



*UNIVERSITY OF PRINCE EDWARD ISLAND STUDENT UNION
MINUTES-SEVENTH MEETING
STUDENT COUNCIL
December 2nd, 2012*

The seventh meeting of the Student Council of the University of Prince Edward Island Student Union was held December 2nd, 2012. Minutes were taken by Sarah Marie Lavers. The meeting was called to order at 7:03 pm by Chair of Council, Alex Heighinton.

PRESENT:

Kate VanGerven
Danielle MacDonald
Jon Millington
Anastasia Smallwood
Matt McInnis
Bob Deziel
Lucas MacArthur
Sara Reeves
Nicole Lane

Emiley MacKinnon
Michelle MacDougald
Sylvie Morin
Amanda Johnston
Heather Wotton
Amy Doyle
Sarah Herbert
Edmond Yang
Logan MacKinnon

Kelsey Cormier
Travis Gordon
Shelby Russell
Matthew Rice

ABSENT:

Oliver Bork
Curtis Moerike
Kylie Ford

Robyn Christianson
Laura Wisner
Justin Lank

ALSO PRESENT:

Alex Heighinton
Sarah Marie Lavers
Daniel MacDonald

Chelsea Merry
Rhyanne Beatty (Cadre Rep.)

*Note: Matthew Rice and Shelby Russell arrived at 7:47 pm.

1-1 CALL TO ORDER: The meeting was called to order at 7:03 pm.

2-1 APPROVAL OF THE AGENDA: Agenda was approved.

3-1 APPROVAL OF THE MINUTES: Minutes for Nov. 4th were approved and Nov 18th were approved with modifications.

REPORTS

4-1 PRESIDENT

The President shall:

A. Act as the Chief Executive Officer and official spokesperson of the UPEI SU;

Being the Chief Executive Officer includes a few different things, some of which are specifically mentioned later in my job description. The most important, and time consuming task is developing strategies for moving the organization forward. The way our organization is structured means that formulating the strategies need to be a community effort in order to ensure that it's the best solution for all involved. I will admit I sometimes find it difficult to check with each individual person before committing an idea to paper. The beauty of decision making in the Student Union is that committing an idea to paper does not mean it's set in stone. As official spokesperson of the UPEI SU, I answer when called. In my previous role as VP Communications, I was adamant that only one person should be writing website content, tweeting, Facebooking etc. in order for our communications to be consistent in tone. There are certainly exceptions to this rule in the case of the President being the official spokesperson, but I will continue to do this to the best of my ability.

B. Call meetings of the Executive;

I'll be arranging a time for our executive meetings in second semester prior to the Christmas break.

C. Draft and propose a schedule of Council Meeting dates and General Meeting

dates at the last Council meeting of the academic year;

This is not required yet.

D. Serve as a member of the UPEI Senate;

If they gave prizes for attendance, I would get a gold star. I also sit on the Senate Steering Committee which meets prior to each Senate meeting to look over the agenda and make suggestions for how it can run more smoothly. This is hugely helpful as it gives the Student Union a head start on any pressing issues. Luckily, there haven't been many controversial agenda items so far.

E. Serve as a member of the UPEI Board of Governors;

Again, my attendance record is pretty good. As a member of the Board of Governors, I also sit on the Executive Committee and the Finance & Audit Committee. Come January, the Finance & Audit Committee will begin to review the preliminary operating budget. This is where the discussions around tuition and student fees will occur so I will be updating you as I'm able. There was one Board of Governors meeting since our last meeting which I'll leave to Nicole.

F. Act as liaison between the UPEI SU and groups outside the University;

As some of you may know, Maritime Bus has taken over Acadian Bus Lines. I've been speaking regularly to Marsha Doiron and now that the service is up and running, we'll hopefully implement some of the ideas on our list.

H. Be enrolled in no more than nine (9) semester hours per Academic Semester during their Presidential term;
Yup.

I. Act as liaison and ensure that adequate communication is maintained with the UPEI Administration;

Thankfully, most of the UPEI's Administration is available to me by picking up the phone. Alaa and I see each other on a weekly basis because of various committee meetings, but for regular updates that focus exclusively on Student Union priorities we also have monthly meetings and fairly lengthy e-mail correspondence when necessary.

J. Pursue new initiatives to improve and expand the services of the UPEI SU;

A large part of this lies in the Draft plan you'll see tonight. I've now heard this document referred to as "that thing you're so focused on" and "your dream document" so I'd like to take a moment and refocus its intentions. This January-January plan is a direct recommendation from Streamline Consulting. We paid them a sum of money to review our operations and make professional recommendations. This plan was one of them. It is not something I just decided to do one day, and I hope you'll agree with me that none of it is unrealistic or unreasonable. With that being said, it is a draft and very much open to criticism. Also – I've scheduled a meeting with Detry from Streamline Consulting in order to ask her a few questions and make sure that we're on the right track.

K. Set strategic direction and objectives for the organization;

Again, this line falls under the duties of a CEO and so I won't go into more detail at this point.

L. Provide leadership and guidance to Council and staff;

With 3 full-time staff, and 4 full-time seasonal staff, my job is to find that balance between providing guidance and leadership, and overstepping into their daily job duties. Part of the issue we have internally as a Student Union is historical record. Some of our past decisions have been made with purely anecdotal information and employee files are kept up to date, but still remain bare aside from allotted vacation time and any leaves of absence. For this reason, I've asked our General Manager to gather end of semester reports from the Bar Manager, Kiosk Supervisor and Operations Manager. I've asked each of them to

outline the finances of their specific area after 4 months of operation, staffing issues and/or accomplishments, semester highs and lows, and suggestions of what they can do individually for second semester.

As President, I also oversee the positions of Chief Returning Officer and Deputy Chief Returning Officer. These positions are now vacant. Aine, our Chief Returning Officer will not be at UPEI next semester which was only relayed to me this past week. If you know of anyone who may be interested, kindly send them my way. Since the timing is not ideal, the person will be considered interim CRO and will need to go through the hiring process if they want to return in September.

M. Attend CASA conferences as required, and;

Danielle and I attended CASA's Annual Advocacy Week this month but I'll leave the details of what we accomplished to her.

N. Perform other duties as required.

As President of the Student Union, I also sit on the Alumni Association's Board of Directors. Our most recent meeting was this past week, and in my report I explained to them that the Student Union had not budgeted for the Inspiring Alumni Speakers Series this year, which means any partnership we have with the Alumni Association will be purely event support.

One more quick committee update. The Textbook Working Group that Alaa struck after our discussion about setting limits for pricing has begun. We had an hour and a half meeting and I'm now optimistic that we will begin to make substantial process here on campus. Betty Jeffery, the President of the Faculty Association and I, are responsible for identifying what professors are aware of, what they're not aware of and then successfully teaching them what resources are already available to them as UPEI Faculty.

This concludes my report for tonight, however I'd like to thank all councillors for volunteering their time this semester and I look forward to the next.

4-2 EXECUTIVE VP

This week was nice and busy following up from our week away in Ottawa with CASA and catching up on emails. I had two meetings this week to continue to explore making. The buddy program a credit course with an experiential learning foundation that the university seems to be really excited about. The text book committee met to explore the option of using more open sourced material at the university and have some pretty exciting ideas that we are researching in an effort to keep the cost of textbooks down and do something innovative.

4-3 VP ACTIVITIES

A. Liaison w/ Suborgs

Keeping in contact with societies

Two new societies

I haven't helped with any recruitment in the past two weeks

Assist with planning

International Potluck

International Society Movie Night

Talking w/ African Society about their event in December

The events planning committee doesn't exist anymore

No concerts over the past two weeks, but looking at stuff for next semester

My communications over the past two weeks have been more with outside organizations than internal.

The promotional activities have moved over to Chelsea

4-4 VP FINANCE

Nothing to report.

4-5 VP COMMUNICATIONS

We decided to change our report format a little bit as an executive this time around. We decided to tailor our reports to follow each line of our job description to ensure we are meeting our jobs requirements. So for me, I've been attending every council meeting prepared, with a report. I've also been attending our weekly executive meetings where we discuss things that have come up in our jobs in the prior week.

The next point of my job description is "Assume responsibility for all communications-related matters of the UPEISU; however, the President is the Chief Spokesperson of the student union". As it says Kate is the chief spokesperson for the student union. Any time media is looking for quotes or information, Kate is the one that has to give it to them. When it comes to relating information to the Student Body, there is me, with Facebook, Twitter, our Website, Update Emails and Videos and many other ways to keep students informed and to gather their input. My committee and I have sat down and tried to figure out ways to gather student input many of these methods we will be trying in the new year and you'll hear more about that from Amy later.

"Be responsible for the UPEISU website and all social media outlets". The website is constantly kept up to date with news, blogs and other tweaking here and there. I am currently working on getting a video blog from Kate and Danielle from their CASA conference in Ottawa. This week I also created a new page on the website which is the new home for our Graduate and Undergraduate student funding forms. I was able to do this after a little tutorial from Shawn in Integrated Communications. With our twitter account, I have a tracker that tracks how many followers we gain each week, and I am pleased to say that in the month of November we gained 41 new followers, averaging 10.25 new followers a week. This accounts for a total of 890 followers (as of November 29th when I wrote this report).

"Be responsible for producing media releases, internal communications, and general information reports about the student union's activities. When appropriate, information will be distributed on campus and to local,

provincial, and national media”. I have done a few media releases since I have started my job but when there isn’t things going on, I can’t do a media release for it. Another problem with this, is that my job does not require me to sit in on the meetings where most of the news is discussed. This makes it rather difficult for me to write a press release for distribution when I don’t know the background on a subject. Kate and I have arranged to have weekly meetings so she can de-brief any relevant information from her meetings that might require a press release in the future.

“Be responsible for maintaining a comprehensive calendar of events offered by the UPEISU”. This is something I’ve been doing faithfully every month, particularly for the Wave. The first day of each month a new Wave calendar goes up down at the Wave, in a pocket sized paper form, and also online. Recently I’ve also collaborated with Kylah Hennesey in Student Affairs to create a calendar with all of the UPEISU events as well as the events that student affairs is trying to promote. This calendar is located right across from MacMillan hall in a glassed in bulletin board.

“Provide a channel for, and solicit student input into all of the UPEISU’s services: Nexus Yearbook, Cadre, The Wave, Entertainment, Mickey’s Place, etc.”. This is probably the most consistent thing I do. I produce constant updates about the Wave, and Mickey’s Place through Facebook and Twitter. All of the notifications come to my phone so I am also very reliable and quick to reply. Conveniently, the Cadre has their own website, Facebook and twitter account so they do a lot of their own promoting. You can always see the student union sharing and promoting their things via Facebook and Twitter though.

“Maintain contact with the University of Prince Edward Island’s Communications/ Media Relations Department, and with external media groups”. I am in constant communication with the University’s communications department. I have frequent meetings with the lovely gentlemen in Integrated communications, my next one is on Monday morning to discuss some social media outreach ideas. Also, anytime there is a press release that needs to go out, I always send it to Sheila Kerry and Nicole Phillips in communications to have them look over it and give their feedback before sending it out to the various media outlets.

Also, with me being the supervisor of our promotions coordinator I am constantly having arranged meetings with Kendra, because even though we share an office, we are constantly there at different times. In these meetings we discuss various promotion ideas for different events around campus, and how to engage students. From there I often end up being involved in a lot of the promoting process just to have another pair of hands on board to help. This week during our meeting, Kendra and I mapped out a schedule of events for Winter Carnival. We decided what the events would be, what events we need prizes for, what supplies we need for the events, and also how many volunteers we’d need at each event.

4-6 SENATE

President’s report

The President discussed the challenges facing the budgeting process for next year. They are planning for an increase of 0% in the operating grant, which in combination with salary increases as well as decreasing enrollment means that balancing the budget will be difficult again this year. Steps are being taken to increase retention and recruitment and departments are planning for potential budgeting cuts.

The President attended a Calgary Friends of UPEI dinner in Calgary and noted the increasing support of UPEI alumni in supporting a scholarship for Alberta students attending UPEI. The President also travelled to Dublin, Ireland recently to solidify an agreement with a university there for a 2+2 program through the school of business.

ARPC

Senate approved a motion to continue with the process to create an undergraduate degree in Environmental Studies for a Bachelor of Environmental Studies, within the Faculties of Arts and Science. Various senators raised concerns about the effect this would have on the budget, but it was approved on the basis of academic benefits of the program.

4-6 BOARD OF GOVERNORS

Majority of the meeting was held in camera, including the President's report. We approved the University's audited financial statements done by Grant Thornton, as well as the pension plan's audited financial statements. There were a lot of questions surrounding the President's in camera reports, many of which were mine and I feel like they were all sufficiently answered. The meeting was 4 hours long which is partly due to a discussion concerning tenure and promotion

4-7 OMBUDSMAN

Not in attendance.

4-8 GSR

Nothing to report.

4-9 FACULTIES/GROUPS

4-9-1 ARTS

Nothing to report.

4-9-2 BUSINESS

Nothing to report.

4-9-3 SCIENCE

- Faculty of Science meeting is on December 3rd at 2:30, followed by their Christmas Party
- Biology Society clothing is in and is being distributed this week.
- Biology Society Christmas Dinner, Thursday Dec. 13th

- Chemistry Society Christmas Party- Potluck and Curling
- Computer Science got their jackets in
- Chem Society Pizza Party Nov.30th, Drawing names for Secret Santa

4-9-4 NURSING

Nothing to report.

4-9-5 AVC

Nothing to report.

4-9-6 INTERNATIONAL

Nothing to report.

4-9-7 ACCESSIBILITY

Nothing to report.

4-9-8 RESIDENCE

Nothing to report.

4-9-10 EDUCATION

Nothing to report.

4-9-11 FIRST YEAR

Finals are coming up and everyone seems very stressed as most of the first years havent wrote any type of final before. But they are excited for the long break coming up. And we will see how the exams go!

4-10 EXECUTIVE COMMITTEES

4-10-1 PRESIDENT'S COMMITTEE

Nothing to report.

4-10-2 EXECUTIVE VP'S COMMITTEE

The Executive Vice-President's executive committee met on November 30th after Danielle returned from Advocacy week. The committee discussed ways to co-operate with the local Chamber of

Commerce to educate students on labour market demand (Likely through a job fair), got an overview of Advocacy week from Danielle, and discussed the coming changes to the Executive Vice-President's name. One committee member has taken on the task of presenting to council some alternatives to 'VP Advocacy'.

4-10-3 VP COMMUNICATION'S COMMITTEE

Nothing to report.

4-10-4 VP FINANCE'S COMMITTEE

-The committee has discussed and is planning to move forward with the idea of expanding The Wave from solely an evening campus pub to a restaurant which will open at 10:30. The Smoothie Kiosk is going to be terminated at the end of this year. As much of the equipment as possible is going to be used in The Wave.

-Some construction will need to be done. A hole will have to be made in the wall to make a drop-off window and some plumbing work will need to be done.

-Planning Committee has met about the issue and so far the plan is a go ahead! Quotes from Kirk about the costs will be coming shortly. The changes to The Wave are planned to be enforced by Fall 2013

4-10-5 VP ACTIVITIES' COMMITTEE

The activities committee met twice, briefly since our last council meeting. We finished the plans on the Movember pub-crawl, which went well, we discussed the return of movie pub for next semester and we also retried the STI testing for Movember. After not going over as well as we had hoped the first time we decided to redo the STI testing and had semi better results the second time. We discussed ways to continue to make it better for next year. We also continue to brainstorm ideas for activities around campus and at the wave.

5-1 QUESTION PERIOD

5-2 EXEC VP NAME CHANGE

Danielle wasn't here for the discussion on council and thinks the name had potential to change but not necessarily to Advocacy and wants to hear everyone's opinion about it. Examples: VP Education, Advancement, External, etc.

Nicole doesn't like that name and feels it may not applies to everyone and it is very one-sided. Feels its disinviting.

Heather likes advocacy but she want to know Danielle's better words and why:

Danielle thinks advocacy makes sense with her job duties and she feels job needs to maintain a good working relationship with fed and provincial government but she doesn't have as much time as she wishes to work with them. She's doesn't think it fully encompasses her job but she hasn't had adequet time to process this with committee.

Amanda thinks it makes sense and that it's a positive word and that people will understand the job initially.

Danielle notes the VP External is one that is most used across Canada but she deals with internal activities as well.

Nicole notes that all student councillors are all supposed to advocate for students. In job description it states the Exec VP needs to take over for President when s/he is not in office.

Travis is confused about the note that ... said advocacy is disinviting. VP External is something that he's not opposed to and should be a stretch because it's hard to get around not doing internal duties in these positions.

Heather thinks VP Outreach could be another alternative.

Jon disagrees with the note that Nicole said it was disinviting because the name isn't going to change the job description. VP Student Life conflicts with VP Activities so might not be the best decision.

Kate notes that it used to be VP External and she's not sure why it changed. The name does not change the job and is strictly a tidal change and she didn't mean for it to have such a large discussion. Kate notes that the documents were sent out to everyone before the meeting and the process was clearly outlined. It was also posted in the Cadre.

Motion: VanGerven/Reeves; To limit the debate to next 10 minutes.

Motion: *Carried*

Bob thinks the same name should be maintained because every university uses whatever is best for them.

Did a strapole and majority voted to keep it the same.

5-3 PRWG ROOM BOOKING

Motion: Millington/Doyle; To accept the proposed changes by the Policy Review Working Group presented to council: **See Appendix A.**

Motion: *Carried*

5-4 PLANNING COMMITTEE

Discussion:

- Danielle doesn't think a part time admin assistant working on policy projects is not a good idea
- Daniel notes that having 7 monthly campaigns is a great idea but we don't have a budget for it
- Travis notes in regards to Danielle that with the committees in place that they will be doing most of the policy and research and that it will be discussed in these committee meetings.
- Kate notes that most of the tasks for the part time admin assistant are not too extensive and just help us out when we don't have time for small tasks.
- Danielle wants to make sure that this will be taken into consideration when hiring part time admin assistant.

- Danielle would like to give the executive the process of creating policy for advocacy during the summer.
- Travis supports changing part time admin assistant to part time research assistant.

Motion: Wotton/MacDonald; To limit the debate to 10 minutes.

Motion: *Carried*

*Note: Bob Deziel, Travis Gordon, Jon Millington, Matthew Rice voted against.

5-5ACTIVITIES REPORT – TIM CHAISSON AND TONY LEE

Motion: Millington/Russell; To move into camera.

Motion: *Carried*

Motion: MacDonald/Doyle; To move out of camera.

Motion: *Carried*

6-1 CURTIS MORIEKE WILL BE GETTING NOTICE OF IMPEACHMENT

6-2 PUPPY ROOM

6-3 ANIMAL OF THE WEEK

Snowy owl

6-4 RATIFICATION OF SOCIETIES

Motion: Millington/Deziel; To formally ratify the Environment Society and African Society.

Motion: *Carried*

6-5 ACCESSIBILITY COMMITTEE

7-1 ADJOURNMENT

Millington/ Russell: To adjourn the meeting.

Motion: *Carried*

The meeting was adjourned at 9:39 pm.

President's Signature: _____

Chair of Council's Signature: _____

