New Updates

COCA Conference 2020
The 2020 Canadian Organisation of Campus Activities (COCA) conference was (quite obviously) done virtually this year. Due to this online shift, we were able to have the entire marketing department attend the conference along with VPSL Savannah Szocs. The rest of the executive also attended sessions here and there.

The conference was well executed by the COCA directors and staff. The virtual format did come with its drawbacks and challenges. The conference uses the opportunity to showcase talent from across the country that could potentially be invited to our campus to enhance campus life. In some cases, it’s fairly difficult to showcase talent e.g. the comedy showcase. This difficulty was only minor and did take away from a well-planned conference.

Since the conference, I’ve sat down with marketing and we’re using the covid times to work on our content delivery and platforms. Specifically, we’re looking to take advantage of the anticipated overall increase of social media use in the coming months. Our goal is to drive traffic from these different sources to our website which gives us the liberty to express our message to the fullest.

Continuing Updates

Umsu.ca
We just received the final product from our developer of the website with all the face lift changes implemented! Next steps for the website will include development and editing of existing content. This will be an ongoing process because the website is essentially a living being with information being constantly updated.

Students of UMSU
As usual this page is available if you want to showcases your student groups!

Fall Programming
This will all be virtual! This very week we’re running our UMSU Get Involved campaign and we’ve received an overall positive response from Instagram. PLEASE share the content that we will be putting on your student association pages. If you’re able to please share content on your personals as well because students are more likely to listen to a person than a person.

UMSU 1020
Umsu1020@umfm.com, Umsu1020@umfm.com, Umsu1020@umfm.com. We want to hear your feedback. We want to know what you want us to talk about, you can do so by emailing umsu1020@umfm.com
TO: UMSU Board of Directors  
FROM: VP Community Engagement, Tino Dogo  
DATE: August 27th, 2020  
RE: Report to the Board, August 2020

External Events & Meetings Attended  
Note: These dates exclude meetings internal to the organisation.

July 23rd - FYE meeting/ UMSU and SEaS  
July 27th - NGWE Board Meeting  
July 28th – Micro Grants through Canada Service Corps  
July 28th – Meeting with Bison Sports  
July 29th - FYE meeting/ UMSU and SEaS  
August 4th – Meeting with FundQi  
August 6th - FYE meeting/ UMSU and SEaS  
August 6th- UMBSU Meeting  
August 10th – COCA Sessions  
August 10th – Meeting with Gitan Armour  
August 11th – COCA Sessions  
August 12th- COCA Sessions  
August 12th – Meeting with UMBSU President Reem Elmahi  
August 13th – COCA AGM  
August 17th – O365 Project Board Meeting  
August 18th – Endowment fund meeting  
August 20th – Bell Mobility