



commerce
undergraduate
society

Executive Council Meeting

Scheduled Time: 7:30 PM - June 14th, 2021 | Location: Zoom

Open to the General Membership of the Society Unless Otherwise Deemed In-Camera

Note: presentations and/or proposed motions should be requested to be included on the agenda at least three (3) days in advance of a meeting by contacting the Administrative Director, Melayna Beaudin, at melayna.beaudin@cus.ca – materials received past this point may be considered for the subsequent meeting's agenda at the Administrative Director's discretion.

Attendance:

Name	Position	Present ("X")	Late ("X")	Proxy
Grace Lee	President (Chairperson)	X		
Melina Amirsharafi	Vice-President, Academic Affairs (Vice-Chairperson)	X		
Rachel Kim	Vice-President, External Affairs	X		
Nicole Zhu	Vice-President, Finance	X		
Alison Lee	Vice-President, Internal Affairs	X		
Joey Huang	Vice-President, Marketing and Communications	X		
Thomas Kamiya	Vice-President, Student Engagement	X		
Doris Huang	Ombudsperson	X		
Melayna Beaudin	Administrative Director		X	Doris Huang

Guests:

A. **Call to Order**

The meeting was called to order at 7:33.

B. **Amendments to and Adoption of the Agenda**

Moved: Rachel | Seconded: Joey

Be it resolved that the agenda be adopted as presented.

*In favour: All
Opposed: None
Abstentions: None*

...the motion carries

C. Personal Updates

D. Professional Updates

I. President

- Internal

- I. Started a covid updates channel on slack
- II. Typical meetings like club affiliation, interfaculty, cus cup, one on ones etc.

- External:

- I. Working with Bonnie from alumni relations
- II. AMS finance meeting tomorrow
- III. Meeting with Pam and Nicole last Tues--no major updates
- IV. Advocated for more frequent presidents roundtables for AMS

II. Vice-President, Academic Affairs

- Services

- JDCW: Still in the process of finding sponsors - currently in talks with a flight agent
 - \$50 off current flight price looking to increase discount
- ExCo: Changing their policies to reflect a more sustainable model, researching external opportunities for their newsletter
- JDC Jr: Currently hiring for 3 of their VPs, will begin promotional activities after July
- CMP: Working on the new student mentorship initiative, contacting profs to ensure complete transparency and validity of material for review session

- The Portfolio

- Spoke with Joey Hoegg, associate dean, will potentially collaborate with her on some initiatives once she settles into her new role
- Working on the new Academic Resources page - hoping to include info about a variety of things- such as office hours, cmp/pass, academic complaints and how to obtain free linkedin learning.
- In the process of planning instagram campaigns, aim to launch early august
- Also in the process of gathering contacts for our various events
- Met with AMS Tutoring a while ago- no go
 - Unreliable pay structure
 - Asked for money from the CUS to run the program ourselves

III. Vice-President, Finance

- FAs working on Service Master Sheets and training Service on reimbursements
- Team working on reimbursement and invoices video to put on canvas
- CAP, Awards Night still working on finalizing budget sheets

- Working on access to credit card & sharepoint
- Working to finish AMS Budget by June 30

IV. Vice-President, Internal Affairs

- 1-on-1s with services last week
- Met with Kim from MarComm to discuss CUS Merch Store
 - I. Design Sauder merch and submit it
 - II. Sell Sauder merch on our store
 - III. Use Sauder branding and find our own suppliers
- AVPs and OC
 - I. Trying to get zoom for CAP
 - II. List of exec office couch options

V. Vice-President, Marketing and Communications

Vice-President, Marketing and Communications (5 minutes) - Joey

- Website
 - Performed content audit and created list of tasks for VPs and services (please do it by deadline!)
 - Writing up proposal
 - Sent out internal and external survey and synthesized info to use as user research
 - Met with VPs on what we wanted to add on the website to add more value to students
 - Doing UIUX: lo-fi wireframes and user flow
- Services
 - CAP
 - Hiring rest of team, redesigning their CAP logo
 - Visual Media
 - Sent to all services a form where they can submit their photography needs for events during the school year in advance
 - Yearbook
 - Sent out services logo and description email
- Social Media
 - Posted CUSavings discounts for students
 - Launching summer campaign to engage with students in a fun and informative way
 - Collab w/ SISA to engage with international students too
 - Got a lot of views and engagement on TikTok + IG (showing up on FYP, 4000 views and 117 likes in recent post, 33 shares and 8 saves)
 - Got more engagement on our channels, want to further connect w/ first and second years on social media this summer so they can benefit from our Back To School Tour campaign
 - We are doing CUSundays Summer Edition for Sauder students to get an idea of what they can do in the summertime near campus
 - Launching Summer Beyond Sauder and prepping for Back To School Tour
- Branding
 - Updated our branding guide
 - Creating marketing assets for CUSavings, CUS Academic's social media, See Us Podcast branding, CUSafety, and CAP
- BCC
 - Meeting w/ BCC soon to see how we can support them in their initiative and how we can promote their resources to our students throughout the school year

VI. Vice-President, External Affairs

- CR Commission

- Working on CUSavings and CR Forum
- Tentative date for CPABC Pitch Day- July 29th, will be providing more info to services soon
- Met with DAE to discuss how we can keep our services accountable on tracking alumni volunteers; CRMs will reach out to services
- Interfaculty Meeting
 - Finalized interfaculty events throughout the term
 - Case competition, Mental Health Week, POITS x Everyone
- Services
 - NSCC: still looking for marketing and case associates
 - Me Inc: planning for their pre-event, previously Pre-Flight Check In and new event for September
 - EMP: looking for 2 VPX and VPL, will be meeting with the EMP Board next week
 - Imprint: portfolio and general meetings, planning for the school year
- External Relations & Initiatives
 - First Aid training; training request form done, service chairs will receive confirmation on which members will receive the training
 - Talking with training providers for a discounted group training
 - Talking with Hamed, who can be a possible CUS merch vendor
 - CUStaff Newsletter:
 - Developing newsletter template and content for June
 - please provide any updates you would like to share with the staff!
 - CUS-CUP; CUS internal social
 - Had first meeting with the team!

VII. Vice-President, Student Engagement

- Meeting with UGO tomorrow
- In discussion with BCC about shared calendar
- Planning CUStart with AVPs right now.
 - I. Please let me know if any service needs to do a lot of hiring in September
- Discussing with POITS how we will go ahead with POITSxEveryone
- POITS and BUCS are interested in logo change

VIII. Administrative Director

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IX. Equity Advisor

- Working on policy=> inclusive language
- Accountability report CUS clarify
- #2 Podcast on the way with HeWe on mental health

X. Ombudsperson

- Nothing to add

E. Presentation to the Executive Council

F. Executive Business and Discussion

- i. Code changes: Finance quarterly reporting dates

Details on the change

https://docs.google.com/document/d/1ZBKXVPFp_vYyd1-Pu99e3f6owuvFKiuG3JOEttkR4r4/edit?usp=sharing

- Included June in the quarterly report last year is unrealistic so change to July

Moved: | Seconded:

That the proposed changes to the code of procedures be adopted as stated.

*In favour:
Opposed:
Abstentions:*

...the motion carries.

*Tabled for board meeting when we have quorum

- ii. What is a [service council](#) to us?
- iii. Club Affiliation
 - [Minutes](#) from Club Affiliation and Review Committee's general vote
 - Affiliate BizChina contingent on them providing them a more concrete action plan for the year
 - Affiliate YWiB contingent on them providing a more transparent budget
 - Affiliate UBCFA under the condition that they pay less than or equal to \$900 towards their debt to the AMS for this school year
 - Not affiliating UBCTG
 - 56% commerce students last year, required to have 60% minimum
 - Lacking in unique value to the student body
 - Affiliating with UBAC, UBCMA, HRMC, SCMC, Ascend, Enactus, SEC, BizTech, eProjects, BOLT, CIN

Motion to approve the Clubs Review Committee's recommendations for CUS club affiliation

Moved: Thomas | Seconded: Rachel

Be it resolved that the Clubs Review Committee's recommendations are approved

*In favour: all
Opposed: none
Abstentions: none*

...the motion carries.

- iv. Back To School Tour
 - July 28- Aug 2nd here for filming before going back to Calgary
 - Possibility to meet Saturday 31 for filming
- v. CUS Photography
 - No photography to do presentations=> getting exec involved for photo shoot
- vi. Rebranding services? (CAP, Yearbook, Visual Media)
 - New branding follow aspects of CUS logo=> look to Google for example (doc, sheets, slides)
 - Increasing cohesiveness of logos within CUS
 - Rebrands need to be approved by Exec
 - Emphasize that rebranding is optional

G. Approval of Minutes

Moved: Nicole | Seconded: Rachel

That the minutes from the May 24th Executive Council meeting be approved for public distribution.

*In favour: All
Opposed: None
Abstentions: None*

...the motion carries.

H. Next Meeting

June 28th 2021 at 7:30pm PST.

I. Adjournment

Moved: Rachel | Seconded: Joey

There being no further business, be it resolved that the meeting be adjourned at 8:12pm.

*In favour: all
Opposed: none
Abstentions: none*

...the motion carries.