



Athabasca University Students' Union

Council Meeting Minutes

APPROVED February 13, 2018

Monday, January 15th, 2018

5:30 pm MT

Meeting Called By: Shawna Wasylyshyn, President
Type of Meeting: AUSU Council Meeting
Minutes: Donette Kingyens, Communications and Member Services Coordinator and Governance and Advocacy Coordinator Emmanuel Barker

Participants

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

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

Members: Carla Knipe, Lauren MacLean, Mark Teeninga

Absent:

Meeting called to order at 5:31 pm MT.

Agenda and Minutes

1.0 Adoption of Agenda S. Wasylyshyn

Motion: BIRT AUSU council adopt the agenda.

R. Bleich / A. Lipinski

Carried 6/0

2018-01-15 Council Agenda.pdf

2.0 Approval of Council Meeting Minutes S. Wasylyshyn

Motion: BIRT AUSU council approve the minutes of the December 12th, 2017 regular council meeting and the December 18, 2017 special council meeting.

A. Gray / R. Bleich

Carried 6/0

2017-12-12 Council Minutes DRAFT.docx

2017-12-18 Special Council Meeting Minutes DRAFT.docx

A couple minor changes were made to the December 12, 2017 meeting minutes.

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

Action Items

3.0 Review of Action Items S. Wasylyshyn

Note: The status of the action and agenda items at the bottom of the most recent regular council minutes (December 12, 2017 in this case) were reviewed briefly.

J. Tetrenko joined the meeting at 5:38pm MT.

New Business

4.0 Executive Compensation Review Committee Report Presentation

R. Bleich

Motion: BIRT AUSU council accept the January 2018 executive compensation review committee report, as well as discharge the committee and thank them for their work.

R. Bleich / J. Teterenko

Carried 7/0

ECRC_Report_to_Council_Jan2018_DRAFT.docx

Note: See ECRC recommendation package folder for the complete list of included documents.

The following notes were made:

- The purpose of the committee was to ensure fair compensation and benefits for the executive councillors at AUSU and to ensure a transparent and thorough review process.
- The committee reviewed the executive compensation of numerous other student councils. The hourly compensations ranged from \$18.88 to \$30 per hour.
- The committee decided to increase the hourly compensation for AUSU executives from \$21 to \$22 per hour, with the hour requirements remaining unchanged.
- The health spending amount was made the same for all executives, and not just restricted to a health plan as a lot of AU students will already have a health plan. The coverage was extended to cover extra health and wellness related expenses.
- A minor change was made to the tuition benefit as the committee felt that executives coming in partway through the term should not be penalized from receiving the benefit.
- A change was made to the equipment provided if an executive requires a computer. The committee decided the executive could no longer pay out the cost to keep the computer, but instead would need to return it to AUSU at the end of their term.
- An \$80 equipment expense was added since the executives use their own tools and internet as they work from home.
- Changes were made to how banked hours are handled to help ensure executives are able to use them or have them paid out.
- The committee had extensive discussions regarding whether to add a fourth executive position, which was being considered as there was a lot of overtime being put in. However, upon reviewing executive timesheets and noting that most overtime was recouped, the committee did not decide to recommend a fourth executive.
- The committee also reviewed councillors sitting on AU committees. Although executives tend to be more aware of student issues, councillors could benefit from the experience of sitting on AU committees.
- The committee came up with a new timesheet tracking database to accommodate the specific portfolio for each executive.
- The committee decided to add one month for the executive compensation review committee as there was a lot of work to be done.
- A question was raised about section 4.7 regarding the executive overtime being paid out at a 1:1 ratio, given that new Alberta legislation dictates overtime accrual as 1 to 1.5. According to the Alberta government, however, executives do not fall under same legislation as employees do. Some other student unions do not compensate for overtime at all. The committee decided to keep the compensation at a 1:1 ratio.
- A question was raised about paying out up to 30 hours of banked time to executives at the end of their term, given that it would be hard for them to use banked time during their last month when they are transitioning the new executives into their role. The committee discussed this extensively, and felt that it would be unfair to not pay out banked time if executives don't have the opportunity to use it all in their last month, since it is reimbursement for work they did put in on behalf of AUSU.
- A question was raised about whether the threshold would be 35 hours for the president as they work 35 hours per week. The amount was left as equal across all executives, with a maximum of 30 hours that can be paid out.

- The terms of reference for the ECRC committee were not placed on this agenda due to a lot of other work that needed to be done. The executives decided to hold off on the policy update until they are due in June according to the policy revision schedule.
- The committee felt they would prefer to vote on the ECRC terms of reference policy before the council changeover, so it was agreed it would be put on the February agenda.

Action Item

5.0 Fee Increase, First Reading

S. Wasylyshyn

Motion: BIRT AUSU council approve a membership fee increase in the amount of \$1.50 per credit to take effect on January 1, 2019.

R. Bleich / J. Teterenko

Defeated 2/5

R. Bleich, A. Lipinski, K. Newsome, B. Simmons, and S. Wasylyshyn opposed.

Fee Increase - AUSU Budget 2017-2018.xlsx

Fee Increase Communications Plan.docx

It was clarified that in accordance with the bylaws, this motion required a 2/3 majority vote of council to pass. With 7 councillors in attendance, this means 5 councillors must vote in favour to pass.

The following points were made:

- The VPFA and Executive Director looked further into the AUSU financial situation, including a conversation with AUSU's investment advisor.
- The current deficit budget will reduce AUSU's investments such that the investment fees will be increased and may need to be moved into a different type of account.
- AUSU will continue to work with the investment broker to determine the impact of a reduction in AUSU's reserves based on the current budget deficit.
- AUSU is offering more services and costs are rising so a fee increase will be necessary, but more investigation is needed before approving the increase timeline.
- ASUSU recently found out that AU was clawing back some fees from withdrawals despite the fees being listed as non-refundable in AUSU bylaws. More research will be needed to determine exactly how refunds are handles in the case of special circumstances.
- The current council started the process of increasing services, communications, councillors, and staff which has increased AUSU's expenses, so the current council should be responsible for passing the new fee increase.
- AUSU cannot get a budget back in the black without cutting staff or services if the fees are not raised.
- A suggestion was made to dedicate the reserve funds to certain tasks, such as creating an endowment fund that would fund awards or bursaries with the interest. For example, putting \$200,000 into an endowment would generate approximately \$8,000 annually.
- If AUSU chooses not to do a fee increase until after more of the reserve is spent, that money is gone.
- Council agreed that some more research is needed in order to make an informed decision.
- The VPFA and ED will be putting together a report for council.

6.0 Policy Revisions

B. Simmons

Motion: BIRT AUSU council adopt the updated copy of policy 8.01 Terms of Reference: Finance Committee.

A. Lipinski / B. Simmons

Carried 7/0

Policy_8.01_Finance Committee_TOR.docx

- The policy was revised to only require 4 meetings per year. Although more meetings can be held, it is hard to review trends when reviewing finances on a monthly basis.
- The council will still be sent all the reports monthly, but it would be easier for the committee to review the trends when meeting quarterly.
- A question was raised about where it is written that the financial statements should be sent out each month. It was noted this is outlined in policy 6.06 but states they are to be sent to the finance committee.
- It was suggested that when policy 6.06 is up for review, it should specify that the finance packages should be sent to all of council monthly. **Action Item**
- In accordance with the changes being made to policy 2.14, the finance committee members will be paid per meeting.

Motion: BIRT AUSU council adopt the updated copy of policy 8.02 Terms of Reference: Awards Committee.

R. Bleich / B. Simmons

Carried 7/0

Policy_8.02_Awards Committee_TOR.docx

- Changes to this policy were made to allow for monthly compensation for the awards committee since the bulk of work is done asynchronously.
- It was decided that the chair of the committee should be compensated \$75 per month, not \$50, as they do a fair bit more work.

Motion: BIRT AUSU council adopt the updated copy of policy 8.04 Terms of Reference: Member Engagement and Communications Committee

A. Gray / J. Teterenko

Carried 7/0

Policy_8.04_Member_Engagement_and_Communications_Committee_TOR.docx

- It was noted that a lot of work was done to work out what kind of members can be part of this committee to ensure enough councillors are on the committee.

Motion: BIRT AUSU council adopt the updated copy of policy 2.06 Student Representation on AU Committees.

A. Gray / J. Teterenko

Carried 7/0

Policy_2.06_Student_Representation_on_AU_Committees.docx

- This policy had extensive revisions as the executive was asked to clarify how AUSU councillors can sit on AU committees.
- A question was raised about the pay for non-councillors sitting on AU committees. The policy indicates they would not be paid more than councillors are paid for sitting on internal committees. However, they would be required to also attend AUSU council meetings for no pay, which tend to last around 3 hours and may not always be relevant to the committee the non-councillor is sitting on.

- It was noted that AUSU would be offering a great opportunity for non-councillors to get involved.
- Some committees are best suited to AUSU executives due to the amount of institutional knowledge and work required, such as the Board and the General Faculty Council.
- A change was made to the policy to state members at large on AU committees only need to attend AUSU council meetings at the request of the AUSU president, instead of having to attend all council meetings.

Motion: BIRT AUSU council adopt the updated copy of policy 2.15 Executive Accountability and Compensation as per the recommendation from the executive compensation review committee, to take effect as of the changeover meeting on April 10, 2018 for the executive councillors elected in the 2018 executive election.

K. Newsome / S. Wasylyshyn

Carried 7/0

Policy_2.15_Executive_Accountability_and_Compensation_2018.docx

- A question was raised about section 2.05.06.03 that states executives cannot use banked hours to miss any AUSU council or committee meetings.
- It was noted that there is a difference between not attending a meeting due to having surpassed the required hours in a given week, versus specifically using banked hours to miss meetings.
- It was suggested that executives be able to miss committee meetings that they are not the chair of with banked time. However, the majority of council agreed that executives should not be able to use banked time to miss committee meetings.

Old Business

7.0 **Motion:** BIRT AUSU council adopt the updated copy of policy 2.14 Council Governance: Councillor Responsibilities and Honoraria: S. Wasylyshyn

R. Bleich / S. Wasylyshyn

Carried 7/0

Policy_2.14_Councillor_Responsibilities_and_Honoraria_EXEC_EDITS.docx

Note: This proposed motion was tabled during the December 12th council meeting.

Reports

8.0 Reports for the Month of December 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.

8.1 President's Report

S. Wasylyshyn

2017-12 President Report.pdf

A question was raised about the comment in the presidents' report regarding incorrect information in the AUSU course evaluations.

- It was noted that there were a couple of words choice errors, such as claiming the reviews were confidential when they should state anonymous. These were fixed during the discussion.
- The evaluations themselves will be overhauled to be easier to fill out and less institutional.

- The course evaluations have been out for almost 3 years but have less than 700 filled out.
- The results still show evaluations from 3 years prior, but the courses may have changed.
- Since AUSU calls them course evaluations, which is what AU call their own course evaluation, which caused some confusion for students regarding which evaluations they are filling out.
- The MEC Committee will be working on a complete course evaluation overhaul.

A question was also raised about the statement that the prior VPFA was not completing all of his duties, and what steps are being put in place to ensure this does not happen again.

- The prior VPFA was not reviewing the payables packages and had no comments or questions about them, which the President was unaware of until the role was vacant.
- The executives are accountable to each other and to council, however, since they do not work together in the same office it is difficult to tell that the executive jobs are being done properly.
- The current VPFA and executive director are putting together some instructions to help new VPFA's in the future to orient to their role.
- The former VPFA received hours of training from the outgoing VPFA and staff.
- The new timesheets will be easier to use and increase transparency.

8.2 Vice President External and Student Affairs' Report

J. Teterenko

2017-12 VP External Report.pdf

A question was raised about whether or not the VPEX hours were submitted as the report says they were not. The VPFA confirmed he has now submitted his reports.

A question was raised about why it lists 30 hours worked the week ending December 31, however, AUSU was closed that week so the executives were not working. It was noted this was an error.

It was noted that the AU Board of Governors prepared a "Strategic Plan", but it did not look like a strategic plan, and was more just an outline of values and generalizations with fancy visuals. Consequently, the VPFA and 5 other people voted against the strategic plan, although it still passed.

8.3 Vice President Finance and Administration's Report

B. Simmons

2017-12 VP Finance and Administration Report.pdf

B. Simmons was elected as the new VPFA in December and just began the role January 1. He has been working to get everything in order.

8.4 Executive Meeting Report

S. Wasylyshyn

2017-12 Exec Meeting Report.pdf

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 was circulated to council for review and acceptance in their role as the governing council of AUSU.

8.5 Finance Committee Report

B. Simmons

2017-12 Finance Committee Report.pdf

Although there was no VPFA for the December finance meeting, the Executive Director chaired the meeting and there was some robust conversation.

The VPFA and Executive Director met with KRP and finalized the audit. Some plans were made to make financial documents easier to read and understand in the future.

8.6 Awards Committee Report

2017-12 Awards Committee Report.pdf

R. Bleich

The awards chair participated in an external awards committee.

8.7 Member Engagement and Communication Committee Report

2017-12 MEC Committee Report.pdf

J. Teterenko

The MECC committee has been busy discussion revamping the course evaluations.

AUSU is also planning a new student mail out initiative but is just waiting for information from AU.

The Facebook Live sessions and Meet & Greets have been going really well.

8.8 Executive Compensation Review Committee

2017 ECRC Actions Jan 8.xlsx

R. Bleich

8.9 Executive Director's Report

2017-12 Executive Director Report.pdf

J. Campbell

8.10 Communication and Members Services Coordinator's Reports

2017-12 Communications Coordinator Report.pdf

D. Kingyens

8.11 Acceptance of Reports

All

Motion: BIRT council accept the December 2017 reports as presented.

A. Gray / K. Newsome

Carried 7/0

Question & Answer Period

9.0 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 question was raised about AU improperly calculating student union fee refunds.

- AUSU bylaws state that the membership fees are non-refundable, but apparently AU was unaware of this and has been refunding them.
- AUSU still needs to determine how fee refunds will be handled, such as considering extenuating circumstances.
- The fee refund philosophy will need to be determined before knowing how this will impact AUSU's revenue.
- Council agrees a fee increase is necessary, but for now some more information is needed to make an informed decision.

Some comments were made regarding the potential fee increase:

- It is a small fee increase – although it is a 50% increase, that only works out to a total of \$200 over the courses of a degree
- AUSU has a lot of value and benefits for students
- Running a deficit budget may discourage future councillors from expanding or growing AUSU's services.

Some comments were made regarding the course evaluations:

- There are a lot of comments in the mobile app regarding what courses are like, and what courses students recommend.
- It would be nice to highlight some of the courses that members find useful or beneficial.
- Being able to rate courses on how difficult they are would also be helpful.

Next Meeting and Adjournment

The next meetings of council will be:

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

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

J. Teterenko moved to adjourn at 8:43 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	In progress	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	Complete	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	Complete	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

December 12	Complete	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	Complete	Policy Revisions: The executives are to review the committee terms of reference to ensure fair compensation. Executives
January 15	December 2018	Policy Revisions: When policy 6.06 is up for review, it should specify that the finance packages should be sent to all of council monthly. Executives
January 15	February 2018	Executive Compensation Review Committee Report Presentation: The ECRC terms of reference are to be put on the February council agenda. Staff

AUSU Executive Report

Shawna Wasylyshyn, President

Prepared: January 3, 2018



Current Issues

AUSU – AUSU Council elected VPFA Brandon Simmons on December 18, and he officially started in his role on January 2. The last two months without a VPFA have been challenging, and as acting VPFA I came to understand that our prior VPFA was not fulfilling responsibilities related to financial oversight.

AU – AU had a very busy month with the culmination of several projects that has been on the go for the majority of the year. Examples include the strategic plan and course and program review.

Committees

AU Board of Governors: The board welcomed new members this month, and at long last we have no vacancies on our board. A full listing of the members can be found here: <http://ous.athabascau.ca/board/documents/BOG%20Membership.pdf> I attended in person a Board Social event on December 14, and the Board meeting on December 15. After a lengthy in camera session which I cannot discuss, the Board approved the AU strategic plan by a vote of 9/6/2. I voted in favor.

Other items of note from the meeting, were that the University is considering cost cutting measures for convocation, including potentially charging students to rent academic regalia! I spoke up very firmly against such an idea, citing that today's graduates are tomorrow's alumni, donors and ambassadors for AU. Why send them off with a sour taste?

Further, I vehemently opposed the administration's request to delay the changes to the course materials fee, which was originally approved to begin on January 1. The reason I opposed it, was that you may remember in July (here is a link to my blog if you don't remember <https://www.ausu.org/2017/07/july-executive-blog-2/>) when the Board passed a budget that included hefty tuition and fee increases for out of province students, I supported it based on the fact that we would at long last realize some savings in course materials. I argued that by removing the benefit for students that was tied to the tuition and fee package, it is the equivalent of "sucker punching students" and a "lose – lose situation" that I would not and could not support. The motion carried with two opposed – myself and Julian.

BOG Sub Committees:

BOG Honorary Awards: No meetings this month

BOG Finance and Property: The committee met on December 7, and I attended in person. It was a fairly standard meeting, with the exception of the committee's approval to recommend that the board delay the implementation of the changes to the course materials fee, which I was the only vote opposed to.

BOG Governance Review: No meetings this month, but this committee has essentially completed its work. Final drafts of the BOG general bylaws and committee TOR's have been circulated to the Board for discussion and review. I will remove this committee from the list in subsequent reports.

General Faculties Council: I attended a special meeting of GFC in person on December 18. It was a full day meeting, with a jam packed agenda. Items of note were the quarterly update on strategic enrollment plan indicators and the Biennial student experience survey. There were hearty conversations held on both topics, specifically surrounding low student satisfaction and the many suggestions and comments that arose from the biennial survey. By far the most anticipated agenda item, was the recommendations from the ad-hoc course and program review committee, which made dozens of recommendations on courses and programs to close, fix or maintain. After a lengthy discussion, the recommendations were adopted with one vote opposed.

GFC Sub Committees:

Student Academic Appeals Committee: This committee met once, on December 7, but I had to send my regrets due to a conflict with the Finance and Property committee.

GFC Exec: No meetings this month.

GFC Governance Review: No meetings this month.

Academic Integrity Working Group: No meetings this month.

Strategic Plan Steering Committee: This committee's work is done, now that the strategic plan has been adopted by the Board. I will remove this committee from my subsequent reports.

AUSU MECC: MECC met on December 15, but I was absent on AUSU business. I have continued to participate in committee work via email. I hosted a Facebook Live session with Alain May in December and I scheduled an AUSU meet and greet in Edmonton for January 9.

CASA: Nothing to report.

CASA Sub Committees:

CASA Federal Policy Committee: I have volunteered to work on a policy for "creating a University in Nunangat".

Faculty Councils:

Faculty of Health Disciplines: No meetings this month.

Faculty of Business Undergraduate Program Council: The committee met on December 5 and I attended via teleconference. On the agenda was the AUSU course evaluations. Some faculty members are concerned with the quality and validity of the results we are publishing. I acknowledged that our evaluations need some attention and revision and this is something our MECC is aware of and our staff is working on. This was embarrassing, and I urge us to get a plan in place to get these up to snuff asap as our credibility as an organization suffers when we publish incorrect or misleading information on our website.

Faculty of Business Faculty Council: No meetings this month.

AUSU Business

AUSU Office Closures – I became aware that as often as a few times per month, our staff were closing up the office for a variety of reasons or durations. I communicated the expectation that unless prior approval is given by the executive team, the expectation is that our office will remain open during our posted office hours. With 3 full time and one part time employee in the office, this should be a matter of appropriate scheduling and management. This is not to say that exceptions can't or won't arise, but the primary expectation is that we are open during our business hours.

AUSU Seat on General Faculties Council and Sub-Committee, Student Awards Committee – on December 18, Brandon Simmons was elected as VPFA, and I communicated with the AU office of the University Secretariat that Brandon will fill our vacant seat on GFC and all standing committees on which there was a current vacancy.

Meetings

AU Seasonal Cheer – I was pleased to attend the AU Seasonal Cheer event at the Glenora club in Edmonton, with Jodi Campbell as my guest. We had a fantastic time, mingling with students, alumni and faculty.

Alain May, Associate VP of Student and Academic Services – Alain requested a consultation with AUSU on the requested changes to the course materials fees on December 8. Jodi, Julian and I attended and voiced our disapproval of the plan.

Resource Planning Advisory Group – On December 11 and 12, I spent two full days in Athabasca for resource planning meetings. The group was put together to consider over 101 budget asks that have been put in place for the next fiscal year. Overall, it was an impossible task and one that was very draining! To make matters worse, as a student representative, I didn't have a vote on the committee, I was there to ensure that the student perspective was heard, and I did my best to ensure that was the case.

December 2017 Activity Report

- 4 – Vern Hume, AU
- 4 – AUSU Exec
- 4 – Faculty of Business Special Meeting
- 5 – Faculty of Business Undergraduate Program Council Meeting
- 7 – BOG finance and property committee
- 7 – AU Seasonal Cheer
- 8 – Alain May
- 11 – AU Resource Planning Committee
- 12 – AU Resource Planning Committee
- 12 – AUSU Council
- 14 – BOG Social Event
- 14 – BOG Meeting
- 18 – GFC Meeting
- 18 – AUSU Election
- 19 – AUSU Exec Meeting

Hours

Weekly Breakdown

Week ending:	Vacation Hours	Hours Worked	Banked Time Used	Banked Time Earned	Banked Time Remaining
December 10	0	47.25	0	12.25	16.75
December 17	0	48.5	0	13.5	30.25
December 24	0	27	8	0	22.25
December 31	0	0	0	0	22.25

Timesheets and Compliance

I haven't received a timesheet from Julian since December 4. Admittedly, my schedule was very intense throughout December and I fell behind on submitting timesheets for a period of time as well. We had agreed to catch up and send them to each other prior to the Christmas break, and I sent mine on December 21 but I didn't receive one from him.

AUSU Executive Report

Brandon Simmons, VP Finance and Administration

Prepared: January 5, 2018



During December the VPFA position was still vacant. On December 18 an executive election was held and Brandon Simmons was elected VPFA and it was decided that he would assume the position after the Christmas break.

Executive Motions

Date	Motion
Dec 4	<i>BIRT AUSU Executive Council performed an informal review of policy 2.06 and found that no changes or edits were required. Moved: Wasylyshyn Second: Teterenko Carried 2/0</i>
Dec 4	<i>BIRT AUSU Executive Council performed an informal review of policy 2.07 and found that no changes or edits were required. Moved: Wasylyshyn Second: Teterenko Carried 2/0</i>
Dec 4	<i>BIRT AUSU Executive Council performed an informal review of policy 2.11 and found that no changes or edits were required. Moved: Wasylyshyn Second: Teterenko Carried 2/0</i>

AUSU Executive Report

Julian Teterenko, VP External and Student Affairs

Prepared: 09 January 2018



Committees

AUSU MECC: See MECC Report.

AUSU Finance: See Finance Report.

AUSU Awards: See Awards Report.

Board of Governors:

This month, the Board of Governors gained some new public members. We had a Board Social event to welcome these new members. The day after, Shawna and I attended the Board meeting at AU in downtown Edmonton. At this meeting, we discussed the AU strategic plan in camera that we later voted on. It passed with a vote of 9 for, 6 against, and 2 abstained. I voted against it.

One of the things that came out was that university was considering charging students for their regalia during convocation. Shawna spoke out against this as charging students for this is not a good send off for them.

Another thing that came up was that the course material fee. The change to the fee is being delayed as the bookstore that the university is planning to set up is not ready. So instead of implementing a half step, they are keeping the fee at what it currently is and will look at changing it when they have the bookstore ready to run. Shawna and I both opposed the motion to keep the fee at the current cost.

GFC:

I called into this GFC meeting as it was a special meeting. During this meeting updates were given on the strategic enrollment plan and the student experience survey. The reason that I attended though was because the results from the ad-hoc course and program review committee were being discussed. Since I sat on that committee, I wanted to be there to hear the results from GFC. After a very lengthy discussion on the topic, the recommendations were adopted.

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: No meeting this month.

Student Systems Student Advisory Group: No meeting this month.

ICT Governance:

This was the first meeting that I attended that AU's new VPIT was in attendance. At this meeting, we discussed the sanctioned investment proposal process and the template that would go with it. We also had updates on the discretionary investment proposal, the grade integration and tutor pay project and their change requests, the SRM system project and its change request. We also got an update on the Capital Planning process for the next year.

Some of the Information items to note from the meeting were that we are within the budgeted amount on IT project coming to the year end.

The systems alignment with the FHSS Reorganization project will not make the end date that was planned for it and its current schedule health is in the red, although it is still within the budgeted amount.

The SRM System project is all green and on track to being completed.

The Grade integration and tutor pay project is almost all green except for the fact that it is two weeks behind schedule due to some unanticipated work.

We also were presented with the request for change report items as an information item. Everything seems to be there from the LTSAG and SSAG committees.

AUSU Business

New Executive:

The AUSU Council elected Brandon Simmons as the new VPFA starting in January. It will be good to be back at full strength on the executive.

Ad-Hoc Program and Course Review Committee:

The committee work came to an end and the recommendations went to GFC in December. At GFC the recommendations were adopted. It was great to see that all of the work that was put into this committee was being passed to fulfill the recommendations.

CASA:

During the last week of November and into the first few days of December, 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.

AU Seasonal Cheer:

I attended this event that was held at the Glenora club in Edmonton, AB. I had a great time and got to meet with students, alumni, and faculty. Also in attendance were Shawna and Jodi.

Consultation on Course fees:

Shawna, Jodi, and I attended a consultation session that Alain May requested with us. We voiced our concerns and disapproval on the requested changes to the course materials fees, after the university said that it would be lowering them before.

Meetings

December 04 – AUSU Executive
December 06 – AUSU Finance
December 07 – AU Seasonal cheer
December 08 – Meeting w/ Alain May
December 08 – ICT Investment Governance
December 12 – AUSU Council
December 12 – CASA Board
December 14 – AU IT IGC Overview
December 14 – Meeting w/ Jodi
December 15 – AUSU MECC
December 18 – AUSU Council
December 19 – AUSU Executive
December 20 – Meeting w/ Jodi

Hours

Weekly Breakdown

Week ending:	Hours Worked	Banked Time Used	Banked Time Earned	Banked Time Remaining
03 DEC 17	62	0	32	30
10 DEC 17	30	0	0	30
17 DEC 17	30	0	0	30
24 DEC 17	30	0	0	30
31 DEC 17	30	0	0	30

Timesheets and Compliance

This month both Shawna and I had both been late in submitting our timesheets. It had been a busy month and when we discussed it we said we would send each other our missing timesheets and look them over to approve. I have reviewed the timesheets from Shawna Wasylyshyn and found them to be in compliance with AUSU policy.

Committee Report

Finance Committee

Prepared by: Brandon Simmons, Chair

Date: January 5, 2018



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

Activity This Month

The finance Committee met on December 6, 2017. At the time of the meeting a new VPFA had not yet been elected, as a result it was decided by the committee that Jodi Campbell would chair the meeting. During the meeting the committee reviewed the October 2017 financials, this was the first time that the committee was able to review the consolidated AUSU financials. In the past AUSU has kept separate accounting files for the AUSU operating account and The Voice Magazine but starting October 1, 2017, these accounting files have been combined.

This has been a recommendation from the Auditors in the past and something that has been in the works for years. From an accounting standpoint this is inline with best practices and will offer a more robust and accurate financial representation of the organization as a whole. The voice accounts have been set up as a sperate expense group like other budget categories so that we can still accurately track the individual expenses for this service but now we are able to see it in context with the rest of the organizations financials. Upon review, the consolidation of the two sets of records went smoothly with only one item being noted as needing correction.

When the committee reviewed the balance sheet it was noted that the Retained Earnings or reserve for The Voice were combined with the Unrestricted AUSU reserve when in fact it should have been recorded as an internally restricted reserve. An action item was created to have this fixed and upon review of the November financials the change has been made to correct this.

After the review of the financials Jodi gave the committee an update on the status of the audit and shared that the audit was nearing completion and that he was excited to see what recommendations would come based on the testing done by KRP. The committee then reviewed the internally restricted funds spreadsheet which sparked a conversation about the plans for the voice funds that will be invested. It was noted that if the funds were simply invested with the rest of the AUSU portfolio it would make accurate record keeping of the voice internally restricted fund difficult. Jodi agreed and confirmed that the intention is to invest the money separately as is often done in other non-profit organizations. It was also noted that as part of the audit we will review the reserve

January 2018 Council Meeting

funds including The Voice internally restricted fund. During the review of the internally restricted funds spreadsheet it was also noted that there was an error in one of the excel formulas that needed to be updated.

The next meeting of the Finance Committee is scheduled for January 11, 2018 at 5:00 pm MDT.

Summary of Action Items

Date	Status Deadline	Action Item and Responsible Party
August 29	Complete – Jodi with KRP to find out how this was recorded.	July 2017 AUSU Financial Statement Review: Find out if the Adroit Investments are listed on a cost basis or market value to determine why the amount on the balance sheet does not line up with the Adroit statement. VPFA
Oct 26	In Progress	Update Terms of Reference VPFA
Dec 6	In Progress	follow-up with bookkeeper to move Voice Balance to restricted fund J. Campbell
Dec 6	In Progress	Update to formula cell on the Restricted Funds – Health spreadsheet. J. Campbell
Dec 6	In Progress	AUSU to consult with KRP regarding the Voice funds allocation. J. Campbell

Committee Report

Awards Committee

Prepared by: Robin Bleich, Chair

Date: January 2nd, 2018

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



Activity This Month

Summary

In November / December of 2017, the Chair of the Awards Committee participated in the 2017 Bryon Paeye Award evaluations; narrowing it down to two recipients.

A total of six AUSU award applications were reviewed and voted on.

Motions/Decisions

In order of decisions made: On December 1st, 2017, a motion passed for an Emergency Bursary; On December 7, 2017, a motion failed 0/4 for a Computer Bursary; On December 7, 2017, a motion passed 4/0 for a Health Care Bursary; On December 7, 2017, a motion passed 4/0 for a Travel Bursary; On December 24, 2017 a motion passed 4/0 for a Health Care Bursary; On December 24, 2017, a motion failed 0/4 for a Computer Bursary.

Original Motion with Decision:

December 1st, 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.

December 7, 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.

December 7, 2017: BIRT AUSU Awards Committee approve the attached Health Care Bursary application XXXX.

Moved by: R. Bleich

Seconded by A. Lipinski

December 2017 Activity Report

This motion passes 4/0.

December 7, 2017: BIRT AUSU Awards Committee approve the attached Travel Bursary application XXXX.

Moved by: R. Bleich
Seconded by A. Lipinski

This motion passes 4/0.

December 24, 2017: BIRT AUSU Awards Committee approve the attached Health Care Bursary application XXXX.

Moved by: R. Bleich
Seconded by K. Newsome

This motion passes 4/0.

December 24, 2017: BIRT AUSU Awards Committee approve the attached Computer Bursary application XXXX.

Moved by: R. Bleich
Seconded by K. Newsome

This motion fails 0/4.

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	13	6	7		6	\$9,600 or 12 comp.	\$5342.76	\$4,257.24
Single Parent Bursary	0	0	0		2	\$2,000 1/deadline	\$0	\$2,000

December 2017 Activity Report

Travel Bursaries	1	1	0		N/A	\$4,000 \$1,000/e	\$600	\$3,400
Emergency Bursaries	3	3	0		N/A	\$6,000 \$700/e	\$696	\$5,304
Health Care Bursary	4	3	1		N/A	\$18,000	\$1,000 (2 amount outstanding)	\$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	334	31	303			\$75,600	\$25,638.76	\$49,961.24

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: 09 January 2018



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

Activity This Month

New Member:

With the departure of one of our members, we had an open spot available to fill. This was filled at our December Council meeting. Brandon Simmons volunteered to fill the seat and we welcome him to the committee.

Student Mail Outs:

One of the items being discussed and worked on that the MEC Committee has had a hand in is the student mail out initiative. This is where we will be able to send new students that are program students and/or planning on staying at AU for a while a welcome package. This will be beneficial because we will be able to reach students at the beginning of their studies and provide them with all the information and services that we offer.

Currently, AUSU is waiting to hear from AU about some new reporting in order for us to determine what students to send out the packages to. We were supposed to receive this earlier, but it is taking longer than anticipated to get this new information. We are hoping to receive it soon and be able to initiate and start this mail out early this year.

Course Evaluations:

One of the discussions that we have been having is around our course evaluations that we offer. We are discussing this because we have realized that some of the questions may need reworking and the current responses that we are out of date.

We are looking to make the course evaluations more relevant, shorter, and easier to understand.

Some of the items that were suggested are as follows:

- Having a monthly draw for a small prize or a prize pack for students that have filled out the evaluation

December 2017 Report

- Restructuring and rewording the evaluations as we found that they are getting confused with the AU course surveys, and making it clear that they are not for AU
- That the evaluations should reflect what conversations the students are having about the course
- Rebranding the evaluations may make them more popular
- There would be a cost associated with updating the course evals (web changes) and staff time to update the results on the pages
- Make them shorter as they seem too long and cumbersome and include more relevant questions

As of now, there will be a document sent out to brainstorm eval questions and staff will be looking at whether a search or sort function to locate courses such as with highest rating or most responses.

Meet and Greets:

I had a very successful meet and greet when I was in Ottawa during advocacy week. Nine students were there as well as two AUGSA representatives. We have another meet and greet scheduled for the 9th of Jan in Edmonton.

The plan is to also have one in Calgary and Athabasca in the future, the next time someone is available to go and do one.

We also discussed whether it might be worth considering that for the next fiscal year whether there should be a dedicated budget for meet and greets if they continue to be successful.

Website Audit:

We discussed doing a website audit for our own website. We are going to get the MEC Committee to go through every page and link that is accessible on our website to ensure that everything is accurate, relevant, and up to date.

We decided to split up the tabs that we currently have on the website amongst the members and for us to go through all the pages in those tabs to check them over.

We are hoping to get this review done by the end of January.

Facebook Live:

Several of the facebook live sessions were scheduled, with the most recent one done just before the last council meeting on December 12th. That was with Shawna and Alain May, the Associate VP Student and Academic Services at AU.

We have noticed that certain times of the day seem to have more people viewing the live sessions than others. As of now, the most views came from a session that was held on a Friday afternoon.

December 2017 Report

We are going to be continuing having these sessions and will be brainstorming some more ideas for topics that we can do them on.

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: December 31st, 2017



Administration

Although the month of December included the holiday break, we were definitely not short on tasks to be completed before Christmas. The staff was busy completing regularly scheduled tasks in a shortened month, as well as providing orientation to our new staff member who began on December 1st.

The holidays provided an opportunity for AUSU to connect with all our partners as we sent out approximately 75 Christmas cards with greetings from AUSU. The staff and I also took time out our busy days to enjoy a holiday lunch and do some team building with our new team member. With December 22nd being our last day open before the holidays, it was great to spend some time with family and friends over the Christmas break, and I hope you all had a wonderful holiday.

Year-End Activities & Audit:

I am happy to communicate that our draft audit report was submitted to the office at the end of December from our auditor's from KRP. Next steps will include myself and the VPFA meeting with KRP to review the statements and audit findings report, as well as preparation for KRP to present the audit report to council during the February council meeting.

I am happy to report that the audit went very well, and I am currently working with KRP to incorporate their recommendations into our daily processes for 2018.

General Administration:

- I am currently working with AU to update our Information Sharing Agreement, which is directly related to our new student mailout initiative. The agreement hasn't been updated since February of 2003, so it was due for a face lift. Much of the content will remain the same except the addition of new data we are requesting to be added to our AUSU monthly report.
- The planning for the upcoming EC Retreat in January has been completed with a very robust itinerary being established. I look forward to working with our EC team to create a work plan that will take them to the end of their term and ensure our transition to the new EC team is seamless.
- We have been monitoring the GlobalMeet system and are seeing much better performance during our meetings. Hopefully the many dropped calls we had this past year are now in our past.
- Preparation took place to get our new VPFA ready to start on January 1st including AUSU access (email, social media), CWB investment access, TD bank signing authority & online banking access, and payroll updates.

Committee Support

Finance:

In the absence of a VPFA, I had the pleasure of working with the Finance Committee to host our December meeting and review the November statements. It goes without saying that having a new VPFA elected with experience in the role will be of great benefit to AUSU and the committee as we go into the new year. The new day-to-day finance processes (initiated in October 2017) are working very well and I anticipate the learning curve for Brandon will be short as he gets up to speed with our daily finance activities.

MECC:

MECC came together for a solid meeting on December 15th, with lots of topics to cover. Operationally we have a few items that we are working on for the committee:

- Collection of new student mailout data.
- The staff reviewed the current AUSU Course Evaluations and provided feedback.
- We're currently looking at future dates for Meet & Greets, as well as looking at continued promotions and potential budgetary needs for the events.
- Committee members will be sending feedback to the staff from the website audit.
- Our communication and member services coordinator and I are working with Oohlala (Mobile App) to improve elements of our APP experience. Oohlala moved to a new cloud dashboard, which has caused some issues with our access to the APP. We'll work closely with them to ensure these issues are rectified quickly.
- New AUSU promotional items have arrived and is/will be distributed on a monthly basis to our student membership. Everything looks great.

Executive Compensation Review Committee (ECRC):

Congratulations to the Executive Compensation Review Committee for their hard work in preparing a very solid report for council. After much discussion and deliberation to create the report, I am confident the committee has developed a report that council can be proud of. The committee work by Robin, Kim, and Brandon was very thorough and I trust you will all enjoy the read as you go over the report and the recommendations within. It was no small task...congrats ECRC on a job well done.

The Voice

The Voice Magazine:

The magazine had some great holiday articles posted this past month. Karl also spent time promoting "The Best Of" articles from the past year, which was great. It was interesting to look back on the year and enjoy some past articles from the magazine. Be sure to check out the latest Interview with our very own Robin Bleich.

Great to see the site is seeing enhanced traffic since the launch. Although the initial spike in activity has tapered off a bit, we're very happy with the growth.

Congrats to Tammy Swicheniuk who was the student winner of our Voice Website Launch Contest. Tammy walked away with a new iPad Mini!

Governance

VPFA Election:

Congratulations to Brandon Simmons for being the successful candidate in our VPFA election in December. As my inaugural election here at AUSU, it was great to walk through this election process as a warm up to the general election. Looking forward to continuing our work together Brandon!

2018 General Election:

The 2018 general election is right around the corner and we have begun discussions and planning for the event in the new year. A new partnership that we have now established is with the Athabasca University Relations and Social Media Support department. Yes, I agree, that name is long. In addition to this group we have also connected with the AU Director of Marketing, Chris MacLeod in an effort to promote our general election and enhance the profile of our election with our student membership. Some new strategies that we will be looking at will be partnering with the AU social media team to promote the event as well as the potential of having our election added to the MyAU Student Portal. Be sure to check out the next AUSU Newsletter for additional election promotions.

The posting for our election CRO went up in December, with resume's being submitted until January 1st, 2018. Screening, Interviews, and selection of our successful candidate will take place during the first and second weeks of January.

Meetings

December 1	New Staff Orientation – E. Barker
December 4	AU Meeting with Vern Hume (AUSU Election Partnership)
December 4	Weekly Executive Meeting
December 6	Weekly staff meeting
December 6	Finance Committee meeting
December 7	AU Seasonal Celebration
December 8	AU Stakeholder Meeting (Dr. Alain May)
December 11	ECRC Meeting
December 12	Council Meeting
December 13	Weekly staff meeting
December 13	The Voice meeting (K.Low)
December 14	Simply Voting Meeting
December 15	MECC meeting

December 2017 Activity Report

December 18 VPFA Executive Election

December 19 Weekly Executive meeting

December 20 Weekly staff meeting

December 25 – January 1 AUSU Office Closed for Christmas Holiday

AUSU Office Report

Donette Kingyens,
Communications & Member Services Coordinator

Prepared: December 1, 2017



Administration

- **Student Inquiries**
 - The majority of inquiries were related to logging in to lynda.com.

	Emails	Phone Calls	Instant Chats	Website	Facebook
Dec 2017	4	1		1	1
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
Dec 2017	140	131	1	2	67	504
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

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

- **Lynda.com**

Month	Total Accounts	New Accounts	Videos Viewed	Hours viewed	Avg. min. per login	Certificates completed
Dec 2017	1,833	131	2,030	141	15	13
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

- **Course Evaluations**

Month	Total Evaluations	New Evaluations
Dec 2017	638	10
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
Apr 2017	544	6
Mar 2017	538	10

December 2017

Feb 2017	528	7
Jan 2017	521	9
Dec 2016	512	8
Nov 2016	504	86
Oct 2016	418	65

- **Forum Registrations**

Month	Total Registrations	New Registrations
Dec 2017	101	22
Nov 2017	79	9
Oct 2017	70	10
Sep 2017	61	31
Aug 2017	30	30

Social Media & Marketing

- **Newsletters**

- Dec 15 – [AUSU Updates - Hiring A CRO, Proposed Fee Increase, New Pharmacy Savings, And More!](#)

- **The Voice**

- Sent Voice ads for each Voice publication in December (Nov 1, 8, 15, 22).

Weekly Stats	Overall Visits	Unique Visits	Bounce Rate*	PDF Views	Highest # of Views per Article	Articles with over 20 views
Dec 22 – 28, 2017	556	450	63.08%	4	16	0
Dec 15 – 21, 2017	1,102	924	70.80%	9	179	4
Dec 8 – 14, 2017	975	808	59.14%	8	28	4
Dec 1 – 7, 2017	1,242	1,030	66.60%	12	145	4
Dec 2017 Overall	4,179	3,449	66.57%	37	156	17
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
Sep 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

December 2017

Sept 1 – 7, 2017	662	599	78.43%	17	24	1
Sept 2017 Overall	3,079	2,625	78.62%	70	54	11
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
Dec 2017	5,398	140	2,214	69	43,196	2,457	3
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

- **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	App	Eye-wear	Pharmacy	Student Lifeline	FAQs	The Voice
Dec 2017	9,094	3,683	613	203	96	1,419	79	92	156	133	51	67
Nov 2017	10,191	4,265	1,201	287	510	1,557	96	155	n/a	84	45	45
Oct 2017	19,068	8,028	5,220	301	411	2,243	119	237	n/a	173	46	32
Sep 2017	16,456	6,929	3,748	266	106	2,400	149	213	n/a	197	45	53
Aug 2017	7,947	3,382	506	187	694	587	87	224	n/a	119	26	22
July 2017	8,630	3,686	671	300	708	763	91	228	n/a	112	26	17
Jun 2017	11,294	4,858	927	130	589	851	60	185	n/a	120	35	51
May 2017	10,486	4,379	975	136	773	665	276	607	n/a	256	59	35
April 2017	15,713	6,338	5,557	155	508	510	110	80	n/a	101	n/a	28
Mar 2017	13,012	5,487	3,170	359	494	1,281	112	345	n/a	156	n/a	44
Feb 2017	7,106	2,909	559	202	466	453	274	245	n/a	77	n/a	15
Jan 2017	11,158	4,853	2,263	274	431	1,254	130	213	n/a	130	n/a	24
Dec 2016	6,463	2,827	448	218	445	383	100	115	n/a	108	n/a	32
Nov 2016	13,042	5,451	1,067	262	669	585	411	267	n/a	189	n/a	34
Oct 2016	17,815	7,483	3,613	244	600	428	236	179	n/a	197	n/a	33

Month	Advocacy	Quick Links	Forum	Health Plan	Exec Blog	Finances	Council	Minutes	Agendas	News & Archives	Policies
Dec 2017	47	69	308	80	36	28	222	44	55	97	576
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

- **Website Polls**

- It's almost Winter Break! What are you doing for the holidays?
 - Travel to see family 4
 - Exotic Vacation 0
 - Study harder than ever 4
 - Stay home and rest 5
 - Party it up! 0
 - Other 0
 - **Total Responses:** 13
 - **Posted:** Dec 18 – Jan 1

- How do you want AUSU to communicate with you?
 - Email 10
 - E-Newsletter 1
 - Mobile App 4
 - Facebook 1
 - Twitter 0
 - Other 0
 - **Total Responses:** 16
 - **Posted:** Dec 4 - 18

- **Social Media Statistics:**

- **Facebook**

Month	Total Posts	Total Likes	New Likes	Average post reach	Overall Engagements	Overall Impressions
Dec 2017	58	1,285	23	238	75	26,507
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

December 2017

○ **Twitter**

Month	Total Posts:	Total Followers	New Followers	Retweets	Link Clicks	Overall Impressions
Dec 2017	56	834	12	12	51	12,320
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
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

○ **LinkedIn**

Month	Total Posts:	Total Followers	New Followers	Engagements	Link Clicks	Overall Impressions
Dec 2017	56	231	0	24	22	2,183
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