



University
of Manitoba
**STUDENTS'
UNION**

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

Dear Board Members – I will be out of office until January 26th. I will be checking my email intermittently. If you have a pressing requests in my absence please contact the Vice President Student Life at vpsl@umsu.ca

New Updates

Request to UMSU - reputational campaign meeting

What: The University of Manitoba, Marketing and Brand team is gearing up for UM's next big reputational campaign – the first in almost 10 years! They are in the early stages but would love the input and ideas of the student executive and leadership.

Ask: Would you be open to gathering up to 10 UMSU executive members and student leaders for a breakfast or lunch meeting on either January 16? There is no preparation for the session – it would be a casual conversation about what you think is important when talking about UM (to students, to Manitobans, Canadians).

Dates/Time: January 16th at 12pm

Formal calendar invitation and details on venue and session – please email me at vpce@umsu.ca by December 20th at 8am if you are interested.

Black History Month Planning:

- Spearheaded by President in collaboration with VPSL, VPCE, and UMSU Campaign Coordinator
- Planning in progress
- Showcase through fair in UC in February
- More details to come!

Women's Gala

- Spearheaded by UMSU Women's Rep (Big shoutout)
- Planning in progress for March

Continuing Updates

Working on campaigns/events:

Winter Orientation Planning with VPSL

- Dates: January 8 to 12
- Please share on your social media: https://www.instagram.com/p/C0uDAsHRrJs/?img_index=1
- There will be 5 days of giveaways to boost engagement and morale among students
- Pajama Party
 - o January 12th 9am to 1pm at VW's
 - o Reminder: please dress appropriately
- Applications for Vendors: Student Businesses are free to table:
<https://www.instagram.com/p/C0hL9O-xMRB/>
- Join the UMSU Volunteer Team: <https://www.instagram.com/p/C0U9ReBPQWQ/>
- Christine will be taking over in my absence – please direct all related questions to vpsl@umsu.ca



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Cultural Appreciation Days

- Working in collaboration with President, VPSL and Community Reps
- Event on February 6th in the MPR (6 to 9pm)
- Red Carpet
- Cultural Performances from students

Holiday Hampers Program

- <https://umsu.ca/holiday-hampers/>
- Holiday Photos with Santa – Big Hit!
- 28,000 raised
- Will support over 150 students
- Thank You to everyone for their support!
 - o UMSU Service Centre, UMSU Businesses, Student Clubs and Associations, University of Manitoba and external partners
- We accept donations all year round which go towards the budget for the upcoming year

Knight Lecture Working Group

- <https://umanitoba.ca/community/distinguished-visitor-programs/robert-and-elizabeth-knightdistinguished-visitors-program#about-the-program>
- Had an initial meeting with the organizing committee to discuss format
 - o 30 minute key note
 - o Moderated Q & A
 - o Book Signing

Social Media:

- Gearing up to promote Winter Orientation/Cosmopolitan

Important Events/Announcement

- UMSU Events calendar (QPay)
 - o Please get in touch with VPSL
- Board Member Photos, Names, Emails on website – please do asap
- If would like to promote you events on TVs – please use the link below:
 - o https://umsu.formstack.com/forms/student_group_advertising

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



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External Events & Meetings Attended

- November 29th – Office Hours
- November 29th – REIA Community Assembly
- November 29th – Drag Bingo hosted by RPC
- November 30th – Meeting with Community Reps
- November 30th – Print Sale hosted by SOFASA
- December 1st – Better Together Advisory Committee
- December 1st – Volunteer Appreciation
- December 1st – Interview with the Manitoban
- December 4th – UMSU Santa Photos
- December 4th – Member Services Committee
- December 4th – Meeting with President of PSA
- December 5th – UMSU Santa Photos
- December 6th – Culture Appreciation Days Planning Meeting
- December 6th – Office Hours in Drake Building
- December 7th - Knight Lecture - Project Kick Off Meeting
- December 7th – ASBC Hot Chocolate Table
- December 7th – Meeting with Asper Case Competition Coordinator
- December 8th – Meeting with Manager, Provost communications, Strategic Communications, External Relations
- December 12th – Met Minister Cable