

Executive Report

Prepared for: UNBSU Council 2019/2020

May 24th, 2019



**UNIVERSITY OF NEW BRUNSWICK
STUDENT UNION**

President - Craig Fernandez

We've got our first three weeks in the books! Our team has learned an incredible amount, grown so much closer, and are now setting the groundwork on some amazing initiatives for the year ahead. We're working hard on our year-long strategic plan and are thrilled by the potential that the UNBSU holds.

NBSA

Before officially taking office on May 1st, I spent April 28th-30th taking part in the New Brunswick Student Alliance (NBSA) transition. The NBSA is our provincial lobbying group and is comprised of student union executives from UNB Fredericton, UNB Saint John, Saint Thomas University, and Mount Allison University. It was great getting to know these passionate student leaders and learning what makes their campuses and student unions so special. After becoming familiarized with the organization, we had long discussions about our plans for the year, how to effectively support our students, and what our visions are for post-secondary education in this province. It was an inspiring and amazing start to my term! Since then, Mick and I have been having bi-weekly board calls with our NBSA colleagues and have begun mapping out collaboration opportunities for the year ahead.

UNB Budget Approval/Tuition Increase

On April 29th, UNB's Board of Governors approved the 2019/20 budget. The most notable aspect of this budget was that the tuition hikes that were proposed last year (and opposed by students) were reflected on paper. The Student Union directly opposes these hikes, as we see them as another increased barrier to quality post-secondary education. A press release from the Student Union stating that position was issued on May 7th. With the budget being approved by the university's Board of Governors, these changes are immensely difficult to reverse, therefore, we have begun working towards increasing financial aid for students in light of both these changes and the recent changes to student financial aid from the provincial government. This is a HUGE priority for myself and the rest of the Executive and I will be sure to

keep you all updated as we find innovative ways to support students financially.

Strategic Planning

Our team dedicated three days to establishing our Union values, setting priorities for the year, and brainstorming, scheduling, drafting, and planning our big initiatives. We're now working on compiling these into a multi-page document to be shared with the student body. Personally, I found this time to be so inspiring; it was a perfect reminder why I care so much about UNB students. Sit tight folks, our plan will be ready to be shared with you all shortly!

Meetings

Over the past three weeks, I have had many meetings with university and community stakeholders in the hopes of building strong working relationships early-on in my term. I have tried my best to be strategic in setting up meetings with people that can directly provide value to the UNB student experience and help us accomplish our goals. These have included the UNB Mental Health Coordinator, UNB Sustainability, RBC, incoming UNB President Paul Mazerolle, and Minister of Post-Secondary Education, Training, and Labour Trevor Holder, just to name a few. All of these meetings have been incredibly productive and insightful and have allowed us to set the groundwork for our major initiatives moving forward.

Moving Forward

There are lots of things coming up in the next few weeks. We'll soon be taking a deep dive into our sponsorship plans and packages for the coming year and setting up meetings with potential partners. We will be finalizing our strategic plan for the next year as soon as possible and setting dates, plans, and goals for our major events, initiatives, and advocacy projects - all of which will be shared with you! On top of this, I'm gearing up for a full nine days of conferences in June at Acadia University and Mount Allison University where I'll be interacting with student leaders from all over Atlantic Canada. I can't wait for all of the ideas, inspiration, and connection that I'll be able to bring back to our campus! That's it from me, cheers!

Vice President Advocacy - Mick Jefferies

Hello everyone! I hope this report finds you well and that you all are enjoying your summer (but where the HECK is shorts and t-shirt weather???) As far as updating you folks, I have been busy with transitioning into the role through

meetings, reading all of the policies and position statements, and planning for some campaigns and initiatives that we want to see take life this year.

Meeting with Department of Health

Earlier this month, I was invited to sit on a meeting with representatives from the Treasury Board and the Department of Health. This meeting was surrounding mental health resources – more specially, online services. This was a follow-up meeting from NBSA's Advocacy week which Craig and I participated. Some background: We called on the Gov. NB to provide \$250,000 to provide technology-based, evidence driven online mental health resources for the students of New Brunswick. We asked the government to invest in 7Cups, Kognito, and TAO (Therapy Assistance Online). These services would provide 24/7 access for students in 145 different languages and can link students with counsellors across the world, attempting to increase cultural competency. The meeting was positive as the Government is looking at implementing this across all areas in NB, not just specifically for students. I am working with Counselling Services to find solutions to improve our services in the meantime.

Meeting with Counselling Services

Last week, I met with some representatives from Counselling Services and I shared our goals for this summer and the upcoming year. This was fantastic to give both parties an opportunity to openly communicate ideas, projects, and planning. The meeting went well, and I believe there are lots of opportunities for collaboration. In this meeting, we also discussed potential solutions until the government will invest in more mental health resources.

Strategic Planning

The team recently spent two days reassessing our plans, goals, and values at a strategic planning retreat. We discussed our portfolios, projects we want to take on this year, and started discussing how the year will unfold. This year is a Federal election year, so I will be very busy with meeting and planning the Get Out The Vote campaign (GOTV) this fall. I am looking over the previous report from the federal GOTV in 2015 but also the report that Simal left from the previous provincial election this past fall. I am also learning how to effectively reach students through NBSA and CASA presentations and will be reaching out to you folks for help with volunteering this fall!

NBSA

Before we took office, I attended the NBSA transition. Here, I learned more about the political landscape of New Brunswick into detail, including the standing relationships that we have with different MLA's and their staff. This was a great opportunity to meet the other Presidents and VP Advocacy's (Externals) from our partner schools. This provided a space for us to discuss our common goals for this year and to start discussing ways for collaboration. (WE <3 COLLECTIVE IMPACT).

CASA

In terms of CASA, I do not have much to report on. CASA developed a new program and there is potential for UNBSU to be heavily involved in the implementation of this program. More updates will be shared in future reports.

Vice President Internal - Grace Mangusso

Hello everyone! I hope you're all having a fun and fulfilling summer! It's been a busy couple of weeks getting settled into the office and our new roles, welcoming students to UNB at SOAR, and completing our strategic planning retreat. I'm feeling very optimistic about the plan we've established for the year ahead and the work we've been able to accomplish thus far.

Academic Initiatives

I have been in contact with Shawna Bergin, UNB Fredericton Registrar, to discuss progress on the "Extension of Drop Delete Date from Transcript Proposal" and "Revision of the Repeating Courses Policy Proposal" completed by last year's Executive Team. She has informed me that they have provided ITS with details for the proposals and have requested an assessment on implementation. Once the assessment has taken place, I will be meeting with both the Fredericton and Saint John Registrars, and members of the UNB Saint John Students' Representative Council to review the proposal from the Registrars before it goes to the Academic Policy and Procedures Committee for consideration.

I have booked the SUB ballroom for the first week of both semesters for Book Buy and Sell. Later in the summer, we will be opening applications for the Academic Programming Coordinator, who will be in charge of planning and facilitating both of the Book Buy and Sells.

Tuition Increases

Our team compiled a response to the UNB Board of Governors approval of the 2019-20 Budget, which reflects the implementation of the proposed differential tuition framework and tuition increases as a means of addressing the university's budgetary deficit. Alongside the team, I ensured our press release was relevant and informative for all students, including specific information compiled from the approved budget and updated fees informing students of these changes, where they can find information on them, and how they will be impacted by them. We were intentional in clearly articulating our disappointment and opposition to these changes, whether it directly impacts a student's ability to attend UNB or not, as increases of any kind create additional financial strain felt by a significant number of students. Our team has been brainstorming ways to provide more needs-based funding to students and have engaged in meaningful conversations with administration as to how we can support students through this difficult personal, financial, and academic time.

Committees

I recently met with Julie Redstone-Lewis, Associate University Secretary, to discuss committee appointments for the 2019-2020 academic year. So far, I have appointed the Student Senators to Senate committees, filled the student positions on the Student Disciplinary Code Committee, and reached out to UNBSU Faculty Councillors about positions on Search Committees in their faculties. These appointments have been sent to Nominating Committee, which has voted to recommend them to Senate for approval. There will be many opportunities throughout the year for Councillors to join both university-wide and Student Union committees. I have also been doing some research on other schools who have opportunities for general students to serve on committees and am looking at ways to implement this within our current practices for the upcoming year!

Council

Council transition has been confirmed for Sunday, September 15th at Planet Hatch. This location is being provided to us as an in-kind donation so we will be able to use the space without cost! I will be working throughout the summer to plan an informative, engaging, and exciting day at Council Transition using the feedback and information from the Councillor Survey I posted in the UNBSU Council 2019/2020 Facebook group last week. I encourage Councillors to complete the survey if they have yet to do so - the responses I've received so far have been incredibly helpful! Additionally, I've been exploring the possibility of a paperless Councillor Handbook this year!

Making the switch from printed to digital handbooks would allow us to save nearly 700 pieces of paper. I'll be posting a poll in the Councillor Facebook group in the near future to gain opinions and votes on this matter. President Craig and I have also been exploring ways to make the Council experience more relevant and effective, including updates to office hours, committees, and Councillor projects. Please feel free to reach out to me if you have any questions, comments, or suggestions about these exciting changes!

Coming Up

I have planned a meeting with Lesley Balcom, Dean of Libraries, next week to discuss ongoing collaborations between UNB Libraries and the Student Union, such as the Exam Bank, pilot of Extended Library Hours, expanded study space, and Open Educational Resources. I also plan to meet with Dr. George MacLean, Vice-President Academic, and Dr. Kathy Wilson, Vice-President Academic (Learning Environment), to discuss opportunities for expanded study space on campus and the possibility of implementing an Academic Complaint Directory or alternative process to hold instructors accountable.

VP Finance and Operations - Samuel Arseneau

Hello everyone! I can't believe that May is almost over, I hope everyone is having great summer so far! Last week we completed our strategic planning and we have so many exciting things to come this year.

Hiring

Our community garden is getting up and running and we are in the process of hiring a new Garden Coordinator for it. We are excited to have a new person in the role and to see them take the garden to the next level!

Clubs and Societies

I am working alongside the Student Event Review Committee (SERC) to create a better relationship between SERC and the various clubs and societies. I want there to be more open communication between the groups so that there are clearer expectations from both sides moving forward and so that SERC can be helpful and used as an asset in the planning of events. I also want to create an improved way for clubs and societies to communicate with each other and with myself to bounce ideas and to help with event planning and possible collaborations between campus groups.

Policy Committee

I am on the Alcohol Policy Review Committee, the Alcohol Policy Writing Group, and the Alcohol Policy Data Analysis Working Group. I am part of the group that is working on reviewing the data received from the survey that was released at the end of the school year. The survey was a great success, as there were about 1700 responses, so thank you for taking the time to fill it out and make sure your voices were heard! There are too many data points to be analyzed by our small group, so the data is being outsourced to be reviewed by a third party. We are waiting on this data before moving forward.

Sponsorship

We are currently working on a new sponsorship package so that we can more effectively target sponsors and move towards a more legitimate and established relationship between the Student Union and community partners. This will allow us to have even greater flexibility and reach in our planning and execution of events that we can bring to students in the upcoming year.

Vice President Student Life - Isabella Gallant

Hey everybody! I hope your summer is going well so far, we're already almost a month in! We have all been working hard these past three weeks, making lots of positive advancements for the upcoming year and beyond.

UNBSU Food/Garden

With the help of Brendan Finnerty (Orientation Chair), garden plot rental applications have been opened then closed in the last ~2 weeks, with almost 50 plots rents for our campus community garden. The community garden is now weeded and cleaned out for the most part - lots of work still needs to be done. A lot of community members are eager to get the garden up and running, which is how I came across a master's student who is offering to volunteer with the garden in any way possible (this is awesome). We are also in the midst of hiring a Garden Coordinator, SEED vouchers are required as we received seed funding (which is also awesome). My hopes are that all students, faculty, and community members are educated about the community garden, what it has to offer, and how it contributes greatly to campus life. Fresh food bags have also been administered at the start of this month (online service closed, working to open this), were bagged and brought back to the Welcome Centre for distribution. Packing the fresh food up is super fun!! Let me know if you would like to be involved in the

future/and you love community work!

SLIC (Student Legal Information Centre)

I chatted with Chris Lutes, former Council Chair and SLIC Junior Coordinator. Chris will now be the incoming Senior Coordinator for SLIC and the UNBSU Law Councillor, bringing big things to the table. The SLIC office was located in the Library last year, now we are in the process of moving offices which has been a little tricky, but it will be figured out promptly! Chris has a lot of great ideas on how to broaden SLIC on a wider scope, through in person activation and social media, again making sure students know exactly what is offered/what cannot be.

SafeRide

I plan on meeting with former SafeRide coordinator, Alex MacMillan, to discuss the future of SafeRide, his suggestions for next year, and how to implement them all effectively. I am currently looking into u-card scanners and other means of checking in for a SafeRide drive besides tablets, iPads, and paper. I am working with Randy Desjardins for Taylor Printing Companies to design a new sticker for SafeRide, as it currently bears the old SU logo! The tires have been changed, and I am going to definitely give it a deep cleaning soon. We have implemented SafeRide into SOAR, and it will be used for transportation during the Volunteer Fair and Career fair at the end of September. I recently met with STU VPSL Sarah Kohut, who is eager to work in partnership with the UNBSU for SafeRide and other initiatives. We are working together on making SafeRide more cost-effective for students, etc. A Saferide Coordinator and drivers will soon be hired.

Strategic Planning

The SU went to Doaktown, NB for 2 ½ days to set up a strategic plan for the year (beautiful little place), and we are all starting to implement our new and fresh ideas during the summer, and I absolutely cannot wait to see these come to life. New services/small-large scale events/advocacy efforts etc; all that will be enjoyable with a lasting effect for students.

Sponsorships

The SU, along with the Orientation Chair (Brendan) and Vice-Chair (Madison) are actively looking into partnership deals for the whole academic year, instead of by event, which will help both parties immensely in the future. Craig, Sam, and I have a meeting with RBC, and close ties with Domino's Pizza. We are excited to work with so many potential companies, with lots to

offer on both sides. We are also looking into smaller companies, like Planet Hatch with Chris McGinn (a former SU exec) for student jobs. Did you know that the Career Development and Employment Centre at UNB has student job postings where employers post their job listings on the site? Feel free to browse the job listings for students!

Events

I am super excited to announce Anthony Gatto's start date as Director of Campus Events for the start of next week! I am super excited for him to get started in his niche with events for students. I will work closely with him over the summer, and into the year. I am sure he will give updates on Campus Events as the summer goes on! If you have any input, please share I am open to anything! There is also a Typeform for Campus Events [Feedback](#) that is still open to any suggestions you may have.

Other

Conversations are underway to put a mural on the wall near the bathrooms to the SU Executive offices, as well as changing the Student Union signs near our office, as UNB and STU's are outdated. I am really excited about these changes, even if they seem minimal, it is nonetheless exciting!

Vice President Communications - Chantelle Masterson

Howdy council! The first few weeks of this job has been very exciting and full of learning opportunities! We are all settling nicely into our roles as we brainstorm and make vibrant plans for the upcoming academic year. I can't wait!

Website

I've been busy navigating the UNBSU website and have updated the "Councillor" page with the new Councillors and Representatives. This page will be updated with individual headshots come September, which I am very hyped about! Stay tuned for other website updates (such as: team vision and values) and some restructuring of the website for better access to clubs & societies, volunteer & job opportunities, and other Student Union services and initiatives.

UNB 2019/2020 Survey

Thank you to everyone who took the time to fill out the UNBSU 2019/2020 Survey! We have been carefully looking over all of the submissions, and we

are very pleased with the quality of responses. All of the responses will be taken into consideration while writing our strategic plan. The survey will remain live until further notice.

UNB Marketing

I've met with UNB Marketing to discuss plans for the upcoming year. I will continue to be liaising with UNB Marketing to launch a hashtag #WeAreUNB campaign this upcoming fall. I'm really looking forward to it!

Orientation/Shinerama

I have been working closely with the fantastic Orientation Chair and Vice-Chair, Brendan Finnerty and Madison Beirsto, on Shinerama marketing and promotion strategies. Our first Shine Trivia will be this coming Wednesday (May 29th), and I hope to see some of you there!!

Orientation Chair & Vice-Chair - Brendan Finnerty & Madison Beirsto

Cleaning Out

To begin our term, we cleaned out the basement storage and we were able to move a lot of the items in the Orientation office to the basement.

Hiring

Our BlackShirt team has now been hired and are all hard at work at planning their individual events. We have notified all RedShirt Applicants about their place in the application process and we are now waiting to hear back from everyone.

Sponsorship

We are working to develop our sponsorship package right now and we will be starting to send that off to different companies soon. The larger companies will be targeted collaboratively with the Student Union while the smaller companies will be targeted for specific events. We have both of these lists compiled.

Finances

We have been working to develop our budget and this will be an ongoing process over the next few weeks. We are basing it off of the last few years but accounting for the planned changes to events.

Event Planning

Our schedule for orientation week this year will be very similar to last years apart from one new event, a large-scale coffee house/music festival. We have been working with SEM-OAC to make sure that none of our event planning will interfere with any faculty orientation.

We have participated in the first SOAR and will be participating in the second this weekend. We are also developing our Orientation Guide book to send out to prospective students at the beginning of July.

Shinerama

This year we have set our fundraising goal at \$20,000. We will be running fundraisers throughout the summer to accomplish this goal. As well as Shine Day which we hope to raise a large part of our goal.