TO: UMSU Board of Directors
FROM: VP Community Engagement, Kyra Fanning
DATE: July 25th, 2019
RE: Report to the Board, July 2019

Updates

1. **Marketing**
   We are excited to be welcoming a new Marketing Manager to our team prior to the Fall term starting. Thank you to those who shared our job posting!

2. **Sponsorship**
   I’ve been working on securing sponsorship for the upcoming year and we have quite a few vendors booked for orientation tabling and the remainder of the fall term. As well, I have been meeting with various faculty associations to discuss their programming for the year and where UMSU can get involved. If you ever have any ideas for partnerships or would like some assistance in planning your events please feel free to reach out!

3. **Social Media**
   Make sure to follow our Instagram account to stay up to date on everything UMSU! We will be posting lots of important dates for the Fall term, as well as running contests and selling tickets for various events over the summer. We would appreciate if Board Members could repost some of our content to your stories, only if you feel comfortable doing so. Please encourage your membership to follow us too! As well, we will be launching our second Instagram account, @studentsofumsu, in Mid-August so it is ready to go for the Fall term.

4. **Programming**
   My team and I have been busy planning our Fall programming and here are some important dates to note for late August and September:
   - Free Lunches (Bannatyne) August 26th-30th
   - Welcome Day September 3rd
   - Beverage Gardens September 5th & 6th
   - Free Breakfasts (Fort Garry) September 9th-13th
   - UMSU Centennial Frosh Fest September 14th
   - Clubs Fest September 16th-20th
   - Student Financial Awareness Week September 16th-20th
   - Laverne Cox September 18th
   - Healthy Sexuality Week September 23rd-27th

5. **Foodbank Fridays**
   We are excited to be introducing Foodbank Fridays this year to Bison Home games! This joint effort with UMSU, Bison Sports, and the Foodbank will aim to bring more awareness to our campus foodbank and collect donations year round. Come cheer on our many Bison athletes and bring non-perishables! Starting in September.

6. **UMSU Centennial Frosh Fest**
   Tickets will be on sale in early August. We will be running a week long social media campaign to advertise the date, location and artists prior to launching ticket sales. Stay tuned! September 14th, Shaw Park, please tell your respective councils if you haven’t already 😊.
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7. **Centennial Speaker Series Update**  
   - Laverne Cox will be joining us on Wednesday September 18th, 2019 at 12:00! We will be selling tickets to reserve your spot. Stay tuned for updates on our Instagram @myumsu.  
   - We are working on a joint partnership with External Relations to bring in Donovan Bailey on Monday September 16th, 2019 for a Fireside Chat style event. Stay tuned!

8. **Winnipeg Ice x UMSU**  
   For those of you that don’t know, the Winnipeg Ice, a Western Hockey League team, will be playing out of Wayne Fleming Arena this upcoming season which is very exciting! UMSU has decided to partner with them this season to have an UMSU Students Section so students will be able to attend the home games! Tickets will be on sale through the Service Centre come September.

9. **Student Opportunities**  
   Make sure to apply for our Mental Health Working Group and/or our Sustainability Working Group. More information and how to apply can be found in the @myumsu Instagram bio, or come chat with any of the Executives after the meeting. Applications for our UMSU Student Photographer are now closed, again thank you to those who helped us promote and spread the word.

10. **Wellness Week**  
    A new initiative I am taking on this year is having a Wellness Week run in November prior to the Fall Reading Week. We have decided to separate Mental Health & Wellness Week into two weeks occurring at different times during the term. We are still in the planning phases but I am excited to see this new initiative come to life. So far meetings with Bison Sports, Rec Services and Education have gone very well and I plan on having many more with other groups. If you are interested in what we have planned or want to see something specific during this week please come chat!

**External Events & Meetings Attended, since June 24th**  
June 25: Sponsorship Meeting with Coke  
June 25: UMSU Centennial Meeting with External Relations  
June 25: Open Office Hours  
June 25: Board of Governors BBQ  
June 26: Marketing Manager Interviews  
June 26: CSA Sponsorship Meeting  
June 26: Meeting with the Chancellor  
June 26: Board of Trustees  
June 26: UMES Sponsorship Meeting  
June 27: Marketing Manager Interviews  
June 27: NGWE Board Meeting  
June 27: ASBC Sponsorship Meeting  
July 2: Wellness Meeting with Education  
July 2: Open Office Hours  
July 3: MMSA Sponsorship Meeting  
July 3: Blueprint Call  
July 4: StudentCare Presentation and Lunch
July 4: Bison’s Sports Sponsorship Meeting
July 4: MSA Community Engagement Meeting
July 5: Winnipeg Ice Call
July 8: Pizza Hotline Call
July 8: CEC Sponsorship Meeting
July 9: Open Office Hours
July 10: Recreation Services Meeting
July 10: Winnipeg Ice Meeting
July 10: Study Break Call
July 10: Selections Committee Meeting
July 11: Orientation Planning Meeting
July 12: John Molson Sports Conference Call
July 15: Blueprint Call
July 15: Website Meeting
July 16: Open Office Hours
July 17: Making the Grade – Orientation Event
July 17: UMSU: Your Students’ Union Session
July 18: Board of Trustees Meeting
July 22: Blueprint Call
July 24: Foodbank Fridays Meeting
July 24: Chief Returning Officer Interviews
July 25: Marketing Manager Interviews
July 25: BOD Meeting
Canadian Organization of Campus Activities [COCA] 2019 Report

Overview
From June 16th – 21st I attended the Canadian Organization of Campus Activities [COCA] in Niagara Falls alongside VPSL, Jelynn Dela Cruz. The conference focuses on marketing, sponsorship and programming which are my three areas of focus in this role so I found it incredibly valuable. My VPSL and I made an effort to attend different sessions when we could so that we could bring more value back to our team and UMSU. For delegates, there were many Executives as well as staff members from unions, mainly communications or marketing team members. I highly recommend that UMSU sends two delegates again next year. Please see below for a brief write-up on each education session attended as well as a full list of all showcases and programming attended. If you would like more detail on any education session I have a separate detailed report I can send to you. Please reach out at vpce@umsu.ca.

Education Sessions (These sessions were scattered throughout the conference and I have listed them in the order that I attended them)

- **How to Sell Your Events Program**
  This session was led by staff from Brock University and they described their orientation programming on their campus called BadgerFest. On this campus they sell their orientation programming as a package deal for $100 and with this you get priority access to all of their BadgerFest activities as well as a SWAG bag. Brock BadgerFest 2018 included: Tower Party, this is an outdoor party with a light show and DJs, Comedy Night, Magic Show, Outdoor Movie, Condom Poker & Dirty Bingo, Paint Party, Big Ticket Concert. The SWAG bag includes: branded duffel bag, waterproof phone case, t-shirt, sunglasses.

  I found this session very valuable to see what works on other campuses and how to effectively market to incoming students. The school spirit generated through BadgerFest helps their union keep the students engaged all year round. At this point in time UMSU will not be looking into this sort of package system due to the nature of our Orientation Week but I think it is valuable to keep in mind for future years if there is a shift in priorities for Orientation Week. This package system could be beneficial for campaign weeks if there are multiple events happening during the week.

- **Connect – Social Media Management**
  This session was led by John Lyons, Director for Hub Creative Group and we went over the basics of developing your social media strategy. To start we identified reasons why it is important to have a social media strategy for your union and some of the trends currently in the world of digital marketing. Authentic engagement has been declining over the years and more and more we have to rely on the balance between paid and earned content. Pure advertising is often ignored and pure content is often never seen due to the algorithms on both Facebook and Instagram, the most popular social media platforms for unions.

  My biggest takeaways from this session were to take a look at our current strategies on Instagram and Facebook and see how we can improve. I will also be evaluating our following base and adopting the Daily 81 strategy to engage with our students more and create a better relationship online.
• **Leveraging Sponsorship to Make Great Events**
  This session was led by Craig Berry, Sponsorship Manager for the University of Alberta Students’ Union. I found it especially valuable since our membership base is very similar to the UofA so a lot of the takeaways were very applicable on our campus. UofA has the advantage of operating their very own Student Union Building and this is something we hope to achieve in our long term plan.

• **Create – Social Media Management**
  This was the final segment of the Social Media Management Sessions, and the topic of discussion was how to create your social media content. We discussed a variety of tools for our ‘union toolbox’ such as hootsuite, canva and other applications to help make social media management easier and more efficient. Big takeaway was utilizing Linktree, this website allows you to have multiple links in your Instagram bio at once, highly recommend that groups look into this for their own accounts!

  We also discussed leveraging the existing analytics on Instagram to see when you have peak engagement from your follower base.

• **Building Blocks of a Marketing Plan**
  This session was run by two COCA Board Members from Universities in Ontario. The session focused on the step by step approach to building a marketing plan for your student union. I found this session especially helpful because I got to learn from other unions and see their marketing plans and how they have evolved over the years.

• **Creating LGBTQ2+ Safe Inclusive Programming**
  This session was a fantastic brainstorming session with other unions to hear what they do on their campus for inclusive programming, not just limited to LGBTQ2+ programming. A few things we discussed were existing opportunities on campuses, inclusive events, gender neutral washrooms, and ideas for non-alcohol programming.

  Existing opportunities include Pride and themed days. Lots of campuses have their own campus pride week which is an opportunity for UMSU to take on. For themed days there is Bisexuality day (September 23rd), Trans Day of Remembrance (November 20th), Trans Day of Visibility (March 31st) and many others. For Trans Day of Remembrance it is important to be mindful of your programming as this is a day of mourning. Some schools will have programming such as a speaker or gatherings where you can reflect as a group. For days such as Trans Day of Visibility it is appropriate to have more happy events and celebrations throughout the day.

  Some campuses have taken on more inclusive events focused on networking with other students such as ‘speed-friending’ nights or partnering with Bumble! Speed friending works across genders and sexual orientations and is a great way for students to make some new friends. For the schools utilizing Bumble they advised as long as the messaging is clear in the purpose of the event i.e. dating, friendships, business etc. they have seen great success.

  Many schools like are still don’t have gender neutral washrooms across their campus but the unions are taking some proactive measures to combat this in the interim. Many schools will post signage on
their washrooms during events indicating the washrooms are gender neutral so everyone feels comfortable and included. This is something that UMSU could look into doing for our programming in the future as we work towards more gender neutral washroom across campus.

Lastly, some ideas for non-alcoholic programming that were discussed are Movie nights, Performers, Board gayme nights, Crafternoons, Cartoons & cereal, Clothing swap and many more.

I had lots of takeaways from this session and it was so valuable to talk to other student leaders to see what they have tried and seen success with on their campus.

**Showcases/Other Programming** *(These sessions were scattered throughout the conference and I have listed them in the order that I attended them)*

1. **Special Event Showcase ‘Headphone Disco’**
   a. Tons of fun! Would consider having this on campus again this year.

2. **Lecture ‘Kim Katrin Milan’**

3. **Delegate Programming ‘Playfair’**

4. **Lecture showcase**
   a. Justine Shuey – Sexologist
   b. Jeff Griffin – Motivational Speaker
   c. Judy Croon – Comedian/Lecturer
   d. Rachel Parent – Sustainability
   e. Samantha Bitty – Sex Trivia Facilitator
   f. Daniel Caron - Lecturer

5. **Comedy Showcase**
   a. Matt Foster
   b. Chanty Maristoca
   c. Al Val
   d. Kyle Brownrigg
   e. Matt Wright
   f. Steph Tolev

6. **Lecture ‘Sarah Blackwood’**

7. **Singer/Songwriter Showcase**
   a. AIDA
   b. Del Hartley
   c. J8KE
   d. Matt Zaddy
   e. Rob Watts

8. **Mainstage Showcase #1**
   a. Delaney Jane
   b. The Autumn Kings
   c. For Esme
   d. Long Range Hustle
   e. Janes Party
   f. Notifi
9. Biz Hall
   a. Opportunity to interact with vendors and artists from the conference

10. Mainstage Showcase #2
   a. Jade Eagleson
   b. Iskwe
   c. Krigare
   d. Junaid the DJ
   e. Andrew Cassara

11. Variety Showcase
   a. Keith Brown - Magician
   b. Mighty Mike - Strongman
   c. Nicholas Wallace - Illusionist
   d. Wordburglar - Rapper
   e. Wayne Hoffman – Illusionist & Mentalist

Takeaway
My biggest takeaway from the conference was that there are so many options out there for programming on campuses across Canada, you just have to test things out to see what works on your specific campus. I look forward to keeping in contact with COCA members over the term and in the future to pick their brains and bring fantastic programming options to UMSU!