



TO: UMSU Board of Directors
FROM: VP Community Engagement, Divya Sharma
DATE: September 12, 2023
RE: **Report to the Board, September 14, 2023**

New Updates

New Majority Partnership:

- The joint project will involve non-partisan engagement with students on and around the University of Manitoba campus, including walking students directly to the on-campus polling station, sharing materials with students about voting, engaging with students to get their friends to vote, and potentially other tactics agreed upon by both parties.
- Timeline: September 11th – October 3rd
- Increasing Job opportunities/involvement with elections on campus
 - o Canvassers will be hired by New Majority, at their expense and discretion, and will be employed by New Majority.

Get out the Vote Campaign:

- Collaboration with UPSSA
- Final meeting to be held on September 18th to finalize all details
- Official campaign launch following week
- Confirmation from all parties for town hall

Social Media:

- Planning Reels/Posts well in advance of the academic year to ensure maximum outreach
- Co-branding UMSU Businesses – Social Media Coordinator
- Welcome back UMSU bags (tabling)

Continuing Updates

Bison Bash:

- Free Breakfasts
 - o Support from volunteers
 - o Excellent support for our UMSU Business Degrees
 - o Distributed every morning at 9am
 - Monday/Tuesday collaboration with UM Admin (President/Vice Provost Students)
 - Great uptake from students – appreciation for Bannock
- Bison Bash Market
 - o Supporting Student Small Businesses
 - o Great turnout/uptake from various stakeholders
- Events
 - o Bisons on the Quad – excellent engagement from students/student leaders/athletes
 - o We raised \$238.55 for Holiday Hampers from the dunk tank!
 - o UMSU Street Party Tickets Sold out!
- Karaoke Night – VWs
- We are projected to be under budget thanks to our premier sponsor!



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Truth and Reconciliation Day planning

- TV Slides in UC updates/emails sent out with Save the Date September 29th
- UMSU Indigenous Rep heavily involved and will go into greater detail about planning!

If you have any event/campaign ideas or want to collaborate in any capacity my office is always open!

External Events & Meetings Attended

- September 1st - UMSU X Career Services Reel Filming
- September 1st – Meeting with sororities and fraternities (holiday hampers)
- September 1st – International Student Centre Movie Night
- September 3rd - UM Residence Orientation
- September 5th - Engineering Orientation
- September 5th – Welcome Day event (UM Administration)
- September 5th – Quad (Info-fair tabling)
- September 5th - Bison Athlete Orientation
- September 6th – Meeting with University of Manitoba Athletic Council
- September 7th - Truth and Reconciliation Planning Meeting
- September 7th – Discovering our Gifts Reception (School of Art)
- September 8th – Meeting with SOFASA Co-Presidents
- September 8th – Tabling at the Commerce Week
- September 8th – Pie a Phi event
- September 8th – Meeting with New Majority
- September 10th – UMSU Board Retreat
- September 11th – Free Breakfast Serving/Tabling for Bison Bash Market
- September 12th - Free Breakfast Serving/Bisons on the Quad/Karaoke Night