



TO: UMSU Board of Directors
FROM: VP External, Owen Black
DATE: August 28, 2018
RE: **Report to the Board, August 2018**

New Updates

1. Hiring of Videographer

In tandem with VP Student Services, Carly Mastromonaco, and our Marketing Manager, Chad Chickowski, we put out a request for applications for a videographer position for the next year so that we can document and produce quality videos that raise awareness about what UMSU is doing and the campaigns that we will be running. We had some great interviews and have since selected a videographer for the first term of the year.

2. Hiring of Governance Executive Assistant

Our previous assistant, Kyle Hiebert, is transitioning into a newly created Research Advisor role with UMSU to help expand our advocacy efforts and make UMSU a more proactive – rather than reactive – organization when it comes to policy and budgetary analysis, enabling UMSU to better speak to things affecting our students.

As a result, we have hired Carly Frey, who is here with us today as our new Governance Executive Assistant. We are all very excited to have Carly on board with us and look forward to working with both Kyle and Carly in their new roles with UMSU.

3. Board Retreat

On July 28 we hosted our UMSU Board Retreat, which went very well. After a quick rundown of what UMSU offers to students, we brainstormed on ways to improve the organization and participated in team building exercises. Volunteer Manitoba also came in to give training on how boards should operate and run.

4. UMSU Today

I've been in touch with our website designer to create a page on our website where we can post updates on the projects that we have been working on to better engage the broader student population, as well as communicate our thoughts and positions on certain issues. This will allow us to delve deeper into topics than just a simple post on social media will allow. I hope to format it similarly to UMToday.

Ongoing/Continuing Work

5. Civic Election

Myself and UMSU's marketing manager, Chad Chickowski, met this week to discuss slogans for our *Get Out the Vote* campaign to encourage voting in the upcoming civic election. I've also been in contact with other executives from other student unions to learn more about what they have done for their own similar campaigns. I will have more to speak about this in the future.



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6. The Evolution of Frosh

We're excited to announce our main Frosh event will be taking place on September 14 and will include an hour of comedy featuring comedians from across Winnipeg, including Julian Rowan. It will then be headlined by Said the Whale and will also be bringing in the widely popular 'silent disco' headphone party that has been huge in Europe. This involves everyone wearing a pair of wireless headphones that is then controlled by a DJ. Users are able to switch between channels to find the music that they enjoy the most, which is then reflected by their headphones changing colour. Prior to the event, there will be games held all day on the quad, which will include free pizza from Pizza Hotline as well as free inflatables (including massive human foosball) and giant board games.

Events & Meetings Attended, since our July 19th Meeting

- July 28 – Board Retreat
- August 1 – Next Generation Web Experience Project Board Meeting
- August 8 – Meeting with Tannis Campbell and company
- August 13 – Orientation Meeting with Tannis Campbell and company
- August 15 – Senate Appeal Hearing
- August 16-20 – Student Union Development Conference (SUDS)
- August 28 – GPA's Renovations Meeting
- August 28 – Free Lunches at Bannatyne Campus
- August 29 – Free Lunches at Bannatyne Campus
- August 30 – Next Generation Web Experience Information Architecture Workshop

Travel Report

2018 Student Union Development Conference (SUDS), August 16-20

Myself and the other Executives travelled to Vancouver to participate in the Student Union Development Conference (SUDS). At this conference we took part in workshops that aimed to improve the operation of student unions and how to handle pressing issues that are confronting students today. Specifically, I attended workshops on financial accountability, public relations, lobbying governments and breakout sessions with other VP externals from other student unions. I did find the workshops valuable, and gained a lot of insight at what can be done to improve UMSU.