



New Updates

Fall Orientation/Bison Bash

- Working in collaboration with Jill Conrad (Student Engagement and Success), UM Herd, First Year center to create a cohesive Fall Welcoming Students
 - o Meeting with First Year Advising and Communications Specialist to discuss Resident Packages including merchandise to create school spirit
- Meeting with major sponsors/stakeholders for maximum outreach and support
 - o Ikea
 - o RBC
 - o Bison Sports
- Meeting with Commerce Students Association to help support Commerce on the Quad Week
- Bison Bash Important Dates:
 - o Indigenous Focused Free Breakfast throughout the week
 - o September 11
 - Fall Market 9am – 4pm
 - Tabling from vendors, businesses, UM Departments, job opportunities, clubs
 - o September 12
 - Fall Market 9am – 4pm
 - Karaoke Night at IQ's 8pm – 12am
 - o September 13
 - Fall Market 9am – 4pm
 - Outdoor Day and Welcome Students
 - o September 14
 - -
 - o September 15
 - Fall Market 9am – 4pm
 - UMSU Street Party 9pm – 2pm

Better Together Advisory Committee

- Co-curricular experiential learning opportunity for students, staff and faculty to practice entrepreneurial thinking competencies while solving UM challenges, as a UM community. It will take place on November 14 and 15, during fall reading week
- Expected attendance 250, with collaborative efforts from staff, students, admin
- Provided recommendations to help create the best experience for students
 - o Networking Component
 - o Span over 2 days
 - o Advertising/Marketing for maximum outreach



TO: UMSU Board of Directors
FROM: VP Community Engagement, Divya Sharma
DATE: June 8th, 2023
RE: **Report to the Board, June 2023**

Campaigns Planning

- Internal Preliminary Meeting on campaigns UMSU aims to execute throughout the year
 - o Get out to Vote
 - o Healthy Sexuality
 - o Small Business Week
 - o Mental Health Week
 - o Sustainability
 - o UMSU Does That
 - o Culture Appreciation Days
 - o Blood Drive
 - o Poppy Drive
 - o Get Involved

Social Media

- Reels/Posts for Asian Heritage Month (In collaboration with VP Student Life/Racialized Rep)
 - o Engaged with students via informative & educational reels, giveaways, event
- Reels/Posts for Pride Month (In collaboration with VP Student Life/2SLGBTQIA+ REP)
 - o Planned and filmed social media material to promote pride month
 - o Social media takeover via UMSU/UMSTUDENT during Pride Parade
- Reels/Posts for Indigenous Peoples Day (June 21st)
 - o Focus on proactive Indigenous Reconciliation
 - o Reel with UMSU Indigenous Rep, Ishkode



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External Events & Meetings Attended

- May 5th – ICM “Ready to Roam” Tabling
- May 6th - SSA Gala
- May 7th – Preparing for University Tabling
- May 9th – Get Involved with UMSU
- May 13th - ASBC Gala
- May 17th Indigenous Chamber of Commerce
- May 20th - MSA Volunteer Appreciation Dinner
- May 24th – Presenting at St. John’s College on Asian Heritage Month
- May 24th – Science Students Association Bisons Walkathon Volunteer Prep
- May 25th - Pamana – Asian Heritage Month Event
- May 26th - Pride Kick Off Event
- May 27th - Bisons Walkathon
- May 31st - Campus Beautification Day
- May 31st - Pride Button Making
- June 4th - Pride Parade
- June 5th - Bike to Work day
- May 16th – Meeting with Ikea
- May 17th – Meeting with Office of Sustainability (Bike to Work Day Planning)
- May 17th – Better Together Advisory (Introduction)
- May 17th – Sustainability Committee (Introduction)
- May 18th – UM HERD/First Year Planning Centre Meeting (Introduction)
- May 19th - Better Together Advisory Committee Meeting
- May 19th - Sustainability Committee Meeting
- May 22nd - Meeting with Director of Social Programming- Arts Student Body Council (ASBC)
- May 23rd- Meeting with Indigenous Rep
- May 23rd - Food Health and Safety Steering Committee
- May 29th - Meeting with Jory, Indigenous Art Intern (School of Art)
- May 31st - Commerce Students Association – Commerce on the Quad
- May 31st - UMSU and Student Engagement and Success
- June 6th – Meeting with Bison Sports
- June 6th – UMSU X RBC
- June 6th – Meeting with Victoria Foundation