TO: UMSU Fall AGM
FROM: VP Community Engagement, Kyra Fanning
DATE: Wednesday, November 6th, 2019
RE: Report to the Membership, November 2019

UMSU Committee Reports

1. Selections Committee
   We have a met a few times since the beginning of the term to fill the following committees, boards
   and positions: Judicial Board, Governance, Member Services, Finance, Director of Bannatyne
   Operations, Chief Returning Officer, Participatory Budgeting, Business Management, & Chair of the
   Board. Currently all spots are filled.

2. Marketing Management Committee
   The marketing manager, President, General Manager and I meet bi-weekly to discuss the marketing
   efforts of the union and discuss special projects that are upcoming.

3. Executive Committee
   The Executives and the General Manager meet twice a week.

Ongoing and Completed Projects

1. Marketing Projects
   - #UMSUDoesThat Campaign: Through posters, postcards and social media posts we show in a
     visual manner how many different programs and services to provide for students. A very common
     question we get asked is ‘What are my UMSU fees used for?’ and this campaign is designed to be
     an aid for that question.
   - #DidYouKnow Campaign: Each business highlights 5-8 interesting facts that students might not
     know about the business and we’ve been posting these every so often on our social media pages.
     We’ve seen very good engagement with this campaign across our platforms and will continue to
     run it into the winter term.
   - Both of these marketing campaigns are aimed to help students learn more about UMSU and
     showcase all of our various businesses and services we prove to students.
   - UMSU 100 Years: This project was started prior to my term and has been continued on this year.
     The goal is to highlight how far UMSU has come in our past 100 years.
   - All other marketing materials that promote UMSU campaigns, services, businesses, projects, etc.
     are produced in house by our amazing Marketing Department and I’m so lucky to work with them
     everyday!

2. Social Media Projects
   - Students of UMSU Account: We noticed will the high amount of content on @myumsu we were
     missing the opportunity to promote student initiatives on campus that are not facilitated by
     UMSU. VPSL, our marketing summer student and I worked on a plan for the account, asked board
     members for their input and ultimately launched the account in September! We are hoping to
     start doing more student features in the winter term, similar to @humansofny, when marketing
     and I have more capacity to take on the workload.
   - Increasing Followers and Engagement: One of my projects over the summer was to find creative
     ways to increase the followers and engagement levels on our social media accounts so students
     are more aware of what the union is up to. Fun fact our Instagram page has gained just shy of
     3,000 followers since May 1st 2019! We've increased our number of contests and now that we
     have great engagement on @myumsu I will be starting to focus on some of our businesses
     accounts and our second account mentioned above.
3. **Programming**
   In my portfolio I oversee all academic, social, and professional programming. Below is a list of all the various events I have assisted with alongside our full time staff, Executives at UMSU and partnering groups and organizations. Some of the larger events will be mentioned again later in the report with more detail.

*Summer: *“Note there is minimal programming in the summer due to less students on campus and a focus on prep for the Fall Term
- Campus Beautification May 30th
- Making the Grade July 17th
- Board of Directors and Senior Stick Retreat August 18th
- Health has no borders Sign Making August 28th
- Residence Training August 30th
- Free Lunches (Bannatyne) August 26th-30th

*September:
- Welcome Day September 3rd
- Health Has No Borders Rally September 4th
- Beverage Gardens September 5th & 6th
- Commerce on the Quad in Partnership with the CSA September 6th
- Free Breakasts (Fort Garry) September 9th-13th
- Provincial Election September 10th
- UMSU Centennial Frosh Fest September 14th
- Clubs Fest September 16th-20th
- Student Financial Awareness Week September 16th-20th
- Bison Homecoming Tailgate September 21st
- Centennial Celebration Brunch September 22nd
- Healthy Sexuality Week September 23rd-27th
- Margaret Ormund UMSU Speaker Series September 25th
- Climate Strike Sign Making September 26th
- Climate Strike September 27th

*October:
- 100 debates on the environment October 3rd
- Mental Health Campaign October 7th-11th
- Manitoba Moose Night x UMSU October 19th
- Federal Election October 21st
- Federal Election Viewing Party October 21st
- Campus Clean-Up October 25th
- Malpractice October 26th
- OER Book Fair October 30th-November 1st

*November:
- Indigenous Awareness Month (programming the entire month)
- Holiday Hampers Launch Nov. 4th
- Wellness Week Nov. 4th-7th
- Participatory Budgeting Nov. 5th-7th
- Business Banquet Q&A Sponsored by UMSU Nov. 8th
- Laverne Cox Nov. 8th

4. **Foodbank Fridays**
   This year we partnered with Bison Sports x Campus Foodbank to create Foodbank Fridays! An initiative with the aim of creating awareness for the campus foodbank and increasing donations. Volunteers from the Foodbank go to Bison Sports games on Fridays to collect donations and UMSU handles the promotion of this initiative.

5. **Hiring Panels**
   - Marketing Assistant: Before my term the budget was amended to include a new position in marketing. I sat on the hiring panel and we successfully hired a candidate in May.
   - Marketing Manager: We also hired a new marketing manager and we successfully hired a candidate at the beginning of August.
   - *Both hires are doing exceptional work and we are so fortunate to have them as part of the UMSU team!*

6. **Sponsorship**
   - Over the summer when we were looking for our new Marketing Manager I took lead on our sponsorship efforts. I worked to secure vendors for our Vendor markets during the first two weeks of school and generate sponsorship through our marketing opportunities such as out TVs, e-newsletters, poster in University Centre, and more. After our marketing manager was hired and they were transitioned into the role I moved to more of a focus on sponsorship for our governance campaigns, and looking for partnerships on events such as Frosh & Malpractice. My latest sponsorship focus has been generating revenue for the Holiday Hampers so we can provide Hampers for more students this year!
   - I also work with faculty associations and community partners to evaluate sponsorship opportunities with their initiatives. The large majority of this occurs over the summer months with a few requests coming throughout the fall term.

7. **Malpractice Halloween Social**
   Malpractice was on Saturday, October 26th and it was a huge success! Thank you to all the students who were able to come out and we were excited to sell out five days prior to the event! A special thank you to all of the groups who helped with the event such as Red Frogs, St. Johns Ambulance, JDC West, RSAC and others. It is my recommendation that UMSU plan this social again next year in the same venue and the same weekend.

8. **UMSU Holiday Hampers**
   Planning is well underway and we are super excited to be providing hampers for our students again. Those of you who are interested in donating please do so at the UMSU Service Centre! Those of you who want to apply for a hamper please inquire at hampers@umsu.ca.
Important Dates:
- Application form goes live November 4th
- Application deadline November 22nd
- Donation Drop Off Deadline December 6th
- Hamper packing December 9th, 10th & 11th
- Hamper pick-up December 12th, 13th Fort Garry & Inner City Campus, and December 14th Fort Garry only. Deliveries will be December 12th, 13th, & 14th

Other Information:
- Pick-up locations on Inner City Campus & Fort Garry
- General inquiries can be sent to hampers@umsu.ca
- We are doing small (1-2 ppl), medium (3-5 ppl) and large (6+) hampers this year to avoid food wastage
- We will also be doing a toy drive!
- Pictures with Santa are December 2nd & 3rd to raise money for the hampers

9. Wellness Week
From November 4th-7th UMSU is running a social media campaign highlighting the eight dimensions of wellness (emotional, social, physical, mental, occupational, environmental, financial and spiritual), contests, giveaways, and interactive tabling. The reason we aren’t running the full week is because we have Laverne Cox coming on November 8th! We will be evaluating how successful the week is and potentially running a second wellness week in the winter term. The idea for some of the programing during this week came from a conference I attended in June called COCA.

10. Centennial Speaker Series
We’ve had two speakers so far, Margaret Ormund in September and Laverne Cox is coming in a couple days on November 8th. We’ve had a few leads not pan out throughout the year but we are still looking into potential speakers for the winter term.

11. Bison Sports
I am very happy with our partnership with Bison Sports this year! We’ve partnered on initiatives such as Foodbank Fridays and the Football Tailgate. We have some more UMSU sponsored Bison games coming up and I look forward to continuing our partnership.

12. Frosh
In honour of our Centennial UMSU decided to have our biggest Frosh to date. We hired an external organization, Blueprint Universities, to help us with much of the event logistics, marketing and artist management. Originally we wanted to host the event at Shaw Park but we could not settle on a fair cost for the venue and drink prices for our students so we moved to Bell MTS Place. I am very happy that we moved to Bell MTS Place, they were extremely accommodating and willing to help us every step of the way. They also had a great security team and security measures in place since they host events almost every night of the year. When we launched tickets we sold out of our early bird price in less than five hours and the momentum continued until September 14th. Unfortunately shortly before the show one of our headliners pulled out of all his scheduled events across Canada and we communicated this to the membership. We worked quickly to replace him and when we did we were
overwhelmed with the positive reactions and support from the public. We had over 5,000 people in attendance and had four fantastic performers, two of them local artists and we received a glowing review from the Winnipeg Police Service. It will be my recommendation that next year Frosh scales back down to a smaller size since this year was in celebration of our centennial!

13. Renovations
Over the summer I sat on the Renovation committee with the Vice-President Finance & Operations and other members of UMSU staff and contractors. We are thrilled to have our newly renovated offices, Service Centre & expanded GPA’s Convenience Store!

14. Beverage Gardens, Commerce on the Quad and Orientation Activities
- We partnered with Commerce Students’ Association (CSA) & University of Manitoba Engineering Society (UMES) for the Beverage Gardens this year and CSA for Commerce on the Quad. It was tons of fun and we had UMSU table’s set-up where we got vote pledges, sold frosh tickets, handed out some merchandise and more! It is my recommendation that next year’s Executives partner with CSA on these events again
- As well, for Orientation we partnered with the University to take care of the afternoon programming on Welcome Day. Considering the unfortunate weather we still had the opportunity to interact with tons of students so I would also recommend that we partner with the University again next year.

Conferences Attended
Studentcare May 22-25
Canadian Federation of Students [CFS] June 7-12
Canadian Association of College Activities [COCA] June 16-21
Student Union Development Summit [SUDS] August 9-12

Committee and Board Assignments
1. Board of Trustees
2. Next Generation Web Experience Board
3. SEC
4. Ancillary Services
5. OAC (Renovations)
6. Survey Review Committee
7. Senate Committee on Admission Appeals
8. Parking Advisory Committee
9. University IT Advisory Committee
10. Strategic Enrollment Management Planning Committee
11. Campus Planning and Design
12. Alumni Relations Board