choices are between "Setting healthy boundaries in relationships" and "Building skills to intervene when sexual violence happens around you".

Brennan (VP Student Life) and I have started to plan a year-long Before Anything Else (BAE) campaign, with different monthly themes. Niko (VP Communications) and I also met with Maggie Forsythe and Hillary Swan (CSASAs) to chat about a potential campaign highlighting positive discussion about SVP in athletics.

I have also joined the UNB Sexual Violence Policy Review Committee, we are currently undergoing a bunch of consultations with different campus members and students, to better understand the effectiveness of UNB's current procedures and information sharing. Most of this work will have to remain confidential for the privacy of the people we have consulted with, but I am happy to bring forward and thoughts from you folks to the committee.

Consultations

In the past two weeks I have begun to meet with different students, other student unions, and community groups.

I had a discussion with the Co-Chairs of Shadez of Change, Xiuming Shi and Sohan Kobiri, to better understand what they are looking at working on throughout the summer and how the UNBSU can support them along the way. I am excited to hear about their work on developing an EDI training program that could be a training opportunity for student groups across New Brunswick in the next year!

I met with Gaia Noseworthy, our 2SLGBTQIA+ Councillor on the UNBSU. We discussed priorities for the coming year such as mental health within the Queer community and ways in which the UNBSU can play a more active role in supporting community initiatives. We also discussed potential plans for Pride this summer, I

have also reached out to Fredericton Pride to begin planning, I will continue to update you folks on this.

I have also been having introductory conversations with the VP Externals from other New Brunswick Universities. I met with STU VP Education, Sydona Chandon, UNB-SRC VP External, Adam Lambert, and MtA VP External, Hannah Ehler. These chats were mostly to get to know each other but we also discussed our priorities for the coming year, I am so excited to work with these incredible student leaders!

NBSA

Our Executive Team discussed our role within the NBSA following the recommendations of the outgoing Executive from last year based on Council's discussion and the review conducted. It was determined that the best route for us is to continue to maintain full membership with the NBSA to ensure we are properly following our Policies and Bylaws. Kordell and I have been discussing how to engage more with the NBSA in the coming year to ensure we get the best benefits possible for our students. We also met with the NBSA Executive Director, Wasiimah Joomun and the outgoing NBSA Chair, Patrick Hickey to gain a better understanding of the ways in which we can engage with the NBSA.

I am attending the NBSA transition conference along with Kordell, and the VP Externals and Presidents from MtA, STU, and UNB-SJ. This weekend we will be participating in training sessions and presentations from stakeholders, as well as electing the new NBSA Chair and Vice-Chair at our first Board of Directors meeting.

EDI Plan

I presented the current first draft of the Equity, Diversity, and Inclusion (EDI) Plan to the new Executive Team as well as Ellen Petrie, our Orientation Chair, and Evan Di Cesare, our Orientation Vice-Chair. We are all excited to begin to implement some of the plan's components and to continue to add important content throughout the summer.

Mental Health

Brennan (VP Student Life) and I reviewed the final draft of the UNB Bi-Campus Mental Health Task Force (BCMHTF) report, which we are members of. Recommendations we are putting forward include a focus on staffing Counselling Services, supporting equity-deserving groups, creating a Mental Health and Wellness Coordinator at UNB, creating a one-stop resource website for students, improving Faculty training, and much more.

Fun Stuff

We took headshots of our Executive Team for the website, looking forward to seeing all of your faces up there soon too! Our team has also begun cleaning up the UNBSU Community Garden; we will be doing team gardening on a weekly basis until it is ready for students to use again. Our Executive is going on our retreat next week to do some team bonding and to develop our 2021-22 Strategic Plan.

Thanks for reading through my report! If you have any questions or thoughts please feel welcome to reach out to me at advocacy@unbsu.ca
I am looking forward to a fantastic year with all of you folks, Cheers!

Vice President Internal – Deanna Merriam

Hi everyone, I hope you're all enjoying the sun, and staying safe! We've been busy here at the SU and I can't wait to get started with you in September!

Getting Settled

As expected, a large part of the first two weeks in the office have been dedicated to getting settled, and transitioning into our new roles. The previous executive left off right after the University closed again so it was a bit of a scramble to get in while the old execs were still clearing out! Overall it's been a lot of digging through old files, emails, minutes, and more!

Arts Teaching Awards Committee

To start off the new year I finished up some ongoing work with the Arts Teaching Awards committee. We selected the two winners of the awards and wrote up some citations for university records for how/why we selected each winner. This committee has been great to work with, and I hope to continue this year!

Senate Nominating Committee

As VP Internal, I sit on the Senate Nominating Committee. This means that for any senate committee, I nominate undergraduate students to represent the student body to administration. We had our first meeting much earlier than usual, so as of right now there are only a couple committees that have been ratified with student representation. I'll have more on this soon!

To my Student Senators- I'll be making a facebook group chat in a few days to start the discussions on what placements you'd like for the coming year so keep an eye out for that!

Academic Planning Committee

I attended another Senate committee, the Academic planning committee as a guest this past week. Where Grace Pelkey retains her vote until later this summer I will be attending this committee as a guest until the new student members are ratified!

Extended Library Hours

Coming into this role, one thing I am extremely interested in getting done is the long-term implementation of the extended library hours on campus for Exam seasons. Unfortunately this project was not worked on this past year so I have been working on a solution to some of the issues in getting it re-implemented. (the biggest struggle right now is getting staff to monitor the libraries, and paying them.). I have contacted the Dean of Libraries to meet and go over some of the logistics involved with this project and hope to have a game plan to go forward with soon.

Hiring- Academic Programming Coordinator!

As many of you may have seen, the hiring for my Academic Programming Coordinator has now been posted! I am so excited to get started, and hope to see a wide variety of applicants!

Council Preparation

As you all know by now, I have been working on getting this year's UNBSU Council ready to go for the year. Coming into the role I was not given any record of the incoming councils contact info, so I spent some time going through the election results, and going through the MS Teams account information to find all of your emails! Now that I've gotten the contact list for all of you folks, I made this facebook group, am starting the Councillor Handbook, planning dates for council in accordance with UNBSU bylaws, and more!

Note: I know that you have not received transition reports yet. The previous council was not asked to submit them so I am in the process of getting that information for you! Whether it's your predecessor giving the information, or me doing it myself for everyone *you will have some starting documents one way or another*. I know how scary it can be coming into these roles with no insight, so I'm doing anything that I can to prepare you for the year ahead!

Committee Policy

This past week I have spent hours on end going through our UNBSU Committee Policy. According to the records that I do have, it seems like positions have been added/removed/substituted on our Student Union Committees without any changes made to the policies. To rectify this I'm going through it cover to cover and making a proposal with Kordell, the president, to try and get us back on track.

Near the end of summer, I will be sending out a form for everyone to fill out that is basically a ranking system for committees you'd like to be on. Every year councillors have to be on at least two committees, and I will be doing my best to get you on the committees that you like.

Strategic Planning Brainstorming/Retreat Prep

Every summer the Executive team participates in Strategic Planning for their year on a retreat. Ours is coming up next week, so I've been working away at some goals to set in my role that are achievable this year. You'll all be getting this Strategic Plan once it's finished this summer to review!

If you have any questions at all please don't hesitate to shoot me an email at internal@unbsu.ca

Vice-President Finance & Operations - Bhavya Pratap Malhotra

Overview

The first two weeks of the job included going through the transition report made by the outgoing VP Finance & Operations: Adriana Lefort. Within the part of transitioning into the current role of VPFO, I sat on the hiring committee for our new Garden Coordinator along with the current VP Student Life: Brennan Marks. We, along with the previously existing hiring committee that included Vishnu Vardhan and Adriana Lefort, successfully hired Sean Mackenzie to the position of the Garden Coordinator. The contract was signed and sent to us by Sean with Brennan and I, being the co-signatories to the document.

Hiring:

The hiring process for three other coordinator positions would begin with the posting of the jobs on the UNBSU website as well as social media platforms. The positions of the Director of the Campus Events and the Academic Programming Coordinator would be posted sooner than the expected dates as both VP Internal and VP Student Life suggested having the coordinators begin their roles in the summer; which I believe would be a good idea. I was able to go over the job description changes for the upcoming year with Deanna and Brennan, who would also be the supervisors for the respective coordinators over the year.

We completed the updated job descriptions and both the jobs would be posted on UNBSU social media on May 13th, 2021. The third coordinator job is that of the Clubs and Societies Coordinator, that would go out for posting on May 20th, 2021. The time-period for applying to both the DCE and APC coordinator positions would be

longer since both the positions are demanding roles for the students. Under the prospect of hiring, the new Garden Coordinator; Sean Mackenzie, has begun working under his new position.

Clubs and Societies Rebranding:

For the clubs and societies rebranding, Niko and I were able to brainstorm some potential ideas to include the inclusive brand guiding to be implemented within the clubs and societies platform: namely the website. We both had suggestions in response to what should be updated and included for the upcoming year for the students. We both are on the similar track to include these changes before the Clubs and Societies Coordinator gets hired since it would become easier for them to start off the job position with updated and necessary information. The minor formatting changes to the Constitution Policies document were made and the suggested changes by the team were duly noted. The updated document would be uploaded to the website of the Clubs and Societies, along with the updated logo of UNBSU. I am also reviewing the suggestions made by Adriana under the transition document, for the rebranding of Clubs and Societies. Suggestions such as removing expired deals and forms for students have been communicated to Niko and she would be making the changes shortly.

Discussion of adding the platform of Conferences to the Clubs and Societies page has been discussed with Kordell and Niko and both of them provided positive feedback to the suggestion. This point shall be added to the Strat Planning that would be done over the retreat with other team members.

Orientation:

Sat with Ellen Petrie (Orientation Chair) and had a discussion about the outlook of the budget for the orientation 2021. Both Ellen and I have the budget from the previous 2 years and she is in the middle of drafting one for this year. I was able to go over the explanation of some budget lines and discussed in detail about the Orientation with her, Sara Rothman, Gillian and Evan (Vice-Orientation Chair) in a meeting. I was able to get back to Sara about some queries related to the budget and allocation of revenue. A lot of the discussion in the meeting was related to the outlook of orientation events. Evan and Ellen had some questions about budgeting finances for the SOAR bingo night event and I was able to get back to them with the correct information.

Finance:

- Reimbursement issued to the Women Centre for their receipts.

- Got added as the signing authority for the VP Finance & Operations on behalf of the SU.
- Reimbursement cheque issued to the Rite Shop owner.
- Reimbursement issued to Brennan for his purchase of Garden gloves for the use of the executive team in the garden.
- E-gift cards sent to the previous year councillors for their prizes.
- Bookings made for the Executive retreat occurring from May 17-May 21st, 2021.
- Updated the funding approval document from last year.

Operations:

- Updated and reviewed the active clubs and societies list.
- Went through the ratifying procedure and some files that had constitutions of ratified clubs and societies.
- Had the discussion with Niko about including inclusive branding guidelines and methods within the Event Planning Guide on the UNBSU Clubs and Societies page.

Meetings:

- Attended the Orientation discussion meeting with Ellen, Evan, Sara Rothman and Gillian.
- Attended the NBSA decision meeting with the fellow executive members.
- Attended the EDI plan meeting and saw the amazing presentation put up by Tea upon the specific roles and responsibilities of us executives within the goals and objectives of the EDI plan.
- Attended and discussed the committee distribution over the upcoming year, that is being handled by Deanna.
- Attended the UNBSU survey meeting and brainstormed upon the questions for this year's survey with the team.

Upcoming Agenda

- Get more insight about Campus Event Planning for the Event Planning Guide; Meeting scheduled with Sherrie Lynch, Mark Walma, Sara Rothman and Gillian.
- Be part of the Orientation events discussion and help with the budgeting aspect of it.
- Help prepare interview questions for the upcoming Coordinator positions with the respective executive supervisors of those positions.
- Work with Niko upon the outlook of the Clubs and Societies branding and ask the executive team for their feedback about the changes that would be made to the UNBSU Clubs and Societies website.
- Get back to the UNB Cricket Club about their funding request.

- I have begun brainstorming about how the conference tab would look on the Clubs and Societies tab on the UNBSU website. I would like to hear the team's suggestions as we discuss it during the strat planning over the retreat.

Vice-President Student Life - Brennan Marks

Well, where did those first two weeks go?!?! It has been a busy first two weeks here at the office. I spent a lot of time reviewing my transition report from the outgoing VPSL Vishnu and other VPSL's in the past. On top of this, I have been spending some time reviewing all of the services the SU offers to ensure I have a full understanding of all the nitty-gritty details of each service. The team has been hard at work and I cannot wait to see what we are able to accomplish for students this year! Here is an update on some of the specific projects in my portfolio:

The Garden

Work on the UNBSU Garden is underway! I have met with Sean, our garden coordinator, to discuss his plans for the operations of the garden for this season. To say the garden is in rough shape would be an understatement, but Sean, myself and the rest of the executive team have been putting in some time in the garden to ensure it can be open before the end of May!

We will be purchasing some topsoil to give the plots some extra love before folks can purchase them. The SU will also be managing a plot this year to hopefully sell some produce at a Campus Market (stay tuned for more info). A Typeform will be open soon for community members to purchase a plot, and Sean has begun meeting with UNB to have an operational plan in place.

SafeRide

I am currently working on meeting with STUSU to resign their contract for the upcoming year. With campus slowly returning to "normal" operations, we are planning for SafeRide service hours to return to their former glory!! I met with the previous SafeRide Coordinator, Elizabeth, to discuss her year with SafeRide and to get her feedback on running the program during the pandemic. We now have four SafeRide vehicles in our fleet, and I have been in conversation with Hyundai Fredericton in regards to having the entire fleet re-decaled to a new consistent SafeRide branding (shout out to Niko for helping with the designs).

I am in the early stages of fixing up our SafeRide sponsorship package and am brainstorming some exciting expansions to the service which I hope I can share with you all in the near future. I have also reached out to NBCCSU to restart conversations from two years ago on a SafeRide partnership with their student union. And finally,

for SafeRide, I ordered some new SafeRide Cards that do not include information that changes (like times, and pickup locations), this way the cards will not become obsolete when things change (as they tend to).

SLIC

The Student Legal Information Centre is closed for the summer, but I was able to meet with our incoming Senior Coordinator, Chloe. We discussed some of the challenges SLIC has been facing, and have started making some plans for how we will address these issues. We decided to start our SLIC hiring process earlier this year to provide better training to our Jr. Coordinator and volunteers. We also decided to move the SLIC office into the current Director of Campus Events office. This is important because the current SLIC office is a shared space with Orientation, and this raises concerns about the confidentiality of the program. We also began discussions about reaching out to the Faculty of Law, to collaborate on SLIC in the future and to continue to build our relationship with the faculty. Similar to SafeRide, I have also ordered new SLIC cards that will not go obsolete should times change with the service.

Food

For UNBSU food I have decided to continue to offer the Fresh Food Bags over the summer months. I met with Niko to coordinate promotions of these bags! If you are in Fredericton and would like to order one of these bags you can order online at this link: <https://unbsu.typeform.com/to/JDCUIF> for \$17, or you can pay cash at the Welcome Centre for \$15! Orders are due Wednesday, June 2nd, and pick up is Thursday, June 10th at the Welcome Centre!! I was also able to meet with the 2019-2020 Food Coordinator, Meredith Langille. She was able to provide me some insight into the Food service Pre-Covid. I also ordered some more Food Service cards as we had run out!

Agenda

I have started work on the agenda for this year. I had a quick meeting with our advertising partners to discuss the ads they have sold and have started creating a list of people I need to reach out to for advertisements on the agenda. I also had a meeting with the designer, Charles, to discuss this year's agenda! I am really excited about this project and hope this year's agenda will come together without a hitch!!

Odds & Ends

- I met with Katelynn, last year's Director of Campus Events (DCE), to discuss her year and any feedback and suggestions she has for the incoming DCE. I met with Bhavya and Niko to get ready to release the job posting for this year's DCE. The job is now posted and applications will be accepted until May 24th at

11:59 pm, if you or someone you know would be interested in being the DCE please consider applying!!

- I met with Téa to review the Final Report of the Task Force on Student Mental Health.
- I worked with Téa and Niko to have SafeRide available for students to get to the polls for the municipal election on Monday.
- I have started some initial brainstorming on the creation of a sponsorship package for all of our services.
- Attended an amazing EDI Plan overview presentation!! (Shout out to Téa)
- Attending a meeting to help organize a S.O.A.R. session for students living off-campus with student services. For this, I will be assisting with a presentation during SOAR and providing some information on what the UNBSU can do for off-campus students through our services and events.

Vice-President Communications - Niko Coady

The first two weeks have flown by!

I am so excited to start off the year with all of you.

Website

A lot of my time has been spent going through my transition report from Deanna and previous reports from past VP Comms. I have been working on updating the website with new bylaws and approved policies, which have now all been uploaded and updated. I also took the executive members' headshots for the site and these have been uploaded, along with individual bios. I am also currently preparing for the DrinkSmart rebranding that will be launched in the fall. This has involved creating new website pages with resources from Brennan and creating some graphics to make the information easier to read. I am also working on creating a calendar for the website homepage that will hold all of our events for the year. This is a time-consuming process but I know it will be worth it!

I also met with Bhavya regarding the Clubs & Societies website page, as this page will require some updates, including a new event planning guide and clubs & societies survival guide, which will include steps for creating operational plans and following COVID-19 guidelines on campus. I am hoping to rework a new clubs and societies logo to make the website look more cohesive!

Services

I have been working with Brennan on updating the SLIC Facebook page and website, and we have also redesigned new decals for all of the SafeRide vans. Both the SafeRide and SLIC services also needed new business cards, which I reworked

and Brennan ordered! I am also putting together promotional posts for the UNBSU Food bags program which will be going up next week.

Social Media

As you might have seen, I posted our introductory group photo on the SU Facebook and Instagram and I am currently working on individual intro posts that will highlight how each executive member can help students in the upcoming year. This past Monday (May 10th) was the municipal election in Fredericton, so I designed a Facebook post for the SafeRide page and put up Instagram stories with information on where and how to vote for students, in collaboration with Tea and Brennan.

I have also been putting together posts for Asian Heritage Month in collaboration with Tea, the first of which will be going up next week! I have also been going through all of our Facebook pages to make sure all information is up to date and adding automatic responses based on our working hours for the summer. I have also prepared hiring posts for the positions opening up on May 13th and will update the website with the job descriptions and deadlines accordingly.

Communications & Marketing Strategy

I am currently developing our communication, content and marketing strategy and pillars for the upcoming year, which will be a part of our strategic plan for the year. I am also currently creating the Feedback Survey in collaboration with the executive team that will be going out to students soon. The answers will be sorted into documents for each member of the executive so that we can respond to issues as efficiently as possible!

I am also meeting with the Sustainability office this week to discuss how we can work together to put out messages around sustainability to students this year. I have also been in contact with the accessibility centre, and I am currently developing an "Inclusive & Accessible Social Media" guidelines document for the clubs and societies survival guide, to ensure that all of the SU branded material will be as inclusive and accessible as possible.

In the Works

- I am working on putting together some videos/content for our website and social media that will highlight how to use the new myUNB SharePoint site, which will be replacing the myUNB portal and eServices.
- I will be meeting with Brennan to create some promo materials for the Garden so that we can hit the ground running once it's ready to open

Orientation Chair & Vice-Chair - Ellen Petrie & Evan Di Cesare

Marketing

The BlackShirt Team has decided upon a theme for O-Week 2021: TIDE. The logo for the week has been created in many variations and is waiting to be finalized by a final vote of the BlackShirt team. Additionally, Brian Foster of Valley Graphics was consulted with the logo to insure it is functional for merch branding.

Weekly outreach has been made in the 2021 incoming class of UNB FaceBook page.

Merchandise

Original contact has been made with Brian Donovan of Coastal Graphics to develop a relationship between him and O-Chair Ellen Petrie.

RedShirts

Redshirt Applications are still open at this point. Different applications pushes have been made including via Instagram, UNB MyNews, and the 2019 RedShirt Facebook page.

Planning

An action plan for SOAR on April 29th was developed, and then approved by Sara Rothman.

Quotes were obtained from two different virtual platforms that could be used for O-Week. The Brian Florian was consulted on the process of how to have these platforms approved by IT Services.

A meeting with UNB Conference Services was set up to explore their platform for hosting events.

BlackShirts

The BlackShirts have met 3 times at this point. The entire team has been mobilized to create content for SOAR including a UNB introduction video and a curated summer playlist. Additionally, they have been instructed to take headshots outside in UNB merch and write a brief bio about themselves for the UNBSU Orientation Website page.

Shinerama

UNB has a registered Shinerama team on the Shinerama national website. This can be found here: <https://shinerama.crowdchange.ca/1657>. Additionally, UNB's Shinerama 2021 campaign has been launched in partnership with Shinerama; giving us access to an Atlantic Canada Campaign Advisor.