Updates

1. Marketing/Engagement
   We have a lot of posts going up on the @myumsu Instagram page and we would really appreciate everyone taking the time to repost them on their personal pages and their council’s pages if possible. Important posts to watch out for:
   - Black History Month
   - Community Assemblies
   - 2020 UMSU Elections
   - U-Pass Referendum
   - Sexual Violence Resource Centre
   - Nimbus Peer Tutoring

2. Programming
   Important Dates in February:
   - Black History Month
     o Social Media Campaign (all month)
     o Art display in Degrees and UMSU display case (all month)
     o Art Exhibition Feb 26th – 28th @ MPR
     o “Where We Live Now: Black Liberation Struggles and the University as White Property” by the UM Black Alliance in partnership with UMSU Feb 5th 9-12 @ Marshall McLuhan
     o UMSwing Workshops Feb. 25th & 27th
   - U-Pass Referendum
     o Register a Side Feb 3rd – 7th
     o Campaigning Feb 10th - 11th
     o Voting (online) Feb 12th - 14th
   - EDI Consultation Feb 13th
   - Community Assemblies Feb 14th
     o Womyns
     o International Students’
     o 2SLGBTQ+
   - Community Assemblies Feb 18th
     o Accessibility
     o Indigenous Students’
   - Reading Week – UMSU offices are closed Feb 17th and open Feb 18th-21st
   - UMSU Elections
     o Nominations Feb 3rd - 14th
     o Campaigning Feb 24th - March 3rd

Important Dates in March:
- UMSU Elections
  o Campaigning Feb 24th - March 3rd
  o Voting March 4th - 5th
- Participatory Budgeting Fort Garry March 10th-12th
- EDI Consultation March 12th 11:00 AM
- Community Assemblies March 16th
TO: UMSU Board of Directors
FROM: VP Community Engagement, Kyra Fanning
DATE: January 30th, 2020
RE: Report to the Board, January 2020

- Womyns
- International Students’
- 2SLGBTQ+
  - Community Assemblies March 17th
    - Accessibility
    - Indigenous Students’
- EDI Consultation March 17th 1:00 PM
- Sustainability Week Campaign March 23rd – 27th
  - Events TBD
- EDI Consultation March 24th 6:30 PM

3. **Students of UMSU Instagram Account**
   We are always looking for more submissions!!
   To be featured on the page all you have to do is fill out the form you are interested in:
   - **Event Graphic Submission**
     o Submit your event graphic along with a caption and it will be posted at least 3 days prior to your event. [Submit in advance if you want to be featured earlier!]
   - **Student Feature Submission**
     o Submit a picture of yourself and tell us about yourself! Highly recommend you all fill this out so you can be featured on the page since you are UMSU Directors!
   - **Student Takeover Submission**
     o Takeover the account for a day, or part of a day to showcase an event you’re attending or planning! [submit in advance to secure your spot]
   - **Photography Submission**
     o These can be pictures of anything, campus shots, pictures from events, pics of your friends studying. Submit and be featured!

4. **UMSU Moose Game**
   We’ve partnered with True North again and chose Thursday Feb. 6th as our game night! The e-newsletter and social media post will be going out tomorrow (Friday Jan. 17th) but in the meantime please see all details below:
   - Thursday February 6th, 7 PM Bell MTS Place vs. Chicago Wolves
   - Limit 2 tickets per person *ONLY CLAIM TICKETS IF YOU ACTUALLY PLAN ON ATTENDING
   - Limited quantity, last game was capped at 2,500 tickets so get them quick
   - Link to claim:
     [https://oss.ticketmaster.com/aps/mbahl/EN/link/promotion/home/ae7a8bb52f6bff0cede9185b15e2add5fd2dab0](https://oss.ticketmaster.com/aps/mbahl/EN/link/promotion/home/ae7a8bb52f6bff0cede9185b15e2add5fd2dab0)
   - Password: BISONS

5. **UMSU Elections 2020**
   As discussed at previous meetings we are running various marketing campaigns to encourage students to run in the elections and vote in the elections! As BOD members it is our duty to emphasize the importance of voting to the student body and you can help by taking part in our ‘Why I Vote’ campaign, please see details below:
TO: UMSU Board of Directors  
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**Social Media Testimonial Campaign**  
You can also participate in the Why I Vote Campaign through our testimonials! Please fill out the following form with your write-up of why you vote and include a picture! Same rules apply as above regarding running in the election or volunteering and refer to some of the CROs recommendations for non-polarizing issues to discuss in your write-up.

Link: [https://docs.google.com/forms/d/e/1FAIpQLSdWoqSRWCwB1lsz0_E8qoB23HB-lgYK7n5dsY0YmndMpqOA/viewform?usp=sf_link](https://docs.google.com/forms/d/e/1FAIpQLSdWoqSRWCwB1lsz0_E8qoB23HB-lgYK7n5dsY0YmndMpqOA/viewform?usp=sf_link)

If you need any marketing materials to advertise for the 2020 UMSU Elections through your councils/associations please reach out! Important dates to remember are at the beginning of my report.

**E-Newsletter**  
One additional opportunity to reach more students and increase voter turnout this year is we are putting together a specific e-newsletter highlighting all of the Executive Candidates and Community Representative Candidates. All candidates will have the option to submit a picture, write-up and link to be added to the e-newsletter and it will be sent to all students at the beginning of the voting week, March 2nd-5th. This will allow some time for students to educate themselves on election issues that matter to them prior to voting, if they choose to vote!

6. **U-Pass Referendum Marketing**  
As you’ve probably seen we have been posting on all platforms about the referendum and FAQs about the U-Pass. Please continue to share so we can reach as many students as possible. If you feel there is information missing in our posts please let me know. Our pro U-Pass campaigning will begin on February 10th until February 14th online. We are also utilizing e-newsletters to spread the word to students. The first U-Pass specific e-newsletter went out on Monday, another is scheduled for February 10th and U-Pass information will be included in our bi-weekly e-newsletter on February 3rd.

7. **Black History Month Social Media Campaign**  
Every week day (minus reading week) at noon an influential Black Leader will be featured on our Instagram @myumsu as part of our month long contest. Each post will show a silhouette of a person and the caption will provide hints on who the person is. Comment each day with your guess and enter to win! Week 1 will feature Black World Leaders, past and present. Week 2 will feature Influential Black Women, past and present. Week 4 will feature Black Athletes, past and present. I encourage you all to partake!

**External Events & Meetings Attended, since December 5th**  
*Executive Committee Meetings twice a week  
*Open Office Hours at UMSU offices every Wednesday @ 3:30 PM  
January 20th – Executive Shadowing  
January 22nd – Executive Shadowing  
January 23rd – Bannatyne Lunches
January 24th – Bannatyne Lunches
January 25th - UMBSA Freshers
January 28th – Mental Health Week Tabling
January 28th – Jack Talk
January 29th – COCA Awards Committee Meeting
January 29th – Movies for Mental Health
January 29th – HAVEN
January 29th – JDC Coaching Appreciation
January 30th – Interviews
January 30th – BOD Meeting
January 31st – Interviews