TO: UMSU Board of Directors
FROM: VP Community Engagement, Kyra Fanning
DATE: January 16th, 2020
RE: Report to the Board, January 2020

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:
   - Mental Health Week
   - Black History Month
   - Bannatyne Free Lunches
   - Community Assemblies
   - Elections (coming up)
   - U-Pass Referendum (coming up)
   - Clubs Fest
   - U-pass & Health and dental opt-outs

2. Programming
   Important Dates in January:
   - Clubs Fest Jan. 13th-17th
   - Bannatyne Free Lunches Jan. 20th-24th
   - Community Assemblies Jan. 20th & 21st
   - Participatory Budgeting Bannatyne Jan 21st-23rd
   - Mental Health Week Jan. 27th-31st
     o Jack Talk Jan. 28th 2-3 UMGSA Lounge
     o Bell Let’s Talk Day Jan. 29th
     o Movies for Mental Health Jan. 29th 12:45-3 206 Tier
     o HAVEN Jan. 29th 5:30 IQ’s
     o Self-Care for Caregivers Jan. 30th 12-1 Brodie Room 405
   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 week of Feb 10th – 14th
   - Community Assemblies Feb 14th & 18th
   - Reading Week – UMSU offices are open Feb 17th-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
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- Participatory Budgeting Fort Garry March 10th-12th  
- Community Assemblies March 16th & 17th  
- Sustainability Week Campaign March 23rd – 27th  
  o Events TBD

3. **UMSU Holiday Hampers**  
   Thank you all for your help with the hamper program this year. I am almost done my transition report for next year’s VPCE on the program. If you had any feedback for me that would be beneficial to add please let me know after the meeting or send me an email! Some recommendations for additions to the program next year are:  
   - Increase fundraising efforts by hosting a silent auction in the last week of December, collect prizes throughout the fall and all funds from ticket purchases go towards the hamper program  
   - Engage more corporate partners, outside of the university for sponsorship

4. **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!

5. **Justice for Women & UMSU Coloring Book 2020 Edition**  
   Submissions are now closed and marketing is hard at work on the books. Since this is a rather large project we don’t have an estimated completion date at this time but when we do we will be advertising where and when to pick-up a copy if you are interested.

6. **Survey Review Committee**  
   The 2020 Campus Commute Survey will be included in our next e-newsletter, make sure to take some time to fill it out! The Office of Sustainability would love to see a lot of student engagement in the survey!!

7. **Marketing Department Vacancies**  
   As you may have seen we are currently hiring for 2 open marketing positions: Events & Volunteer Coordinator and Social Media & Communications Coordinator! If you know of anyone that would be a
good fit for either role please direct them to our website where they can find more information on both roles. We are hoping to have both new staff members starting mid-late February.

8. **Executive Shadowing**
I have completed some one of my shadowing sessions so far and have a few more booked. I look forward to meeting with more students! Side note – we received over 60 applications for this program! Might be something to look into for your councils as well.

9. **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
- Password: BISONS

10. **Winnipeg Ice**
Winnipeg Ice tickets are available for purchase at the UMSU Service Centre for all home games!

11. **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:

**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/1FAlpQLSdWoqSRWcNVerBlsz0_E8qoB23HB_IqYK7n5dsY0YmndMpqOA/viewform?usp=sf_link
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External Events & Meetings Attended, since December 5th  
*Executive Committee Meetings twice a week  
*Open Office Hours at UMSU offices every Wednesday @ 3:30 PM  

December 6: Donation Collection – Council Chambers  
December 7: Toy Wrapping Day  
December 9: Hamper Packing  
December 9: BOG Recognition & Holiday Dinner  
December 10: Hamper Packing  
December 10: Election Marketing Meeting  
December 11: Hamper Packing  
December 11: Pitblado Dinner  
December 12: Hamper Delivery Day  
December 13: Hamper Delivery Day  
December 14: Hamper Delivery Day  

**December 17th - January 1st – Out of Office**  
January 2nd – Office re-opens  
January 6th – 10th – Free Breakfasts  
January 7th – COCA Awards Banquet Conference Call  
January 7th – Board of Trustees Endowment Fund Meeting  
January 8th – Hamper Debrief Meeting  
January 9th – Executive Shadowing  
January 10th – International Orientation  
January 10th – MSA Prayer  
January 16th – Next Generation Web Experience Project Board  
January 16th – BOD Meeting