**AUSU Board of Directors Minutes**

**Date**: 29-June-2023

**Term**: SS23

**AUSU Chair Member**: Isaac Withers

|  | **BOARD** |  |
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| **Title** | **AUSU Members** | **Authorized Proxy** |
| **President** **(PRES)** | **P** | **Isaac Withers** |  |
| **VP Brampton Advocacy****(BAV)** | **P** | **Jeet Patel** |  |
| **VP Brampton Programming****(BIP)** | **P** | **Yug Modi** |  |
| **VP SSM Advocacy****(SAV)** | **P** | **Minion Paul** |  |
| **VP SSM Programming****(SIP)** | **P** | **Andrea Ryall** |  |
| **TImmins Campus Life Coordinator****(TCLC)** |  | **Wayne Thompson** |  |
| **International Rep****(INT)** | **P** | **Adanko Mukhtar** |  |
| **SASA Rep****(SASA)** |  | **Joanne Perrault** |  |
| **Varsity Rep****(VAR)** |  | **Qeila Mbonihankuye** |  |
| **Residence Rep****(RESI)** | **P** | **Tim Van Weerden** |  |
| **WUSC Rep****(WUSC)** | **P** | **Evan Nooman** |  |
| **Mature & Part Time Rep****(MAPT)** | **P** | **Somya Patel** |  |
| **Queer & Trans Rep****(QUTR)** | **P** | **Mahima Choudhary** |  |
| **Women's Affairs Rep****(WOM)** | **P** | **Trishala Kulpesh Parmar** |  |
| **Accessibility Rep****(ACC)** | **P** | **Harleen Kaur** |  |
| **Faculty of Cross Cultural Studies Rep****(FCCS)** | **P** | **Sandra Kurian** |  |
| **Faculty of School of Business Rep****(FBUS)** | **P** | **Nidhi Patel** |  |
| **Faculty of Science Rep****(FSCI)** | **P** | **Anamika Krishna** |  |
| **Faculty of Humanities and Social Sciences Rep****(FHSS)** |  | **Shawna Mornix** |  |

| **STAFF** |
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| **General Manager****(GM)** | **Kerrie De Poli** |

| **Discussion Item(s):** | Upcoming Board Meetings In Person |
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| **Discussion:** | Next meeting we will be in person in Sault Ste. Marie and Brampton campuses, with one google connection, rooms will be booked, please plan on being in person. |

| **Discussion Item(s):** | Friday chat to facilitate greater engagement |
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| **Discussion:** | If the Board wishes, we can book an additional Friday “chat” at different times, for casual conversation. This would allow another chance to chat outside of the more formal Board meetings.  |

| **Discussion Item(s):** | Staff Update for Information |
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| **Discussion:** | a. Previously barred students have been advised they can return to AUSU eventsb. E-Sports teams (best practice) recommendations will be ready this week for thereview of the Executive and will come back to the Board in Julyc. Hoodies are expected on July 12d. Part time Brampton admin will start on Tuesday, June 27. This person will workfor the office, under the specific direction of the Admin Mgr.e. AUSU’s support of AU Varsity will become active very soon, pending certainactions being completed by AUf. Staff has also been engaged in a pressing student advocacy matter that takes agreat deal of their time. Staff works hard to keep things flowing smoothly foreveryone but the Board’s patience is appreciated with any small delays. Weanticipate this situation will be less pressing by mid-July.g. We are well into the process of having a Social Work student doing theirinternship with AUSU. In their portfolio will be the active facilitation of the newAUSU Caucus program. Those interested in actively participating with AUSUCaucus development are asked to reach out to the President. |

| **Discussion Item(s):** | Confidentiality and Privacy |
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| **Discussion:** | The Board is reminded that AUSU matters are not to be discussed in public space, period.AUSU discusses our business behind closed doors in public, we speak to our students and arepleasant.We are all reminded to ask the question, when making decisions, as per our corporate values,“R U &amp; I SAFE?”. Of course, this is an acronym for our corporate values: United, Integrity,Respect, Sustainable, Advocacy, Fulfilling, Equity. Equally, we are committed to demonstratingthe affirmative of this to students, with the public statement of our corporate values, U &amp; I RSAFE.We are responsible to ourselves and each other to remember our values and support eachother. We are a team. We praise each other publicly and make criticisms or suggestionsprivately. We do not call each other out, we help each other. |

| **Discussion Item(s):** | AUSU Accessibility Rep |
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| **Discussion:** | Applications for the Accessiblity Rep vacancy arecoming in. Applications will beaccepted until June 30, 2023. All are encouraged to encourage others who maybe interested to apply.PRES is seeking interested Board Members to assist in reviewingand interviewing candidates. Discussion. |

| **Discussion Item(s):** | Academic Policies review - status? |
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| **Discussion:** | Execs discuss the ongoing process of AU’s Academic Policies. Will continue to review and update the Board when the suggested revisions are complete. |

| **Discussion Item(s):** | Themed Months |
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| **Discussion:** | through a great evolution of team conversations, AUSU will begincelebrating themed “months” starting September, 2023. This allows us to focusplans, resources, and marketing to our full advantage. The Board will be providedwith the following month’s schedule in advance, for example, the AUSU O monthschedule will be shared August 12.a. September: AUSU O month… (mOnth - it will be a cute graphic!)b. October: AUSU Mental Health Monthc. November: AUSU Pride in Novemberd. December: AUSU Culture Month (or, Multicultural Month)e. January is AUSU WOW (Winter Orientation)f. February is Black History Monthg. March is …. Waiting for a great theme to be decided!h. April is …. Waiting for a great theme to be decided!All are asked to provide suggestions for March and April, by July 10, 2023. |

| **Discussion Item(s):** | Graphic Logo |
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| **Discussion:** | a. The Board has been asked to vote on a graphic logo. This is an image torepresent AUSU. It will be used in addition to our beautiful new“wordmark” that our Comms Mgr created during W23.b. Once a decision is made, a variety of iterations will be prepared, in blackand white, without the small text, Pride, Indigenous Support, Black HistoryMonth, etc. for a wide variety of uses. During appropriate times, all will beasked to change their autosignatures, etc. to a different version.c. Once a graphic logo design is selected, the values, “ U &amp; I R SAFE”,“empower and serve”, and our mission and value statements will beincorporated into coordinating design pieces for different usesd. An entire brand package will be prepared by mid July.e. This is one of the final steps in our new branding and marketing strategy. |

| **Discussion Item(s):** | AUSU Emails |
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| **Discussion:** | After a complex process, with thanks for the Board’s patience and thesupport and guidance of the Executive Board, the AUSU emails are nowready for distribution.i. Following the meeting, Staff will distribute emails to Boardmembers one at a time, because they require a code, and Google texts them with no explanation, soplease follow the instructions closely, and wait for staff to respondBEFORE starting your login process. Instructions will be sent to theBoard after the meeting to start this process.ii. The new emails support our AUSU brand identity and will be easierto maintain moving forwardiii. Some emails forward automatically, the President’s, staff, services,etc. to allow a smooth transitioniv. All are reminded NOT to forward any other email to their AUSUemail nor to forward their AUSU email to another email account.Your student email and AUSU email should be separate.v. All are reminded that their AUSU email belongs to AUSU, andemails should NOT be deleted, simply filed, what may be of no useto you may be helpful to future AUSUvi. During the development of our branded emails it was determined tobe an ideal time to clean up the website, it will be back up soon |

| **Discussion Item(s):** | AUSU Planning Calendar |
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| **Discussion:** | The AUSU Planning Calendar is well under way, the process hasdeveloped differently than expected. Dates were coming forward through thegreat work of our Board and Team so we have started it, and now all are askedto submit dates by email, and a draft will be sent to the Board for review. Pleasesend any dates you would like included to generalmanager@ausu82.ca It isbetter to repeat one date 17 times than miss it, if there are duplications, staff willhappily edit! Please consider:a. Academic datesb. holidays/festivals/cultural observancesc. Dates specific to your Board aread. Events in the world, (IPL Finals, the Academy Awards…anything you thinkmay be of interest or make a difference to our scheduling)e. Anything at allACTION: all are asked to submit dates by June 30, 2023. |

| **Discussion Item(s):** | New AUSU Clubs System |
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| **Discussion:** | All are encouraged to chat about the AUSU Club system withstudents, the S23 AUSU Club Policy is attached. Special points to note:a. The AUSU Club system is new, and VERY different than it was in the pastb. We always say “AUSU Clubs”c. The AUSU Clubs are entirely under our control and do not requireparticipation or permission from anyone elsed. There can be more than one AUSU Club on a certain topice. There will be an “AUSU Club Day” in Septemberf. AUSU reserves the right to refuse or discontinue any Club, at AUSU’sdiscretiong. All AUSU Club inquiries should be directed to Clubs@ausu82.cah. AUSU Clubs are intended to be FUN! |

| **Discussion Item(s):** | Branding Discussion |
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| **Discussion:** | \*\*Please note, in addition to the Brand package discussed in item 6, thecomprehensive comparative social media analysis is in the final stage, the calendar (item 8) and planning tool are being finalized and the website is being updated andbranded emails are ready as discussed in item 7. All of these items, and others, will bepart of AUSU’s marketing plan that will be an invaluable tool for this Board and futureAUSU. Staff anticipates having a draft of the marketing plan for the July meeting, withthanks to all involved for the months and months of work that have gone into itsdevelopment so far.\*\*\*\*\*The Board is reminded we are stewards of AUSU. The new marketing strategystarted many months ago, and required some huge pieces to be built/rebuilt. It sohappens that this Board is serving at the very exciting time when this work will beunveiled. We must remind ourselves, and each other, that our time with AUSU is anevolution of past AUSU and the foundation for future AUSU, and we are tasked tosimply move all the many pieces and parts carefully along the correct path, even if wedo not see where they end up during our time, or get to enjoy the results of our work.This marketing plan will help us reach our goal of 100% student awareness of AUSUand how to reach us, and share with the students we serve our corporate values,simply, that U & I R SAFE. |

| **Voting Item(s):** | Return of the S2S Booksale |
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| **Motion:** | To approve an honorarium of $150 for up to 6 volunteers to assist with theAUSU S2S Book Sale. Volunteers will be chosen through a transparent process. |
| **Mover:** |  | **Seconder:** |  |
| **Discussion:** |  |
| **Vote Count:** | **In Favour:** | **Opposed:** | **Abstain:** |

**Additional Documents and Information**

AUSU CLUB POLICY FOR BOARD INFORMATION:

AUSU Clubs - just for students!

The AUSU Club system has been completely revamped. Now, the guiding principle of

AUSU Clubs is one word:

YES!

AUSU Clubs are FOR students.

Students start Clubs, run them, and enjoy them.

AUSU does not use the Clubs to run AUSU events or activities. AUSU does not

interfere in the Clubs, nor have any involvement in their day to day operations or

activities.

Any student may start a Club. AUSU allows any Club that does not promote hate or

exclusion of any kind.

Students in a certain program may wish to start an academic theme Club, they require

zero participation from Faculty or Professors - it is an AUSU Club.

Each AUSU Club is supported in the way that works best for that specific Club. Some

Clubs have much more infrastructure than others. Some Clubs are very self sufficient.

All AUSU Clubs are given reasonable support through the AUSU office.

AUSU reserves the right to refuse, or cancel, any Club at any time solely at AUSU’s

discretion.

The old way is over.

Students might ask about membership minimums, or ratification, financials and setting

up accounts - none of that! We believe students start Clubs so they can enjoy them, so

we make that easy.

AUSU Clubs are NOT given money to run their Club. AUSU supports the Club system,

and there is an easy way for them to access support for expenses that is explained to

them as they move through the process, basically, they just have to ask!

New &amp; Easy

If a student wants to start an AUSU Club, all they need to do is fill out the form.

- The AUSU Club Registration Form is renewed each semester

For S23:

- The AUSU Club Registration Form can be accessed at this link:

https://forms.gle/tnowpQiBLvNSN2a4A

- Any questions can be directed to clubs@ausu82.ca

- Forms are evaluated for approval the Thursday after they are received

- Once registered and approved, AUSU Club organizers fill out one more contact

form, and then, they are an official AUSU Club!

- Clubs are listed on our website, and will be featured on social media platforms as

appropriate

- If you are approached by a student about starting a Club, joining a Club, or if

there is a certain Club, please have them email clubs@ausu82.ca

- AUSU Clubs can be based on any campus and include members from any/all

campuses

Please Remember:

AUSU does not start Clubs, students start Clubs.

AUSU does not run Clubs, we support them.

Multiple Clubs can be started on one theme/idea/subject.

AUSU Clubs can be very small or very large, they are for students to create and enjoy -

whatever shape that may take.

The answer to the question, “why isn’t there an \_\_\_\_ Club?” is simply, “please start one, AUSU

will help!”

AUSU Clubs run completely distinctly from AUSU, but help us serve students by allowing them

to enhance their student experience while building new relationships with students who may not

be involved in current AUSU programming - win/win!

AUSU LOVES CLUBS!