Motion

BE IT RESOLVED THAT the Campaigns Working Group be struck with terms of reference as attached.

Purpose:
The purpose of this working group will be to strategically plan and organize upcoming annual UMSU campaigns in order to maximize student engagement, outreach, and interaction within the U of M campus community.

Composition:
• UMSU Vice-President Student Life: Chair (non-voting)
• All elected UMSU Community Representatives (voting)
• Two UMSU members appointed by the Indigenous Students’ Centre (voting)
• Any interested UMSU member (voting)

Responsibilities:
• Review the success and effectiveness of UMSU campaigns of the previous year
• Brainstorm new campaign ideas
• Assist as needed in the overall planning and implementation of all 2020/2021 UMSU campaigns
• Identify areas for improvements and identify strategic priorities to improve future campaigns
• Objectives may be related to campaigns, community outreach, student engagement both online and in-person, and any other matters deemed a priority by the working group
• Report to UMSU’s Board of Directors with updates when applicable

Meeting Regularity:
• Tri-weekly in Fall and Winter semesters
• As needed during the Summer terms