



Athabasca University Students' Union

Council Meeting Agenda

Approved January 15, 2018

Tuesday, December 12, 2017

5:30 pm MT

Meeting Called By: Shawna Wasylyshyn, President

Type of Meeting: AUSU Council Meeting

Minutes: Donette Kingyens, Communications and Member Services Coordinator

Participants

Council: President Shawna Wasylyshyn, Vice President External and Student Affairs Julian Teterenko, Councillor Robin Bleich, Councillor Andrew Gray, Councillor Kim Newsome, Councillor Brandon Simmons

Staff: Executive Director Jodi Campbell, Communications and Member Services Coordinator Donette Kingyens, Governance and Advocacy Coordinator Emmanuel Barker, The Voice Managing Editor Karl Low

Members: Carla Knipe

Absent: Councillor Amanda Lipinski (on vacation)

Meeting called to order at 5:30pm MT.

Agenda and Minutes

1.0 Adoption of Agenda J. Teterenko

Proposed Motion: BIRT AUSU council adopt the agenda.

R. Bleich / A. Gray

Carried 6/0

2017-12-12 Council Agenda.pdf

An agenda item was added regarding the vacant MEC Committee Seat.

2.0 Approval of Council Meeting Minutes J. Teterenko

Proposed Motion: BIRT AUSU council approve the minutes of the November 14, 2017 regular council meeting.

B. Simmons / A. Gray

Carried 6/0

2017-11-14 Council Minutes DRAFT.docx

Note: Approval of all public council minutes, for special, regular, and interim council meetings, takes place at the next regular public meeting.

Old Business

3.0 Review of Action Items J. Teterenko

Note: The status of the action and agenda items at the bottom of the most recent regular council minutes (November 14, 2017 in this case) were reviewed briefly.

It was suggested that the deadline to rescind policy 9.22 (E-Text Choice and Cost Savings Sharing position policy) to June 2018. AU will not be implementing the change in the course materials fee that was expected, so this topic needs to be looked into further.

4.0 New AUSU Staff Member

J. Teterenko

AUSU welcomed Emmanuel Barker as the new Governance and Advocacy Coordinator for AUSU.

5.0 Awards Committee Recommendation

R. Bleich

Proposed Motion: BIRT AUSU council approve the AUSU awards committee recommendation to close the single parent bursary due to a lack of qualified applicants over 3 awards cycles, and move the remaining \$2000 to the #Igo2AU award fund for the 2018 May award intake.

S. Wasylyshyn / K. Newsome

Carried 6/0

- There were 55 qualified applications for the #Igo2AU award
- The committee felt that one award was not enough giving the number of qualified applicants.
- The single parent bursary was not able to be given out once in the 3 cycles it was offered. The committee even tried lowering the criteria, but there still were no qualified applicants.
- It was noted that many single parents applied for other AUSU award, but not the Single Parent Bursary.
- The committee felt the funds should be redistributed to the #Igo2AU award to recognize some of the other very qualified applicants.
- The #Igo2AU award may be made permanent in the new year.

6.0 #Igo2AU Waiver Form

R. Bleich /
D. Kingyens

This is included as an information item only. The AUSU awards committee approved a new waiver form to obtain permission to publicly share video submissions from the #Igo2AU Award applications.

#Igo2AU Video Release Form_FILLABLE.pdf

- It was suggested that the award criteria be changed to state that if a student is making a video that they are providing consent for AUSU to post their video on social media.
- It was suggested that however the criteria is changed it should be vetted through a lawyer to insure we are not liable in any way.
- The waiver form provides a level of transparency for releasing the videos.
- Even if a video is uploaded publicly, there can still be risks when re-sharing it if any issues arise.
- The award criteria was not created to be a social media award – the #Igo2AU title was simply used as a play off the previous #Igo2AU contest.
- Requiring that the video be made public may result in less applications due to concerns over confidentiality.
- It was noted that the winner of the #Igo2AU award does not want their name published at all.
- The award is not merit or needs based, but made to recognize the diversity of the AU membership.
- It was noted that the Awards Committee did already revisit the criteria following this past award cycle, and the council initially agreed to the proposal for the award which did not include mention of making the videos public or requiring use of the hashtag.

- It was suggested that the Awards Committee review the criteria of the award, including discussing possibly changing the award to require only videos. **Action Item**

7.0 Potential Fee Increase

All

Proposed Motion: BIRT AUSU council approve the initiation of a process to move toward the implementation of a fee increase in the amount of \$1.50 per credit to take effect on January 1, 2019.

A. Gray / R. Bleich

Carried 4/2

K. Newsome and B. Simmons opposed.

Fee Increase - AUSU Budget 2017-2018.xlsx

- The topic was discussed previously but council wanted to get more data before making a decision.
- AUSU planned for a deficit budget for 3 years.
- The organization has had tremendous growth over the past 2 years.
- The Executive Director built a report to outline and assess where AUSU is with the current financial position. It includes a projection of where AUSU's finances will sit in the future and identifying additional costs and savings, such as:
 - 2 months wage savings from the new Governance and Advocacy Coordinator starting in December instead of October.
 - A great savings negotiation from the Mobile App.
- The projected deficit for 2017/2018 is significantly lower than initially budgeted.
- Additional budget variables to consider include:
 - Increased council members
 - Additional staff member
 - Increased awards and services
 - New student mail out initiative
 - Increased executive salaries
- Council was also provided with a current cash flow analysis.
- AUSU has not had an increase in fees in over 7 years, but has greatly increased its services.
- AUSU could run a couple more years deficit and still have a 500,000 reserve fund.
- Reserves are important to keep in case an issue were to arise that reduced AUSU's income.
- It was suggested AUSU set what the reserve threshold will be after doing more research before deciding on a fee increase.
- It is important for members to know that the fees they are paying are being spent on them when they are a student.
- It was suggested that the reserve fund should cover 100% of operating costs for one year, while other suggestions were that a reserve of \$500,000 is more than sufficient.
- At the beginning of the current council term year it was agreed that AUSU should spend some of its reserves to increase AUSU services, communications, and effectiveness and achieve growth. Consequently, AUSU moved forward with a budget deficit, but in the end due to revenue growth, there was no deficit.
- In 2017/2018 AUSU budgeted for a significant deficit.
- The current council put forth a 3-year strategic plan to increase spending, relevance, and reach. If the revenue stays relatively the same, there will be a significant deficit budget the following year. It is important for AUSU to get back in the black and be able to plan for a balanced budget in the future, and should be the responsibility of the current council. If the dates to implement a fee increase are postponed until 2018, then the decision would be up to the new council.

- If the motion passed with a implementation date after the following fiscal year, the new AUSU council can still choose to revoke that decision.
- This vote is just to decide if AUSU will move forward to the next stage, which must be passed by special resolution, including 2 public readings, consultations with the membership, and a 2/3 majority vote of council.

8.0 Policy Revisions

Executive

Note: Policy 2.06 Council Governance: Student Representatives on AU Committees, Policy 2.07 Council Governance: Member Representatives on AUSU Committees, and Policy 2.11 Council Governance: Committee Governance were approved by executive as part of an informal review. No changes were made.

Policy_2.06_Council_Governance_Student_Reps_on_AU_Committees.docx

Policy_2.07_Council_Governance_Member_Reps_on_AUSU_Committees.docx

Policy_2.11_Council_Governance_Committee_Governance.docx

- A question was raised about whether the first line of policy 2.06 “For all committee positions, council will attempt to find a representative within AUSU council or staff” should fall under policy 2.06, since the policy is about members at large on AUSU committees.
- Historically, only AUSU executives sat on AU committees, however, there could be options for regular councillors to sit on AU committees.
- The policy does not include instruction on how to implement the process.
- The executives are to review policy 2.06 again to incorporate opportunities for councillors to represent AUSU on AU committees, and resubmit the policy at the January Council meeting.

Action Item

Proposed Motion: BIRT AUSU council adopt the updated copy of policy 2.14 Council Governance: Councillor Responsibilities and Honoraria.

R. Bleich / S. Wasylyshyn

Policy_2.14_Councillor_Responsibilities_and_Honoraria_EXEC_EDITS.docx

- There was a lot of discussion regarding committee compensation, as some AUSU committees are a lot more work than others, and some meet more often.
- The revised policy suggests making the honorarium for committees per meeting instead of per month.
- The other changes were primarily made to reflect the new bylaws.
- It was noted that there seems to be a by-election every year due to resignations, which may be due to the demand of being on council. It was suggested that the compensation be increased.
- If these changes are implemented, the finance committee will make the most amount of money for the least amount of work, and the awards committee will make the least amount of money for the most amount of work.
- It was agreed that the executives should review the committee terms of reference to ensure fair compensation.

Action Item

Motion: BIRT AUSU postpone the motion until the January 15, 2018 council meeting.

S. Wasylyshyn / R. Bleich

Carried 6/0

9.0 MEC Committee Seat

Due to the resignation of the VPFA from council, there is a vacant seat on the MEC Committee.

- The executives are to review the terms of reference for the MEC Committee and bring it to council for the January 15 council meeting.
- Currently the committee is not doing a lot, although that can change. Currently they brainstorm newsletter ideas and review the newsletters, although they do have a meeting coming up on Friday and other tasks assigned to them, such as reviewing the results of the survey, reviewing the website, etc.

Motion: BIRT AUSU council appoint Brandon Simmons to the MEC Committee.

S. Wasylyshyn / K. Newsome

Carried 6/0

Reports

10.0 Reports for the Month of November 2017.

Note: Regular monthly reports from executive, staff, and committees are circulated prior to the meeting. Any updates or highlights will be presented by the author of the report. Questions regarding the reports may be posed.

10.1 President's Report

2017-11 President Report.pdf

S. Wasylyshyn

Shawna mentioned in a Business Faculty council that there were issues with them closing tickets too quickly which stop students from asking follow-up questions. Business consequently made a change to require that their AE's keep their tickets open for 3 days. AUSU will raise the topic with the Provost office to implement a policy regarding this.

In July, the AU Board of Governors approved a course materials fee reduction from \$180 to \$130, and students would then pay for their own course materials, starting January 1, 2018. Last week during a meeting with AU, Associate VP Student and Academic Services Alain May advised the university administration would be going to the Board of Governors to ask for an extension on rolling out the fee reduction, and to not implement the choice between e-texts and textbooks. However, the university already went ahead with an increase to out of province student fees. Under the original proposed course materials fee reduction, there would have been an overall fee reduction. However, now that the university is taking back the course material fee decrease they are forcing students to pay for something they do not want. The motion was carried unanimously at the AU Finance and Property Committee minus the AUSU president's vote, and will be brought forward to the Board of Governors in December.

The Minister of Advanced Education gave institutions in Alberta 2 weeks to come up with a plan to cut discretionary spending for not only this year but in the future. However, AU does not have discretionary spending. AU formed a resource planning meeting to engage stakeholders in the budgeting process. AU will not longer have a budget but a "resource plan".

10.2 Vice President External and Student Affairs' Report

2017-11 VP External Report.pdf

J. Teterenko

The province is planning to provide some back funding to make up for the tuition freeze in effect for the 2018/2019 academic year.

During the last week of November, the VPEX was in Ottawa for the CASA advocacy Week, during which there were over 150 meetings with MP's and Senators to discuss student priorities.

There was a Meet & Greet held while the VPEX was in Ottawa and 9 students people attended. They were also joined by the AUGSA representatives who were in town for Advocacy Week as well.

The AUSU Executive decided they should submit a press release regarding their position regarding the tuition freeze. AUSU is not in favour of the freeze – while it is a good thing for Alberta students, the 60% out of province students are at risk of having their tuition raised to offset the freeze.

The VPEX was involved in an extensive course review process at AU and recommendations were sent to the General Faculty Council.

A question was raised about whether there was anything else that happened as there was nothing listed about AUSU work and there were no meetings of the regular AU committees that the VPEX sits on. It was noted that the VPEX was heavily involved in AU committee work during November as well as CASA work.

10.3 Vice President Finance and Administration's Report
2017-11 VP Finance and Administration Report.pdf

S. Wasylyshyn

AUSU tried to elect a VPFA prior to this council meeting, but due to a variety of scheduling issues was unable to do this as an executive election cannot happen without all councillors present. There is a meeting on December 18 to elect a VPFA.

10.4 Executive Meeting Report
2017-11 Exec Meeting Report.pdf

S. Wasylyshyn

Note: Executive meeting reports are not public documents. Any decisions made by the Executive appear in a separate public report for ratification by Council. The Executive meeting report is circulated to Council for review and acceptance in their role as the governing council of AUSU.

10.5 Finance Committee Report
2017-11 Finance Committee Report.pdf

S. Wasylyshyn

10.6 Awards Committee Report
2017-11 Awards Committee Report.pdf
Igo2AU Award Proposal_REVISED.docx

R. Bleich

There were 287 applications received during the November Awards Cycle, which broke the last application record.

The committee was asked to outline the factors they considered. Many applicants only outlined that AU is flexible, but some went beyond obvious reasons why AU is helping them with their goals. Primary considerations were students explaining personal experiences about how AU has impacted their lives.

The awards committee clarified the #Igo2Au award to increase the video length to up to 2 minutes, and to require applicants to explain their personal experiences with AU.

In addition to the November award cycle, there were many year-round bursary applications as well, so the committee has been very busy.

10.7 Member Engagement and Communication Committee Report
2017-11 MEC Committee Report.pdf

J. Teterenko

It was noted that the report does not list all the detail it should in accordance with the committee terms of reference. A question was raised about what the committee actually did over the past 3 months. The report should include what the committee did to meet the committee objectives, as it does not appear the committee is meeting its objectives.

The committee should be meeting more often to plan initiatives and complete them - the committee has not met in 3 months so has not had a chance to discuss anything.

10.8 Executive Compensation Review Committee R. Bleich
2017 ECRC Actions Nov 27.xlsx

10.9 Executive Director's Report J. Campbell
2017-11 Executive Director Report.pdf

AUSU will be ordering hoodies for staff and council so just need sizes to commence ordering.

10.10 Communication and Members Services Coordinator's Reports D. Kingyens
2017-11 Communications Coordinator Report.pdf

10.11 Approval of Reports All

Proposed Motion: BIRT Council approve the November 2017 reports as presented.

R. Bleich / B. Simmons

Carried 6/0

Question & Answer Period

11.0 Question & Answer Period S. Wasylyshyn

Observers were encouraged to participate in the question & answer period.

Observers are also invited to contact the AUSU office with any questions that arise from the meeting at ausu@ausu.org , 780.497.7000, or 1.755.497.7003.

A suggestion was made that council should not be approving reports, in accordance with Roberts Rules of Order. The official language should be to accept the report, not approve.

Next Meeting and Adjournment

The next meetings of council will be:

Monday, January 15, 2018, 5:30pm MST – Public Meeting

Tuesday, February 13, 2018, 5:30pm MST – Public Meeting

S. Wasyklyshyn moved to adjourn at 8:16 pm MT.

Summary of Agenda Items

Date	Status Deadline	Action Item and Responsible Party
September 12	In progress	Executive Director's Report: Update the member services policy to clarify what a service is versus an offer or discount. MECC Committee

	May 1, 2018	Finance Committee Report: Finance committee to add the accounting course requirement to the first finance committee meeting following the election. Finance Committee
December 12		#igo2AU Waiver Form: Awards Committee to review the criteria of the award, including discussing possibly changing the award to require only videos. Awards Committee

Summary of Action Items

Date	Status Deadline	Action Item and Responsible Party
June 9		Vice President External and Student Affairs Report: Review the executive blog schedule to ensure the VPEX is not scheduled to write one during a busy CASA month. Executive
August 8	June 2018	Adoption of Agenda: Rescind policy 9.22 in February. Staff/Council
October 12	In progress	Finance Committee Report: When the Finance Committee Terms of Reference are up for review, a statement should be included that committee members are required to complete a finance course to improve financial literacy. Action Item
October 12	In progress	Member Engagement and Communications Committee Report: All committee chairs to review their committee terms of reference which outlines what needs to be reported to council. Committee Chairs
November 14	Complete	2016/2017 Goals Update: The goals list needs to be updated with the correct date for the second reading of the bylaws and should indicate the bylaws were completed. Staff
November 14	Complete	Vice President Finance and Administration's Report: A report should be created to just indicate that there was no report submitted due to the resignation of the VPFA without notice or completion of the report. Staff
November 14	Complete	Finance Committee Report: There was no report as the VPFA resigned without notice or completion of the monthly reports. A report should be created to indicate this for records keeping purposes with a copy of the most recent finance committee minutes. D. Kingyens
November 14	Complete	Awards Committee Report: A minor change needs to be made to the dates on the awards table. D. Kingyens
November 14	Complete	Awards Committee Report: A question was raised about how the committee will decide on the recipient for the #igo2AU Award with very open criteria. It was requested that this be outlined on the next committee report once the decisions are made. R. Bleich
December 12	January 15	Policy Revisions: The executives are to review policy 2.06 again to incorporate opportunities for councillors to represent AUSU on AU committees, and resubmit the policy at the January Council meeting. Executives

December 12		Policy Revisions: The executives are to review policy 2.14 again as well as the committee terms of reference to ensure fair compensation. Executives
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AUSU Executive Report

Shawna Wasylyshyn, President

Prepared: December 5, 2017



Current Issues

AU – This fall has been a very busy time at AU. With several key projects underway at once, including strategic planning, course and program review, course evaluation redesign, board governance review, GFC governance review and more... the winds of change and innovation are blowing and I am excited to see what the results of all of this work will be! Over the next few months, the approval and implementation stages for a lot of these projects will take place and at that point we will be able to view AU through the new lens it is creating now.

Committees

AU Board of Governors: No meetings or activities this month

BOG Sub Committees:

BOG Honorary Awards: No meetings this month

BOG Finance and Property: No meetings or activities this month

BOG Governance Review: No meetings this month.

General Faculties Council: I attended a special meeting of GFC via teleconference on November 14. This meeting was called to discuss the final draft of the AU strategic plan – “imagine”. The plan was approved by GFC and will next come before the Board for approval.

GFC Sub Committees:

Student Academic Appeals Committee: This committee met once, on November 16, and I attended by teleconference.

GFC Exec: This committee met on November 22, and cancelled the GFC meeting that was originally scheduled for Nov 29. Instead, the GFC meeting will be combined with the special GFC meeting which was already called for Dec 18.

GFC Governance Review: No meetings this month.

Academic Integrity Working Group: No meetings this month.

Strategic Plan Steering Committee: I attended a meeting on November 7 via teleconference, where we discussed the current draft of the plan and how the plan would be brought forward to GFC for approval, and then to the Board for approval.

AUSU MECC: I have continued to participate in the creation and editing of the AUSU newsletter. Independently, I went through several sections of our website and found areas that may need updating or changing. I made a recommendation to the chair of MECC that the committee be tasked with doing a comprehensive audit of the AUSU website to ensure that the website is a full reflection of our association.

CASA: Due to the recent vacancy in the VPFA position, I elected to stay home from Ottawa and did not attend CASA Advocacy week. Because Julian sits on the board at CASA, I signed a proxy form and gave our voting power to the VPEX at AUGSA. Additionally, I wrote a letter to the CASA delegation which was read during the discussion of the tax credit policy. Despite my letter and Julian's efforts in person, the motion to approve the policy to eliminate tax credits carried 13-6. You can read my letter [HERE](#).

CASA Sub Committees:

CASA Federal Policy Committee: No meetings this month.

Faculty Councils:

Faculty of Health Disciplines: No meetings this month.

Faculty of Business Undergraduate Program Council: No meetings this month.

Faculty of Business Faculty Council: I attended this meeting via teleconference on November 14. Of note during this meeting was that the faculty was boasting a 100% close rate on student request tickets. I stated that I found it alarming that 100% of the tickets were closed, because I have had experiences where I have initiated a ticket to ask a question, and the AE has responded but I have a follow up question or maybe I just want to say "thanks" but I can't because they close the ticket immediately! I encouraged the faculty to encourage AE's to leave the ticket open for 3 business days in case the student has a follow up question. I also plan to take this advocacy to the next level and request that the Provost/VPA office implement a policy for the closure of student request tickets. Learning is a conversation, not a dictation. We need to be able to freely speak to and contact our educators in order to get the most out of our education!

AUSU Business

AUSU Policy Revisions – In the December meeting package and agenda there is reference to three policies approved by informal review. There were motions to approve

these, although the motions were conducted on December 4 and will appear in the December Exec meeting report.

AUSU Seat on General Faculties Council and Sub-Committee, Student Awards Committee – We currently have a vacancy in one of our voting positions on GFC, due to the resignation of Scott Jacobsen. Council had a difficult time finding availability to hold an Executive election and so as we have yet to elect a new VPFA our vacancy remains. This month, in reviewing AUSU policy 2.06 – I was regretting not enacting this policy for this circumstance. I would also encourage future councils, if Executives are elected but unable due to time constraints/time zones/work commitments etc – to enact policy 2.06 and elect a member at large to represent AUSU on some committees or governing bodies. I honestly think that alone could eliminate our need for a 4th executive member while broadening our representation and increasing participation in AUSU activities.

Alberta Tuition Freeze- On November 30, I was invited to a conference call with Marlin Schmidt, Minister of Advanced Education; where he announced that Alberta tuition and mandatory instructional fees would remain frozen for the 2018-2019 academic year. He further promised that the government would spend as much as 17million to backfill institutional revenue to make up for the inability for institutions to raise their own funds. I was surprised by this decision, because the ministry has been working for over a year to develop a new tuition framework and has also done extensive consultations on an institutional funding review. I remain hopeful that when the results of these reviews are released, there will be an increase in funding for AU. In the mean time, we will be working hard to ensure that AUSU members from outside of Alberta aren't faced with another large increase to offset the freeze on Alberta tuition.

Staff Hiring – This month I had the pleasure of attending the second round of interviews for the incoming AUSU Governance and Advocacy Coordinator. Jodi did an excellent job with the recruitment and hiring process and we were pleased to welcome Emmanuel Barker to the AUSU team on December 1.

Emergency Council Meeting – I had to call an emergency meeting of Council this month, in order to call our election for February 28. Our staff has done a great job of working out the timeline for our election and although Nov 10 was the last day to call the election so that we could conduct it on February 28, we missed putting the motion on the October agenda. We needed a motion of council to set the date, according to policy and so a quick, one motion meeting was called for that purpose.

Meetings

Lisa Carter, Dean FST – I participated in a meeting with Dr. Carter, alongside Julian and we had a great meeting with her as always. We discussed the opportunities

November 2017 Activity Report

presented by the Moodle App and some of the current initiatives underway at AU such as the course and program review. I also raised the issue of academic experts closing tickets too early, and she agreed that this was problematic and pledged to raise it within her faculty.

Alain May, Associate VP of Student and Academic Services – I met with Alain in person at AU Edmonton on November 29. We had a lot to discuss and catch up on and it was a great meeting. Alain informed me that student email has been fully rolled out at AU, and the next step will be further communicating to students who have not yet activated their O365 account. We discussed the reality that there will be delays in the implementation of the course material changes for a variety of reasons. I expressed that students really do want the choice and cost savings but that at this point, there hasn't been enough communication to roll something out for Jan 1.

I further shared with her that there were concerns from students who wrote exams with ProctorU, that they weren't allowed a washroom break although AU does allow washroom breaks when writing exams.

I brought forward some concerns about exam scheduling and rescheduling fees, which seem overly cumbersome for students. Alain mentioned that there may be a need to review those policies and I plan to look into who the approving body is for those policies and determine if I am able to initiate a review or if it needs to start with administration.

- 1 – Emergency AUSU Exec meeting
- 3 – CASA Federal Policy Committee
- 6 – AUSU Interviews
- 7 – Strategic Plan Steering Committee
- 8 – Dr. Carter
- 8 – AUSU Exec
- 8 – Emergency AUSU Council meeting
- 14 – Faculty of Business Faculty Council
- 14 – Special meeting of GFC
- 14 – AUSU Council
- 15 – ECRC Interview session
- 16 – Student Academic appeals
- 22 – GFC Exec
- 23 – AUSU Exec
- 29 – Alain May
- 30 – Minister of Advanced Education

Hours

Weekly Breakdown

Week ending:	Vacation Hours	Hours Worked	Banked Time Used	Banked Time Earned	Banked Time Remaining
November 5	0	38	0	3	14.5
November 12	0	42.5	0	7.5	22
November 19	0	40.5	7	5.5	22
November 26	0	21	14	0	8

Timesheets and Compliance

I have reviewed the timesheets submitted by Julian Teterenko and found them to be within policy requirements.

AUSU Executive Report

Julian Teterenko, VP External and Student Affairs

Prepared: 05 December 2017



Committees

AUSU MECC: See MECC Report.

AUSU Finance: See Finance Report.

AUSU Awards: See Awards Report.

Board of Governors: There were no meetings this month.

BOG Sub Committees:

Institutional Advancement: No meeting this month.

Academic Affairs: No meeting this month.

Faculty Councils:

Faculty of Science and Technology: No meeting this month.

Faculty of Humanities and Social Sciences: No meeting this month.

Learning and Teaching Student Advisory Group:

The meeting this month was very standard. We went over the review of some notes, some RFC reports, and discussed the ongoing work on the moodle 3 upgrade.

Student Systems Student Advisory Group: No Meeting this month.

ICT Governance: No meeting this month.

AUSU Business

Executive Resignation:

At the beginning of this month, we received the resignation from Executive and Council from Scott Jacobsen, VPFA. This was unexpected, and we have distributed the work that the VPFA was doing between Shawna, Jodi, and myself. We will continue to do so until such a time that a new executive can be elected.

Ad-Hoc Program and Course Review Committee:

One of the new committees that I sit on that the previous VPFA had sat on is the GFC program and course review committee. In this committee, we spent several days going over every program and course that is offered at AU, whether it was undergrad, grad, diploma, or otherwise. What we discussed was the health of the programs and course, the number of enrollments over the past few years, whether the courses were required or not, and more. This was being done as there are some courses and programs that were way out of date, had almost no enrollments, and cross listed for no particular reasons.

What the committee did was evaluate each and every one of these, starting with the lowest enrollment ones, and determine whether the courses and programs needed to stay. The committee finished looking at the health of all of these programs and courses and will be giving its recommendations back to GFC.

CER:

Another committee that I have picked up this month was the Course Evaluation Redesign group. This is one where we are looking at survey options and questions to send to students when they are finishing up with their courses. This committee was implemented to try and get better data from students finishing their courses and improve the response rate to the surveys.

We have met once this month, and the groundwork was already started. I gave my input to what was already there and will continue to do so.

Meet and Greet:

This month while I was in Ottawa I was able to host a meet and greet. The invitation went out to all of the students in the area and was hosted in downtown Ottawa. There were 19 rsvp's to this meet and greet, but only 9 local students showed up. With me were two graduate students representing AUGSA in Ottawa for the same conference that I was there for. The twelve of us had great discussions that evening about being an AU student in general. It was great to meet some of the students from the area that are attending AU. Overall it went very well, and we look forward to running more in the future.

CASA:

During the last week of November, I attended the CASA Advocacy week in Ottawa. Student leaders from universities, colleges, and polytechnics across the country travelled to Ottawa to discuss concerns on their campuses with prominent figures in the federal government. This year, it was jointly hosted by CASA and UEQ (Union étudiante du Québec). During my time there, we met with MP's, Senators, and staff. We discussed our priorities with them and were very well received on the hill.

Some of the priorities that we discussed with the people that we met with were as follows:

- Effectively supporting students with disabilities;
- Providing needs-based financial assistance to students in graduate programs;
- Cutting red tape to ensure international students can access a complete post-secondary education;
- Committing to the scale and scope of support required by Canada's treaty obligations to Indigenous peoples; and
- Fostering the development of, and ensuring access to, innovative educational materials.

Overall, the week went very well, and I believe that we made an impact and student were heard. I look forward to seeing the results of our advocacy efforts and how we will make difference for students.

Meetings

November 01 – AUSU Executive
November 07 – CASA Board
November 08 – Dr Carter
November 08 – AUSU Executive
November 14 – CASA Board
November 15 – Advo week backgrounder
November 15 – ECRC
November 16 – APCRC
November 17 – APCRC
November 22 – CER meeting
November 23 – LTSAG
November 23 – AUSU Executive
November 24 – APCRC
November 26-Dec 01 – Advo Week

Hours

Weekly Breakdown

Week ending:	Hours Worked	Banked Time Used	Banked Time Earned	Banked Time Remaining
05 NOV 17	27	3	0	0
12 NOV 17	30	0	0	0
19 NOV 17	34	0	4	4
26 NOV 17	38	0	8	12
03 DEC 17	62	0	32	30

Timesheets and Compliance

I have reviewed the timesheets from Shawna Wasylyshyn and found them to be in compliance with AUSU policy.

December 2017 Council Meeting

AUSU Executive Report

VP Finance and Administration

Prepared: December 1, 2017



The VP Finance and Administration position is currently vacant.

Committee Report

Finance Committee

Prepared by: Donette Kingyens,
Communications and Member Services Coordinator

Date: December 1, 2017



Committee Members: Robin Bleich, Andrew Gray, Brandon Simmons, Julian Teterenko, Jodi Campbell (non-voting).

Activity This Month

There is currently no chair of the Finance Committee, and no meetings or minutes to report for the month of November.

Committee Report

Awards Committee

Prepared by: Robin Bleich, Chair

Date: November 30th, 2017

Committee Members: Robin Bleich, Kim Newsome, Amanda Lipinski, Julian Teterenko, Jodi Campbell (non-voting).



Activity This Month

Summary

The November 2017 Awards intake received 287 applications; breaking our last record of 248. A lot of this increase is because of AUSU's new #Igo2AU Award of 55 applications (this number does not include the disqualified applications – which would make it a total of 76).

The #Igo2AU Award garnered a lot of attention and in turn, the Awards Committee agreed unanimously that one (1) award is not enough per intake. After re-evaluating the Single Parent Bursary and #Igo2AU Award, the Awards Committee passed the following motion for AUSU council to consider:

BIRT the AUSU Awards Committee recommends to AUSU council to close the Single Parent Bursary due to lack of qualified applications over three (3) award cycles, and move the remaining \$2,000 to the #Igo2AU award fund for the 2018 May award intake.

The Single Parent Bursary received zero (0) qualified candidates for the November 2017 Award intake. Another topic discussed during the November 20th, 2017 meeting, is how each councillor arrived at decision for choosing a successful applicant for the #Igo2AU award. The following factors are what the awards committee considered when deciding:

- Did the applicant go beyond the obvious statements and comment how AU is helping them achieve their goal;
- Did the Award Committee member feel a sense of connectedness to the applicant;
- Did the applicant provide insight to the personal reasons that AU is inspiring, or improving their lives; and/or,
- Did they go beyond just highlighting that AU is flexible.

A common denominator for many applicants for the #Igo2AU Award, is simply capitalizing on the flexibility portion of AU without elaboration. Whereas, the successful applicants explained how the flexibility contributed positively to their life, allowing the committee to establish a sense of connectedness. Without changing the INTENT of the #Igo2AU Award, the Awards Committee made the following changes to assist in clarification for students preparing videos or essays:

- OLD SENTENCE: “Students are required to submit a 500-word essay or 30 second video articulating any one, or a combination of the following areas:”
- NEW SENTENCE: “Students are required to submit a 500-word essay or up to a two (2) minute video articulating **personal experience** in any one, or a combination of the following areas:”
- Removed *What makes AU unique* as an area for the applicant to elaborate on because most answers became impersonal and reflected flexibility only, making it less unique and difficult for the Awards Committee to decipher a recipient.

November 2017 Activity Report

Finally, the Awards Committee agreed that a waiver should be produced to obtain consent to publicise the video submissions from the #Igo2AU award – thank you to Donette for completing it. It is enclosed in the meeting package for your review.

Motions/Decisions

In order of decisions made: On November 7, 2017, a motion passed 4/0 for a Computer Bursary; On October 8, 2017, a motion passed 4/0 for a Computer Bursary; On October 8, 2017, a motion failed 0/4 for a Computer Bursary; On November 20, 2017, a motion passed 4/0 for two (2) Academic Achievement Awards; On November 20, 2017, a motion passed 4/0 for five (5) AUSU Student Bursaries; On November 20, 2017, a motion passed 4/0 for four (4) Balanced Student Awards; On November 20, 2017, a motion passed 4/0 for four (4) Returning Student Awards; On November 20, 2017, a motion passed 4/0 for two (2) Student Volunteer Awards; On November 20, 2017, a motion passed 4/0 for one (1) #Igo2AU Award; On November 20, 2017, a motion passed 4/0 by the AUSU Awards Committee, recommending to AUSU council to close the Single Parent Bursary due to the lack of qualified applicants over three (3) award cycles, and to move the remaining funds from this bursary (\$2,000) to the #Igo2AU Award fund for the May award intake; On November 21, 2017, the Awards Committee Chair and AUSU Executive Director approved an Emergency Bursary; On November 25, 2017, a motion passes 4/0 for a Computer Bursary; On November 27, 2017, a motion fails 0/4 for a Computer Bursary; On November 27, 2017, a motion fails 0/4 for a Computer Bursary; On November 27, 2017, a motion passes 4/0 for a Health Care Bursary.

Original Motion with Decision:

November 7, 2017: BIRT AUSU Awards Committee approve the attached Computer Bursary application XXXX.

Moved by: R. Bleich
Seconded by K. Newsome

This motion passes 4/0.

November 8, 2017: BIRT AUSU Awards Committee approve the attached Computer Bursary application XXXX.

Moved by: R. Bleich
Seconded by A. Lipinski

This motion passes 4/0.

November 8, 2017: BIRT AUSU Awards Committee approve the attached Computer Bursary application XXXX.

Moved by: R. Bleich
Seconded by A. Lipinski

This motion fails 0/4.

November 20, 2017: BIRT AUSU Awards Committee approve XXXX and XXXX for the Academic Achievement Award for November 2017.

Moved: J. Teterenko
Seconded: A. Lipinski

This motion passes 4/0

November 2017 Activity Report

November 20, 2017: BIRT AUSU Awards Committee approve (5) XXXX, XXXX, XXXX, XXXX, and XXXX for the AUSU Student Bursary for November 2017.

Moved: K. Newsome
Seconded: J. Teterenko

This motion passes 4/0

November 20, 2017: BIRT AUSU Awards Committee approve (4) XXXX, XXXX, XXXX and XXXX for the Balanced Student Award for November 2017.

Moved: K. Newsome
Seconded: A. Lipinski

This motion passes 4/0

November 20, 2017: BIRT AUSU Awards Committee approve (4) XXXX, XXXX, XXXX and XXXX for the Returning Student Award for November 2017.

Moved: A. Lipinski
Seconded: K. Newsome

This motion passes 4/0

November 20, 2017: BIRT AUSU Awards Committee approve (2) XXXX and XXXX for the Student Volunteer Award for November 2017.

Moved: K. Newsome
Seconded: A. Lipinski

This motion passes 4/0

November 20, 2017: BIRT AUSU Awards Committee approve XXXX for the #Igo2AU Award for November 2017.

Moved: K. Newsome
Seconded: J. Teterenko

This motion passes 4/0

November 20, 2017: BIRT the AUSU Awards Committee recommends to AUSU council to close the Single Parent Bursary due to lack of qualified applications over three (3) award cycles, and move the remaining \$2,000 to the #Igo2AU award fund for the 2018 May award intake.

Moved: K. Newsome
Seconded: J. Teterenko

This motion passes 4/0

November 21, 2017: AUSU Awards Chair and AUSU Executive Director approved the attached Emergency Bursary application for XXXX.

Moved: N/A
Second: N/A

** This bursary is approved by the Awards Chair and AUSU Executive Director unanimously.

November 2017 Activity Report

November 25, 2017: BIRT AUSU Awards Committee approve the attached Computer Bursary application XXXX.

Moved by: R. Bleich
Seconded by K. Newsome

This motion passes 4/0.

November 27, 2017: BIRT AUSU Awards Committee approve the attached Computer Bursary application XXXX.

Moved by: R. Bleich
Seconded by A. Lipinski

This motion fails 0/4.

November 27, 2017: BIRT AUSU Awards Committee approve the attached Computer Bursary application XXXX.

Moved by: R. Bleich
Seconded by A. Lipinski

This motion fails 0/4.

November 27, 2017: BIRT AUSU Awards Committee approve the attached Health Care Bursary application XXXX.

Moved by: R. Bleich
Seconded by A. Lipinski

This motion passes 4/0.

Awards Overview

The table includes only the applications that were reviewed by the Awards Committee during 2017/2018 fiscal year. It does not include any applications that were withdrawn or disqualified for not meeting minimum criteria. Disqualified applications do not get sent to the committee.

Award	Apps	Approved	Denied	Notes	Remaining Awards	Budget	Total paid	Remaining Budget
Academic Achievement Scholarship	65	2	63		2	\$4,000 2/deadline	\$2,000	\$2,000
AUSU Bursaries	10	5	5		5	\$10,000 5/deadline	\$5,000	\$5,000
Computer Bursaries	11	6	5		6	\$9,600 or 12 comp.	\$2707.35	\$6,892.65

November 2017 Activity Report

Single Parent Bursary	0	0	0		2	\$2,000 1/deadline	\$0	\$2,000
Travel Bursaries	0	0	0		N/A	\$4,000 \$1,000/e	\$0	\$4,000
Emergency Bursaries	2	2	0		N/A	\$6,000 \$700/e	\$259	\$5,741
Health Care Bursary	2	1	1		N/A	\$18,000	\$1,000	\$17,000
#lgo2AU	55	1	54		1	\$2,000 1/deadline	\$1,000	\$1,000
Student Volunteer Award	10	2	8		2	\$4,000 2/deadline	\$2,000	\$2,000
Returning Student Award	36	4	32		4	\$8,000 4/deadline	\$4,000	\$4,000
Balanced Student Award	30	4	26		4	\$8,000 4/deadline	\$4,000	\$4,000
Total	221	27	194			\$75,600	\$21,966.35	\$53,633.65

The table includes only the applications that were reviewed by the Awards Committee during the 2017/2018 fiscal year. It does not include any applications that were disqualified and did not meet minimum criteria. Disqualified applications do not get sent to the committee.

Committee Report

Member Engagement & Communications Committee

Prepared by: Julian Teterenko, Chair

Date: 05 December 2017



Committee Members: Julian Teterenko, Shawna Wasylyshyn, Amanda Lipinski, Benjamin McDonald, Donette Kingyens, Jodi Campbell (non-voting).

Activity This Month

Shaw Student Promos:

The last of the students have used our promotion code that was available through Shaw, and we have received some of the numbers back of how it went. They are as follows:

In total, around 75 students reached out to inquire about the service.

Out of these, 20 were outside of the serviceable area.

20 students had their pre-existing student pricing renewed.

There were 9 new customer sign ups.

5 sign ups that then cancelled.

The rest of the students that contacted were either in the middle of a current contract or didn't provide enough information or further contact.

In total we should be receiving a cheque in the amount of \$175 made out to AUSU.

When new students sign up, we receive an amount based on the number of services that they sign up for. It is \$10 for a single service, \$35 for 2 services and \$50 for 3 services.

This will be something that we will be considering continuing to offer as it comes to no cost to AUSU and generates a revenue for us.

Newsletters:

The committee has been working on brainstorming ideas for upcoming newsletters and previewing the ones ready to send out.

AUSU Office Report

Jodi Campbell, Executive Director

Prepared: November 30th, 2017



Administration

Staff Updates:

I don't see any better to begin a report than to welcome a new member to the AUSU team. We are happy to announce that Emmanuel Barker has now started his role as our Governance & Advocacy Coordinator. We are absolutely thrilled to have Em join the team as he brings with him experience working with bylaws and policies, as well as knowledge working in a students' union environment. (previously with U of S)

Em's first week was filled with orientation activities and a great deal of reading as he began to familiarize himself with the governance side of AUSU. We look forward to incorporating him into the council meetings moving forward, so you will all have an opportunity to get to know him.

Year-End Activities & Audit:

The month of November has had me quite engaged with KRP conducting our annual audit. I am happy to announce that we are nearing the end of this process with final reviews and sign-off's happening during the first week of December. There were several areas KRP investigated throughout the process as they thoroughly reviewed the years activities. Areas included:

- Council meeting minutes and motions (follow through and accuracy)
- Financial payables packages
- Payroll review
- Accounts payables and receivables
- Internal Reserves

With two different Executive Director's employed in the year, KRP tested our protocols against both systems utilized by each ED. I was also able to highlight a number of areas where we have enhanced our control processes since I began. This includes a stronger relationship with our bookkeeper and integrating her into our monthly [processes](#). The response from the audit team has been positive and I anticipate the audit findings report will be ready to view in the new year.

General Administration:

- I continue to work with AU on a monthly reporting system for AUSU. This initiative has been ongoing for quite some time; however I do actually see some light at the end of the tunnel. I look forward to seeing positive results in the new year.
- The staff are ramping up preparations for the upcoming elections in 2018. Collaboration with AU is coming along very well as we hope to promote our election on a number of different AU media streams.
- Much work is currently being dedicated to updating our Staff Manual, EC Manual, and Councillor Manual.
- We are conducting some testing on our Globalmeet program to resolve the problems we are encountering with dropped calls during meetings. This can be frustrating, and we are

November 2017 Activity Report

- speaking with their tech department to problem solve this scenario.
- On November 8th & 9th I attended the western regional AMICCUS conference hosted here in Edmonton. It was my first opportunity to promote all the work we are doing here at AUSU and essentially put the organization on the map with all our colleagues from other colleges/universities across western Canada. The conference offered several sessions and networking opportunities over the two days and allowed the entire AUSU staff to attend together on one of the days.

Committee Support

Finance:

November was pretty quiet for the finance committee, although much of the efforts were being dedicated to the year-end audit activities. A new committee meeting schedule is in place that will see meetings taking place approximately 4-5 weeks after the month is completed. We have found that this schedule will better accommodate reports that we receive from our financial partners. (TD, CWB, etc.) With that being said, we will be reviewing our October statements on Dec 6th.

The closure of The Voice bank account took place in November. Funds will now be moved into an Internally Restricted Reserve for the Voice.

MECC:

Our AUSU newsletters have been solid over the past couple months. We've had some great student content that has made for very robust newsletters over the past couple months. It also goes to show that AUSU has had a great deal of activity to report to the membership during this time as well. The month of December will see one issue going out with two more issues being prepared for the month of January. If you have any feedback or suggestions for future newsletter topics, please let us know.

Our VPEX hosted another Meet & Greet this past month in Ottawa. I see nothing but good things coming from these events and anticipate amazing growth in this area as we continue into the new year. Students are loving the opportunity to engage with AUSU and we need to continue to foster this relationship in an effort to enhance our student engagement. Great Job Julian!

Executive Compensation Review Committee (ECRC):

The Executive Compensation Review action plan document is attached for your review. We are a month away from presenting the committee report to council and the group is working diligently to prepare the council report along with a revised Executive Compensation Policy (2.15) for review at the January meeting of council.

November 15th ECRC hosted a meeting with our current Executive team to review Q&A document that was compiled as well as to expand on the information that was collected from the EC team. This information was extremely valuable for the committee as they then began to piece together the recommendation to council.

Awards:

After a very busy awards season, the staff have now sent out notices to our award recipients. The committee has opened up conversations around ways to make the awards process more efficient

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and beneficial to the AUSU membership. I look forward to working with the committee to present some ideas to streamline this process.

The Voice

The Voice Magazine:

We are seeing some nice student engagement improvements since the launch of the Voice website last month. The subscriber list has more than doubled, traffic to the new site is strong with a 50% increase in viewership, and we are engaging with more students who are interested in writing articles for the magazine.

- Averaging 1500 unique visitors per week.
- Subscriber's increased from 220 to 632.
- Open rates by subscriber's have increased from 34% to 45%. (2 weeks ago, hit 50%)
- November launch contest was very successful with 497 entries. I know...I wish we could have gotten 3 more as well. lol

One of the primary changes that Karl has undertaken is the move to weekly articles being posted, while at the same time releasing the weekly issue of the magazine every Friday. This is keeping the website fresh and attractive to daily viewers. Keep up the good work Karl!

Governance

AUSU is nearing the end of a period of growth in the area of governance. After approving new bylaws, updating policies accordingly, and the addition of our Governance & Advocacy Coordinator, AUSU is in a good place as we move towards the new year. Once he's had a moment to settle into his new role, Emmanuel will be supporting our governance structure and advocacy initiatives, which will take AUSU to another level of professionalism in this regard.

Meetings

November 1	Weekly Staff Meeting
November 1	Executive meeting
November 2	Course Evaluation Meeting
November 6	KRP Audit meeting
November 6	G&A Interviews
November 8&9	AMICCUS Conference – Edmonton
November 14	Council Meeting
November 15	Weekly Staff Meeting
November 15	Executive Compensation Review Committee
November 17	Website Training with KOBOT

November 2017 Activity Report

November 20	Awards Committee Meeting
November 22	Weekly Staff meeting
November 23	Weekly Executive meeting
November 27	Executive Compensation Review Committee
November 29	Weekly Staff meeting

AUSU Office Report

Donette Kingyens,
Communications & Member Services Coordinator

Prepared: December 1, 2017



Administration

- **Student Inquiries**

- The majority of inquiries were related to AU, such as how to withdraw and admission requirements. There were also numerous inquiries regarding accessing lynda.com from students whose courses had not yet started.

	Emails	Phone Calls	Instant Chats	Website	Facebook
Nov 2017	14	2	3		1
Oct 2017	25	3	7		0
Sep 2017	27	2	4		3
Aug 2017	13	0	2		
July 2017	27	3	6	1	
June 2017	24	6	1		
May 2017	37	3	7		1
Apr 2017	32	0	7		1
Mar 2017	29	3	8		
Feb 2017	23	3	9	1	1
Jan 2017	38	3	9		1
Dec 2016	20	2	5	1	
Nov 2016	18	4	4		

**Numbers above are approximate.*

Does not include discussions with year-round award applicants or nursing student inquiries.

Website comments refers specifically to questions that required an answer on news/blog posts

Services

- **Statistics on Services Provided for the Month:**

- *NOTE: No grad cards in June as no graduates in June.*
- *No grad card sent in October as AU did not sent the list of graduates until November.*

Month	Mobile App Accounts	Lynda	Calendars	Eyewear Discount	Grad Cards	Welcome Email
Nov 2017	139	117	1	5	106	384
Oct 2017	231	276	0	5	0*	620
Sep 2017	227	203	2	4	108	764
Aug 2017	209	48	1	6	66	591

November 2017

July 2017	108	47	1	11	69	405
June 2017	133	81	2	6	0*	633
May 2017	157	63	0	21	261	1093
Apr 2017	100	21	1	3	78	1060
Mar 2017	188	162	0	12	87	424
Feb 2017	144	32	3	10	64	503
Jan 2017	84	152	8	8	103	766
Dec 2016	160	21	4	3	70	562
Nov 2016	211	48	3	9	75	367
Oct 2016	140	30	3	12	65	415
Sept 2016	291	33	3	7	104	751
Aug 2016	212	78	1	42	78	575

- Lynda.com

Month	Total Accounts	New Accounts	Videos Viewed	Hours viewed	Avg. min. per login	Certificates completed
Nov 2017	1,702	117	2,638	183	14	25
Oct 2017	1,591	276	4,205	273	15	42
Sep 2017	1,314	203	3,196	204	16	39
Aug 2017	1,279	48	2,861	205	32	62
July 2017	1,224	47	1,795	119	17	26
June 2017	1,178	81	1,871	125	12	29
May 2017	1,096	63	2,220	144	19	34
Apr 2017	1,032	21	2,735	182	22	38
Mar 2017	1,011	162	3,657	242	20	59
Feb 2017	848	32	1,873	121	17	28
Jan 2017	816	152	3,140	189	15	53
Dec 2016	731	21	3,161	221	48	68
Nov 2016	710	48	2,146	151	18	23
Oct 2016	843	30	1,510	117	21	18
Sept 2016	813	33	2,062	131	18	31
Aug 2016	780	78	2,568	168	20	46

- Course Evaluations

Month	Total Evaluations	New Evaluations
Nov 2017	628	7
Oct 2017	621	11
Sep 2017	610	14
Aug 2017	596	8
July 2017	588	16
June 2017	572	15
May 2017	557	13

November 2017

Apr 2017	544	6
Mar 2017	538	10
Feb 2017	528	7
Jan 2017	521	9
Dec 2016	512	8
Nov 2016	504	86
Oct 2016	418	65
Sept 2016	353	108
Aug 2016	245	10

- **Forum Registrations**

Month	Total Registrations	New Registrations
Nov 2017	79	9
Oct 2017	70	10
Sep 2017	61	31
Aug 2017	30	30

Social Media & Marketing

- **Newsletters**

- **Nov 3** - [AUSU Update – Virtual Group Therapy, New Policy, Subscribe To WIN, And More!](#)
- **Nov 17** - [AUSU Updates – Bryon Paegle Award, Win a Prize, Student Spotlight, and more!](#)

- **The Voice**

- Sent Voice ads for each Voice publication in November (Nov 3, 109, 17, 24).

Weekly Stats	Overall Visits	Unique Visits	Bounce Rate*	PDF Views	Highest # of Views per Article	Articles with over 20 views
Nov 24 – 30, 2017	1,187	1,031	65.22%	11	56	2
Nov 17 – 23, 2017	1,554	1,254	62.42%	9	61	6
Nov 10 – 16, 2017	1,378	1,176	60.18%	14	95	4
Nov 3 – 9, 2017	1,427	1,215	62.25%	18	33	3
Nov 2017 Overall	5,925	4,970	62.75%	56	124	22
Oct 27 – Nov 2, 2017	2,269	1,881	61.82%	15	38	4
Oct 20 – 26, 2017	1,612	1,170	62.4%	22	33	2
Oct 13 – 19, 2017	753	630	73.62%	15	42	1
Oct 6 – Oct 12, 2017	622	496	74.20%	31	20	0
Sept 29 – Oct 5, 2017	664	562	77.88%	11	22	2
Oct 2017 Overall	5,249	4,207	67.12%	54	51	10
Sept 22 – 28, 2017	756	638	79.90%	19	37	2
Sept 15 – 21, 2017	723	601	80.42%	14	35	1
Sept 7 – 14, 2017	646	549	76.72%	17	27	2
Sept 1 – 7, 2017	662	599	78.43%	17	24	1
Sept 2017 Overall	3,079	2,625	78.62%	70	54	11

November 2017

Aug 25 – 31, 2017	656	567	81.70%	19	73	2
Aug 18 – 24, 2017	819	664	66.36%	15	33	3
Aug 11 – 17, 2017	575	492	76.83%	13	46	1
Aug 4 – 10, 2017	432	357	78.92%	11	10	0
July 28 – Aug 3, 2017	847	716	78.75%	17	68	3
Aug 2017 Overall	2,690	2,265	76.26%	63	73	7
July 21 – 27, 2017	492	418	77.70%	10	22	1
July 14 – 20, 2017	514	419	75.68%	13	16	0
July 7 – 13, 2017	525	441	77.74%	15	12	0
June 30 – Jul 6, 2017	664	531	77.36%	18	26	1
July 2017 Overall	2,608	2,172	79.12%	59	58	7
June 23 – 29, 2017	782	576	72.94%	29	31	1
June 16 – 22, 2017	694	578	73.29%	16	66	3
June 9 – 15, 2017	592	473	73.75%	17	18	0
June 2 – 8, 2017	683	580	70.33%	21	31	1
June 2017 Overall	3,028	2,421	71.44%	88	69	9
May 26 – Jun 1, 2017	613	507	74.34%	20	60	2
May 19 – 25, 2017	704	557	74.26%	13	27	1
May 12 – 18, 2017	688	577	76.74%	13	28	1
May 5 – 11, 2017	799	667	71.71%	20	23	1
Apr 28 – May 4, 2017	1,057	900	78.87%	13	73	2
May 2017 Overall	3,166	2,637	75.92%	64	97	9

*Bounce Rate is the % of people who only visit 1 page and leave without any further interaction with the site.

- **Mobile App**

	Total Accounts	New Accounts	Social Connections (total)	Social Connections (month)	Campus Activity (total)	Campus Activity (month)	Events Scheduled
Nov 2017	5,214	139	2,145	73	40,739	2,688	41
Oct 2017	5,075	231	2,072	112	38,051	3,099	25
Sep 2017	4,844	227	1,960	238	34,952	4,652	31
Aug 2017	4,617	209	1,722	128	30,300	3,063	24
July 2017	4,408	108	1,594	38	27,237	1,412	56
June 2017	4,300	133	1,556	56	25,825	1,464	20
May 2017	4,167	157	1,500	48	24,360	1,403	23
Apr 2017	4,010	100	1,452	100	22,957	1,703	7
Mar 2017	3,910	188	1,352	122	21,254	2,502	27
Feb 2017	3,722	144	1,230	57	18,752	1,046	23
Jan 2017	3,578	84	1,173	75	17,706	1,474	148
Dec 2016	3,494	160	1,098	65	16,232	1,337	17
Nov 2016	3,334	211	1,033	62	14,899	1,316	27
Oct 2016	3,123	140	971	101	13,583	1,571	173
Sept 2016	2,983	291	870	73	12,012	1,281	127
Aug 2016	2,692	212	797	89	10,731	1,343	31

- **Website Analytics**

The chart below lists **page views** for our most popular pages. Note, the totals do not reflect how many people actually filled out applications (ie. for awards or course evaluations), just how many people visited the page.

Month	Total Views	Unique Views	Awards	Careers	Course Evals	lynda	Mobile App	Eyewear	Student Lifeline	FAQs	The Voice
Nov 2017	10,191	4,265	1,201	287	510	1,557	96	155	84	45	45
Oct 2017	19,068	8,028	5,220	301	411	2,243	119	237	173	46	32
Sep 2017	16,456	6,929	3,748	266	106	2,400	149	213	197	45	53
Aug 2017	7,947	3,382	506	187	694	587	87	224	119	26	22
July 2017	8,630	3,686	671	300	708	763	91	228	112	26	17
Jun 2017	11,294	4,858	927	130	589	851	60	185	120	35	51
May 2017	10,486	4,379	975	136	773	665	276	607	256	59	35
April 2017	15,713	6,338	5,557	155	508	510	110	80	101	n/a	28
Mar 2017	13,012	5,487	3,170	359	494	1,281	112	345	156	n/a	44
Feb 2017	7,106	2,909	559	202	466	453	274	245	77	n/a	15
Jan 2017	11,158	4,853	2,263	274	431	1,254	130	213	130	n/a	24
Dec 2016	6,463	2,827	448	218	445	383	100	115	108	n/a	32
Nov 2016	13,042	5,451	1,067	262	669	585	411	267	189	n/a	34
Oct 2016	17,815	7,483	3,613	244	600	428	236	179	197	n/a	33
Sept 2016	16,024	6,752	2,200	293	748	552	561	182	309	n/a	66
Aug 2016	10,010	4,296	675	404	506	1,038	178	209	138	n/a	50

Month	Advocacy	Quick Links	Forum	Health Plan	Exec Blog	Finances	Council	Minutes	Agendas	News & Archives	Policies
Nov 2017	54	54	640	169	88	30	189	20	73	122	248
Oct 2017	32	73	343	216	120	53	163	24	57	137	375
Sep 2017	27	74	417	244	44	32	234	27	45	152	205
Aug 2017	45	72	402	173	58	35	102	40	79	151	253
July 2017	64	33	329	194	309	31	133	49	47	137	268
Jun 2017	60	38	770	131	95	24	213	27	40	135	224
May 2017	90	34	319	171	n/a	71	341	42	301	81	244
Apr 2017	67	33	118	109	198	63	293	62	77	151	345
Mar 2017	151	37	66	147	45	86	319	45	101	165	269
Feb 2017	29	49	86	143	85	65	152	59	84	143	399
Jan 2017	71	45	150	178	236	79	193	66	95	137	365
Dec 2016	21	33	60	91	386	76	124	56	80	111	268
Nov 2016	45	59	132	202	83	26	281	54	73	127	325
Oct 2016	35	65	127	217	589	29	343	67	112	126	287
Sept 2016	82	51	136	266	46	60	300	44	82	149	289
Aug 2016	35	69	112	265	209	101	409	53	97	231	356

- **Website Polls**

- Are you currently taking courses at more than one university (distance or in-person)?
 - I am just taking courses at AU 51
 - I am taking courses at one other school 5
 - I am taking courses from 3 or more schools 1
 - **Total Responses:** 57
 - **Posted:** Nov 6 – Dec 4

- **Social Media Statistics:**

- **Facebook**

Month	Total Posts	Total Likes	New Likes	Average post reach	Overall Engagements	Overall Impressions
Nov 2017	60	1,274	30	434	231	54,763
Oct 2017	69	1,256	42	465	289	61,291
Sep 2017	54	1,224	27	215	96	21,200
Aug 2017	58	1,205	17	318	201	35,968
July 2017	66	1,198	25	366	208	43,291
June 2017	73	1,179	20	484	287	64,507
May 2017	64	1,168	20	486	348	59,076
Apr 2017	61	1,156	26	414	250	40,158
Mar 2017	73	1,139	26	281	252	42,433
Feb 2017	58	1,124	19	506	149	47,163
Jan 2017	72	1,110	43	538	260	67,114
Dec 2016	52	1,077	40	637	249	58,210
Nov 2016	70	1,041	91	424	370	64,324
Oct 2016	53	973	69	434	569	63,968
Sept 2016	60	916	121	523	345	60,235
Aug 2016	54	797	25	437	251	63,419
July 2016	45	777	16	503	77	59,619
June 2016	59	770	26	344	113	37,591

- **Twitter**

Month	Total Posts:	Total Followers	New Followers	Retweets	Link Clicks	Overall Impressions
Nov 2017	56	832	8	12	53	13,024
Oct 2017	65	834	14	42	71	16,605
Sep 2017	48	830	11	9	43	10,877
Aug 2017	58	824	8	144	45	12,078
July 2017	63	820	7	29	49	15,445
June 2017	71	817	8	21	69	18,371

November 2017

May 2017	60	815	15	20	110	14,387
Apr 2017	59	809	9	15	73	12,899
Mar 2017	70	808	20	19	104	18,219
Feb 2017	52	796	13	18	64	17,453
Jan 2017	71	793	15	18	111	21,505
Dec 2016	51	783	16	16	80	14,485
Nov 2016	80	779	60	31	87	20,526
Oct 2016	52	720	39	13	76	16,393
Sept 2016	51	688	57	19	67	13,618
Aug 2016	51	640	14	10	64	11,681
July 2016	45	636	16	8	53	10,396
Jun 2016	53	625	17	12	55	14,096

o LinkedIn

Month	Total Posts:	Total Followers	New Followers	Engagements	Link Clicks	Overall Impressions
Nov 2017	54	232	2	22	17	2,739
Oct 2017	63	230	0	63	49	4,456
Sep 2017	49	232	1	34	25	2,636
Aug 2017	58	231	0	43	36	4,128
July 2017	60	233	1	29	24	3,411
June 2017	69	232	0	30	21	3,578
May 2017	57	232	0	35	28	2,851
Apr 2017	53	234	0	53	43	3,619
Mar 2017	55	234	3	65	44	5,139
Feb 2017	39	231	1	52	39	4,183
Jan 2017	64	233	1	49	38	4,523
Dec 2016	52	232	3	35	25	3,559
Nov 2016	61	229	71	32	18	5,203
Oct 2016	53	158	56	44	36	3,984
Sept 2016	50	110	89	52	27	3,022
Aug 2016	20	22	0	35	27	1,239