



# Athabasca University Students' Union

## Council Meeting Minutes

**Approved March 13, 2018**

**Tuesday, February 13<sup>th</sup>, 2018**

**5:30 pm MT**

- Meeting Called By:** Julian Teterenko, Vice President External and Student Affairs
- Type of Meeting:** AUSU Council Meeting
- Minutes:** Governance and Advocacy Coordinator Emmanuel Barker
- Participants**
- Council:** Vice President External and Student Affairs Julian Teterenko, Vice President Finance and Administration Brandon Simmons, Councillor Robin Bleich, Councillor Amanda Lipinski, Councillor Kim Newsome, Councillor Andrew Gray
- Staff:** Communications and Member Services Coordinator Donette Kingyens, Governance and Advocacy Coordinator Emmanuel Barker
- Members** Melinda Goertz
- Absent:** President Shawna Wasylyshyn (Vacation); Executive Director Jodi Campbell (Vacation); Councillor Robin Bleich (sick)
- Guests:** Natalia Turcan, associate of Kingston Ross Pasnak (KRP)
- Meeting called to order at 5:30 MST**

### Agenda and Minutes

- 1.0 Adoption of Agenda** J. Teterenko
- Motion:** BIRT AUSU council adopt the agenda.  
*2018-02-13 Council Agenda.pdf*
- A. Gray / A. Lipinski **Carried 5/0**
- 2.0 Approval of Council Meeting Minutes** J. Teterenko
- Motion:** BIRT AUSU council approve the minutes of the January 15th, 2018 regular council meeting.  
*2018-01-15 Council Minutes DRAFT.docx*
- Minor friendly amendments were made to the proposed draft prior to approval
- A. Gray / A. Lipinski **Carried 5/0**

**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 (January 15<sup>th</sup>, 2018 in this case) was reviewed briefly.
- Natalia Turcan arrived on the meeting conference call at 5:45 pm MST.

**4.0 Kingston Ross Pasnak (KRP) Presentation of the AUSU 2016-2017 Financial Audit** B. Simmons

*2017\_KRP\_Final\_Audit\_Findings.docx*

*2017\_KRP\_Financial\_Statements.docx*

**Motion:** BIRT AUSU council accepts the audited 2016-2017 financial statements presented by Kingston Ross Pasnak.

B. Simmons / A. Gray **Carried 5/0**

**Note:** Natalia Turcan, associate of KRP, presented on the above findings to AUSU council.

- KRP performs a “cross-section” review of documents rather than audit all documents.
- KRP found no material issues during the audit, but suggested that AUSU review capitalization and amortization choices, especially concerning recent Voice Magazine improvement.
- KRP found AUSU policies to be appropriate.
- KRP approved of recent changes made by AUSU, especially the separation of operating and Voice accounts.
- KRP will present changes in CRA audit requirements when they receive them.
- VPFA Simmons added that the capitalization will be listed in the future.
- No questions from council.

**5.0 Selection of Auditors for the 2017-2018 Fiscal Year** B. Simmons

**Motion:** BIRT AUSU council appoints Kinston Ross Pasnak as the auditors for AUSU’s financial records for the 2017-2018 fiscal year.

B. Simmons / A. Gray **Carried 5/0**

**6.0 Policy Revisions** B. Simmons

**Note:** Updated policy 2.08, Council Governance: Meeting Attendance was approved by the executive as part of an informal review.

*Policy\_2.08\_Council\_Governance\_Meeting\_Attendance.docx*

**Motion:** BIRT AUSU council adopt the updated copy of policy 2.04, Council Governance: Discipline Process.

*Policy\_2.04\_Council\_Governance\_Discipline.docx*

A. Gray / B. Simmons **Carried 5/0**

- B. Simmons explained that minor grammatical changes were made to this policy, and “Members at Large” have been included to align this policy with changes made to AUSU committee policies.
- No questions from council

**Motion:** BIRT AUSU council adopt the updated copy of policy 2.09, Council Governance: Delegation of Authority.

*Policy\_2.09\_Council\_Governance\_Delegation\_of\_Authority.docx*

B. Simmons / A. Gray **Carried 5/0**

- B. Simmons explained that significant changes were made to this policy to align it with definitions found in the Bylaws.
- No questions from council

**Motion:** BIRT AUSU council adopt the updated copy of policy 8.08, Terms of Reference: Executive Compensation Review Committee.

*Policy\_8.08\_TOR\_Executive\_Compensation\_Review.docx*

K. Newsome / J. Teterenko **Carried 5/0**

- B. Simmons explained that changes made to this policy allow for additional meeting times, and specifically define the necessary content of the meeting reports.
- No questions from council

## Reports

### 7.0 Reports for the Month of January 2018.

**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.

#### 7.1 President's Report

*2018-01 President Report.pdf*

*AUSU Statement on considerations for the 2018 - 2019 AU draft budget.pdf*

J. Teterenko

#### 7.2 Vice President External and Student Affairs' Report

*2018-01 VP External Report.pdf*

J. Teterenko

#### 7.3 Vice President Finance and Administration's Report

*2018-01 VP Finance and Administration Report.pdf*

B. Simmons

#### 7.4 Executive Meeting Report

*2018-01 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 is circulated to Council for review and acceptance in their role as the governing council of AUSU.

B. Simmons

#### 7.5 Finance Committee Report

*2018-01 Finance Committee Report.pdf*

B. Simmons

#### 7.6 Awards Committee Report

*2018-01 Awards Committee Report.pdf*

J. Teterenko

#### 7.7 Member Engagement and Communication Committee Report

*2018-01 MEC Committee Report.pdf*

J. Teterenko

#### 7.8 Executive Director's Report

*2018-01 Executive Director Report.pdf*

J. Teterenko

#### 7.9 Communication and Members Services Coordinator's Reports

*2018-01 Communications Coordinator Report.pdf*

D. Kingyens

#### 7.10 Acceptance of Reports

**Motion:** BIRT council accept the January 2018 reports as presented.

A. Lipinski / K. Newsome

**Carried 5/0**

## Question & Answer Period

### 8.0 Question & Answer Period

J. Teterenko

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

- A question regarding the future date of the members meeting was raised. It was found that the date of the members meeting will fall after the 2018 AUSU election.

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

### Next Meeting and Adjournment

The next meetings of council will be:

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

**Tuesday, April 10th**, 2018, 5:30pm MST – Public Meeting

**Motion to Adjourn by K. Newsome at 6:31 MST**

### Summary of Agenda Items

| Date         | Status<br>Deadline | Action Item and Responsible Party  |
|--------------|--------------------|--|
| September 12 | In progress        | <b>Executive Director's Report:</b> Update the member services policy to clarify what a service is versus an offer or discount.<br><b>MECC Committee</b>                               |
|              | May 1, 2018        | <b>Finance Committee Report:</b> Finance committee to add the accounting course requirement to the first finance committee meeting following the election.<br><b>Finance Committee</b> |
| December 12  | Complete           | <b>#igo2AU Waiver Form:</b> Awards Committee to review the criteria of the award, including discussing possibly changing the award to require only videos.<br><b>Awards Committee</b>  |

### Summary of Action Items

| Date       | Status<br>Deadline        | Action Item and Responsible Party  |
|------------|---------------------------|--|
| June 9     | Complete                  | <b>Vice President External and Student Affairs Report:</b> Review the executive blog schedule to ensure the VPEX is not scheduled to write one during a busy CASA month.<br><b>Executive</b> |
| August 8   | June 2018                 | <b>Adoption of Agenda:</b> Rescind policy 9.22 in February.<br><b>Staff/Council</b>  |
| January 15 | December 2018             | <b>Policy Revisions:</b> When policy 6.06 is up for review, it should specify that the finance packages should be sent to all of council monthly.<br><b>Executives</b>                       |
| January 15 | Complete<br>February 2018 | <b>Executive Compensation Review Committee Report Presentation:</b> The ECRC terms of reference are to be put on the February council agenda.<br><b>Staff</b>                                |

# AUSU Considerations for Non-Mandatory Fees

To be presented to the AU Finance & Resource Planning Team on January 25, 2018



As tuition and mandatory fees are frozen for Alberta students, but not for out of province students and there have been multiple year over year increases in tuition and fees for these students:

**On behalf of Undergraduate Students at Athabasca University, we request that tuition and mandatory fees be limited to increase at the following rates: 3% in year 1 and 2% in years 2 and 3.**

Additionally;

According to the Athabasca University Non-Instructional Fee Consultation Policy:

“Non-instructional fees may only be used to fund specific, identifiable services for students. AU must direct revenue garnered from non-instructional fees toward the services for which they were created.”

In reviewing the list of non-instructional fees, there are two specific areas where we suggest an adjustment based on this policy statement.

**On behalf of Undergraduate Students at Athabasca University, we request that the Exam Rebooking Fee and the Late Exam Fee each be set at \$50 and the following changes be made to the application of each fee:**

## **Exam Rebooking Fee:**

- Any exam rebooked within a timeframe of 7 days before the scheduled exam will result in a \$50 fee.
- Any exam rebooked with more than 7 days notice before the scheduled exam will be rebooked without a fee charged.

## **Late Exam Request fee:**

- Exams scheduled for invigilation with ProctorU or at an AU Exam centre, scheduled more than 7 days in advance will not be charged a late exam fee.
- Exams scheduled with less than 7 days advance notice with ProctorU or at an AU Exam centre will result in a \$50 late exam fee.
- Exams scheduled with an external invigilator (except ProctorU) with more than 14 days notice will not be charged a late exam fee.
- Exams scheduled with an external invigilator (except ProctorU) with less than 14 days notice will result in a \$50 late exam fee.

# AUSU Executive Report

Shawna Wasylyshyn, President

Prepared: February 6, 2018



## Current Issues

**AUSU** – Nominations are currently open for the AUSU General Election!

**AU** – It's resource planning season at AU and we are advocating for a reduction in exam related fees.

## Committees

**AU Board of Governors:** There were no Board meetings this month, but the Board and GFC had a joint session to kick off the new strategic plan and consider how the two bodies can collaborate.

### *BOG Sub Committees:*

**BOG Honorary Awards:** No meetings this month

**BOG Finance and Property:** No meetings this month.

**General Faculties Council:** No meetings this month, aside from the joint session described above.

### *GFC Sub Committees:*

**Student Academic Appeals Committee:** This committee met once, on Jan. 11 and I attended via teleconference.

**GFC Exec:** No meetings this month.

**GFC Governance Review:** No meetings this month.

**Academic Integrity Working Group:** No meetings this month.

**AUSU MECC:** No meetings this month.

**CASA:** Nothing to report.

### *CASA Sub Committees:*

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

### *Faculty Councils:*

**Faculty of Health Disciplines Faculty Council:** Met on January 25, and I attended via teleconference. There were no motions related to undergraduate programs.

**Faculty of Business Undergraduate Program Council:** The committee invited me to assist in the undergraduate program review, and I have been working with them to finalize a survey going out to undergrad business students. They are working on amalgamating the B.Mgmt and B.Comm 4 year programs.

**Faculty of Business Faculty Council:** The group met Jan 23, and I attended in person. Deborah Hurst is on leave until April.

## AUSU Business

**AUSU General Election 2018** – Nominations are underway and I will work with staff to ensure there is at least one councillor at each candidate orientation. In addition, I will be facilitating the candidate debates coming up during the campaign period.

**AUSU Exec Retreat** – Jodi, Emmanuel, Julian, Brandon and myself spent 3 action packed days in Banff going over tasks outstanding as well as our requirements for transition. We have a lot to do in a short period of time and it's going to require planning and hard work to get it all done.

## Meetings

**ProctorU** – Jodi and I met with a representative from ProctorU and we are working with AU to determine our best option for purchasing a bulk amount of ProctorU exam codes. Our plan is to present this to MECC as an option for contest prizes.

**Dr. Matthew Prineas, AU Provost** – I was fortunate to spend some time 1-1 with Matt Prineas, in an informal meeting over coffee. We discussed the student experience and some of my plans for advocacy in the upcoming resource planning season.

**AU Calgary Tour** – On January 15, on the way to our retreat, our executive group popped in to AU Calgary for a tour of the AU campus there and the exam area. It was great to finally see it for myself. I was pleased to learn that after years of issues, AU has gone back to providing locks for students who are writing exams.

**Info Centre Team** – I was invited to attend the staff meeting for the AU Info centre, and I invited Jodi, Julian and Brandon to attend as well since I am leaving soon! It was a nice meeting, where they shared with us what they do and we shared with them what we do. We all agreed that we should connect more often.

**AUFA** – On Jan 9, The President and ED at AUFA came downtown for a meeting in person. I had to call in due to my meeting with the Provost on the same day. It is

always good to stay in touch with the Faculty Association and aware of each other's priorities.

**AUSU Meet and Greet** – We held a Meet and Greet on January 9 and had a great turnout! These are proving popular and well worth our time to build connections and awareness of AUSU.

**Faculty of Business Advising and Communications** - Some staff from the faculty of business requested that I meet with them to provide feedback on the communications they send out to students. They are working on updating the letters and emails that go out automatically throughout the student life cycle.

**Resource Planning Team** – Our Exec team met with the resource planning team and provided them with a document(attached)with our requests over 1 week in advance of the meeting. We were disappointed to hear a resounding “no” back from the team after our second consultation. We were told that changing the dates wasn't possible at this time due to the need for IT resources and changing the amounts isn't possible without doing a full review of all of the fees. We will continue our advocacy at the GFC meeting and I will also share my sentiments with the Board as well.



- 4 – ProctorU
- 9 – AUFA
- 9 – Dr. Prineas
- 9 – AUSU Meet and Greet
- 10 – Exec Meeting
- 11- Member Consultation
- 12 – SAAC
- 15-18 – AUSU Exec retreat
- 19 – BOG/GFC Joint Session
- 23 – F of B Faculty Council
- 23 – F of B Front Line staff
- 24 – Info Centre group
- 25 – Fees consult
- 25 – FHD Faculty Council
- 25 – CASA FPC
- 29 – AUSU Exec
- 30 – F of B Undergrad survey



## Hours

### Weekly Breakdown

| Week ending: | Vacation Hours | Hours Worked | Banked Time Used | Banked Time Earned | Banked Time Remaining |
|--------------|----------------|--------------|------------------|--------------------|-----------------------|
| January 7    | 0              | 35           | 0                | 0                  | 22.25                 |
| January 14   | 0              | 39.25        | 0                | 4.25               | 26.5                  |
| January 21   | 0              | 54           | 0                | 19                 | 35                    |
| January 28   | 0              | 35           | 1.75             | 0                  | 33.25                 |
| February 4   | 0              | 35           | 0                | 0                  | 33.25                 |

### Timesheets and Compliance

I have reviewed timesheets from both Brandon Simmons and Julian Teterenko and found them both to be within policy requirements.

# AUSU Executive Report

Julian Teterenko, VP External and Student Affairs

**Prepared:** 06 February 2018



## Committees

**AUSU MECC:** See MECC Report.

**AUSU Finance:** See Finance Report.

**AUSU Awards:** See Awards Report.

### **Board of Governors:**

There were no meetings for me this month as I had taken vacation when the last meeting happened. Both Shawna and Brandon were able to attend the joint GFC/Board session.

### **GFC:**

There were no meetings for me this month as I had taken vacation when the last meeting happened. Both Shawna and Brandon were able to attend the joint GFC/Board session.

### Faculty Councils:

**Faculty of Science and Technology:** No meeting this month.

### **Faculty of Humanities and Social Sciences:**

At our meeting this quarter, there were the standard items that came up such as title changes for courses and a permanent closure for course not in use.

The main topics of discussion at this meeting were the program learning outcomes for all the FHSS programs. Presented were the Learning Outcomes for the Bachelor of Health Administration (HADM), Bachelor of General Studies (BGS), Bachelor of Professional Arts-Communication Studies (BPA-CMNS), Bachelor of Professional Arts – Criminal Justice (BPA-CRJS), Bachelor of Professional Arts – Governance, Law and Management (BPA-GLM), Bachelor of Professional Arts – Human Services (BPA-

HSRV), Bachelor of Arts Major in Labour Studies, Bachelor of Arts Major in Humanities, Bachelor of Arts Major in English, Bachelor of Arts Major in History, and Bachelor of Arts Major in Psychology.

Included in these learning outcomes were the purpose of the proposals, impact of the proposals, what it would be replacing or revising, the timeline, what guiding documents they followed, some notes on the learning outcome, and the legislative and/or policy compliance that they followed.

There were a few discussions on some of the notes but overall all the outcomes were accepted by the Faculty Council and will continue to move forward with them.

### **Learning and Teaching Student Advisory Group:**

At this month's meeting, there was nothing out of the ordinary to report. We went over some RFC's and approved them, as well as some notes from the ongoing ones.

### **Student Systems Student Advisory Group:**

At our meeting this month there were a few things of note that came up in our discussion on top of reviewing the standard RFC's.

One of them was to change the 2<sup>nd</sup> page login screen to myAU. Since the recent update of myAU, this was the only page that didn't change and still is very outdated. It is good that it is finally being discussed to update as well.

A second one of note was that we discussed that students may be getting too many emails, or emails that are not relevant to them anymore. This will cut down on unnecessary emails being sent to students and will mean that the ones that they will receive are relevant and read.

### **ICT Governance:**

At this month's meeting, we were presented with the Information and Communication Technology Investment Governance Framework. The recommendations that were endorsed by the IGC and then approved by the Executive last year are not reflected in the extracts.

We also saw the sanctioned proposal for the myAU bookstore implementation. This cannot be brought into effect soon enough, as it will mean that students will have the option to purchase their textbooks on their preferred medium.

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

### **Executive Retreat:**

This month, the AUSU Executive had a retreat to look at what has been accomplished to date, and to plan for the remaining months of our term and plan for next year.

At the retreat we created some 30-60-90 plans for all of the executive to help plan out the remainder of the year. Included were everything that we needed to finish within the next one, two, and three months. We also looked ahead into the next council year and continued with some planning for the election, and what will have to be done with the next council.

Some of the topics that we discussed during the retreat were Executive transition, member engagement, our 30-60-90's, the fee increase, council retreat planning, council election, and we hosted a facebook live session.

Overall it was a very worthwhile thing to have and made sure that all of our paths for the upcoming months are clear.

During our trip, we also got the chance to visit the AU centre in Calgary. We were able to see the set up that they have there and have a good discussion about students, emails, and exam centres.

### **CASA:**

I have been working with the Executive Director to complete the survey questions and plans on making a set of metrics after the answers are submitted. It has been a busy month following Advocacy week and gearing up to our AGM.

### **Vacation:**

I took some vacation time at the beginning of this month to use up some of my banked time as to not lose it.

## Meetings

January 09 – AUSU w/ AUFA  
January 09 – Meet and Greet  
January 10 – AUSU Executive  
January 10 – Student consultation wrt fee increase  
January 11 – CASA Board  
January 11 – Finance committee  
January 12 – ICT IGC  
January 15-18 – AUSU Executive retreat  
January 15 – AUSU Council  
January 23 – Awards committee  
January 25 – LTSAG  
January 25 – SSAG  
January 26 – FHSS Faculty council  
January 29 – AUSU Executive

## Hours

### Weekly Breakdown

| Week ending: | Hours Worked | Banked Time Used | Banked Time Earned | Banked Time Remaining |
|--------------|--------------|------------------|--------------------|-----------------------|
| 07 JAN 18    | 6            | 24               | 0                  | 6                     |
| 14 JAN 18    | 27           | 6                | 3                  | 3                     |
| 21 JAN 18    | 45           | 0                | 15                 | 18                    |
| 28 JAN 18    | 30           | 0                | 0                  | 18                    |
| 04 FEB 18    | 18           | 12               | 0                  | 6                     |

### Timesheets and Compliance

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

# AUSU Executive Report

Brandon Simmons, VP Finance and Administration

**Prepared:** February 5, 2018



## Committees

**Finance Committee:** See Finance Committee Report.

**MECC:** See MECC Report.

**General Faculties Council:** When Neil Fassina was hired he had a goal of uniting the two governing bodies because at the time the BOG and GFC were by no means on the same team. This joint meeting of the board and GFC that was held is an example of Neil holding true to his promises. This was a great introduction meeting that allowed the two groups to come together and learn about how a bi-cameral governance structure works. In addition to reviewing the governance structure of AU we also had an opportunity to discuss the recently completed AU course and program review.

We then broke out into groups to discuss the AU story and mandate. This was a great exercise that allowed everyone to discuss what it truly means to be an open and online university. Notes were kept based on the discussions that took place so that AU can try and use the AU story for their marketing purposes. The meeting itself was great but the thing that stood out to me was the positive cooperative atmosphere that came from the participants. Back when I was VPFA in the past a meeting of both GFC and the BOG would not have gone the way it did on this day. It is very positive to see the progress that continues to move forward within the university. There are still a lot of things that need to get looked at and many ways the university can improve but it is nice to see that progress is being made.

### *GFC Sub Committees*

**Academic Learning Environment Committee:** No meeting this month, next meeting February 27, 2018

**Academic Excellence Awards Committee:** No meeting this month, next meeting February 6, 2018

### **Student Awards Committee:**

This committee met to discuss a number of changes to student awards. There will be a new first family award for the Calgary area which is coming from a high-profile group in Calgary who has recognized the benefit of AU. It was also decided that the PLAR

bursary will be increased so that it will completely cover the PLAR fees now and for years down the road. The last two changes were for the bursaries for disabilities they are going to be increasing the overall budget for these awards and at the same time they will be increasing the application deadlines so that they can be applied for throughout the year instead of just annually.

**FHSS:**

During this meeting there was a course closure that was approved as well as a couple of course names that were changed. The course that was officially closed is a course that had been removed for a few years now as the material was starting to get dated. The course name changes were done to adjust to changes in vocabulary for the industry. During the meeting there was also discussion about the results of the program and course review which has identified courses within the FHSS as either needing to be closed or needing to be updated. Along with this discussion they talked about trying to streamline the learning objectives for some of the programs. They are finding that in some programs there are just far too many learning outcomes listed in the backend of the system and it is not efficient and can make teaching updating and creating new content for the courses difficult.

## AUSU Business

**Policies**

During January three policies were reviewed and circulated to the executive for discussion. Policies 2.04 and 2.09 had minor updates to bring them inline with other changes that have been made in other policies. Though the changes are minor they do change the policies intent enough that it was felt that it deserved a formal review. These policies along with policy 8.08 have been added to the February council meeting.

Policy 2.08 was also reviewed but no changes were recommended and as such the policy will be informally reviewed by executive in early February. This policy has been heavily reviewed over the past few years which is partly why no changes are suggested at this time.

**AUFA:**

I attended this meeting in person at our office and met with AUFA's president and executive director. During the meeting we gave them an update on our initiatives and then they did the same. They mentioned that they are currently very busy due to the changes in Bill 7 that now allows for strikes and lockouts. They are currently working on developing the policies surrounding this as they are heading into the beginning phases of the bargaining process.

They said that before a strike or lockout there are multiple steps that must take place such as arbitration and mandatory cooling off periods. They also mentioned that if something was to happen it would be far more likely that there would be a lockout in their opinion. They also raised one other interesting perspective. They mentioned that the way the government has been approach post secondary funding is basically pitting students, administration, and faculty against each other. They have been hinting that there are going to be tight times ahead and they have been delaying any changes by implementing the tuition freeze. This has set up a scenario where one of the parties are now going to lose once the tuition freeze is finished. They said that really all parties should be working together and that the government should be addressing sustainable solutions.

### **Student Fee Consultation:**

According to the PSLA AU is required to hold 2 meetings with AUSU when they are looking to make changes to fees. Since Alberta tuition is frozen they presented us with the proposed 4% changes based on CPI. In the past the executives have fought against the increases to out of province fees in addition to out of country fees. In this meeting we decided to focus on the exam rebooking fee and late exam fee. We sent AU a draft proposal that called for not only a reduction in these fees but also the timelines. According to our research these policies were supposed to be tied to the costs of providing them however in the first meeting we were informed that the policy only referred to mandatory student fees. We still spoke about the burden that these fees coupled with the deadlines place on students. They said that they would take our thoughts back and do some more research.

When they came back to us On February 1 the told us that they are not changing the fees except that they had proposed a new \$10 fee for official transcripts that they will no longer be implementing. The reason that they gave us is that in order to make the time line changes that we asked it would require significant IT resources that they do not have which is also why they will not be implementing the transcript fee. We still shared our concerns and they said that there does need to be a complete funding review however until the government lifts the tuition freeze they are not able to do this. They also mentioned that since 50% of exams being written are still paper based that there are still a lot of manual processes. From this point on the student fee will now go before the board for final approval.

At the end of the February meeting we were able to discuss the possibility of AU taking over the student lifeline service. They confirmed that they do have a budget for this and that we should look into if it is a possibility to end our contract with Ceridian early. They still do not know if they will go with lifeline as they have a partnership with Shepell and they may be able to get better pricing from them. They still need to do some research, but we said that we would get back to them with the information that we had when we did our own provider search.



**CWB / KRP:**

In January I was able to go and visit our investment advisor as well as our auditor. These meetings were very informative and productive. When we met with CWB we discussed the need to invest the funds that used to be in the voice bank account. We discussed what structure we could use to keep the funds separate as well as what other structures we could use with our contingency fund. He gave us a few different options and suggested that if we are to separate out our accounts that we may be better off switching to mutual funds. It was suggested that it may even be more cost effective on a fees perspective to go with mutual funds. They said that they can give us some estimates on costs to structure options when we get back to them with more details on what we are looking for.

When we met with the auditors we were able to discuss how the audit went this year compared to how it went in the past and the results are huge. Not only did this audit go smoother but we had more discussions on how to continue to improve our reporting. We also discussed how right now we have three financial documents (Budget, Monthly Financial Statements, and Audit) that each have a different layout. We were able to get more information and suggestions from them on how we can get all documents to follow the same layout which will significantly help with comparing various reports. One other item that got brought up is that Audit standards are changing, and this will probably result in additional fees in the coming years but at this point they still do not know what the impact will be. Once the changes are finalized and implemented they will contact us to give us an idea.

**Executive Retreat:**

The executive retreat was a very beneficial experience especially in light of the VPFA bi-election. This gave the executive team the opportunity to all get organized and plan for strong transition for the new council as well as prioritize and make plans to finish everything that we can before this term is over. Not having been on exec until two weeks before the retreat it was especially helpful to be able to get up to speed quickly on everything that we need to accomplish in the few short months that are left. It really was a good experience that I think would be beneficial moving forward. The process of having an executive retreat towards the end of the term really would help to improve our hand off between executives. You will be able to find detailed notes on the executive retreat attached to the bottom of the executive meeting report.

## Meetings

January 3, 2018 – Executive Meeting  
 January 9, 2018 – AUFA  
 January 9, 2018 – Edmonton Meet & Greet  
 January 10, 2018 – Executive Meeting  
 January 10, 2018 – Student Fee Consultation  
 January 11, 2018 – Finance Committee  
 January 12, 2018 – CWB  
 January 12, 2018 – KRP  
 January 15 – 18, 2018 – Executive Retreat  
 January 15, 2018 – Council Meeting  
 January 19, 2018 – Joint GFC/ Board of Governors Meeting  
 January 24, 2018 – AU Information Centre Team Meeting  
 January 25, 2018 – AU Student Fee Consultation  
 January 25, 2018 – AUGSA  
 January 26, 2018 – FHSS  
 January 29, 2018 – Executive Meeting  
 January 30, 2018 – Student Awards Committee

## Hours

### Weekly Breakdown

| Week ending: | Hours Worked | Banked Time Used | Banked Time Earned | Banked Time Remaining |
|--------------|--------------|------------------|--------------------|-----------------------|
| January 7    | 30           | 0                | 0                  | 0                     |
| January 14   | 33.5         | 0                | 3.5                | 3.5                   |
| January 21   | 54           | 0                | 24                 | 27.5                  |
| January 28   | 30           | 8                | 0                  | 19.5                  |
| February 4   | 30           | 0                | 0                  | 19.5                  |

### Timesheets and Compliance

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

### Executive Motions

| Date    | Motion  |
|---------|---|
| Jan. 10 | <i>BIRT the executive approve the advanced payment of executive retreat per diems for Shawna, Julian, Jodi, and Emmanuel. Moved Brandon S. Seconded Shawna W. carried 3/0</i> |

# Committee Report

## Finance Committee

**Prepared by:** Brandon Simmons, Chair

**Date:** February 5, 2018



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

## Activity This Month

The finance Committee met on January 11, 2018. At the meeting we reviewed the November monthly financial reports. During the review it was noted that there were two bookkeeping errors that need to be corrected. The first item noted was the voice contest line had a balance of \$2,760.61 however this amount was coded to the wrong account and needs to be fixed. The other error noted was that there was a debit balance under our accounts payable which was caused to a simple coding mistake and this has now been fixed since the meeting. During the review it was also noted that our investment cash account was overdrawn which has not ever happened. When I met with our advisor at CWB we asked what the procedure was for dealing with an overdrawn cash account. He informed us that this does occasionally happen as there can be a small delay between purchases and sales. He also confirmed that if this did ever result in charges CWB would cover them.

After the review of the Financial reports we moved on to a discussion regarding AUSU fees that have been refunded even though our bylaws state that the fees are not refundable. Since this has come to our attention we have contacted AU and they will no longer refund fees however they asked us if we would consider some refunds. There ultimately are three options 1. No refunds 2. Only refund compassionate cases 3. Refund compassionate cases and situations where a student withdraws from a class before starting it. We had a really good discussion but felt that we still needed more information about the process of issuing refunds. Generally, we agreed that compassionate refunds, such as during the recent Fort McMurray fire, should be given. It was noted that even if AU does issue a refund they do charge a fee, and this is another area that was identified that we needed more information on.

The final thing that was discussed was the upcoming meeting schedule. At the time of the meeting the new TOR had not yet been approved but the suggested changes would allow the committee to meet on a quarterly basis instead of monthly. I shared the recommendation that if the TOR did get approved that we switch to a quarterly schedule as our set meetings and then if there is an item that comes up that we can meet to discuss it. It was noted that monthly financials will still be circulated to all of council we would just not meet as a committee to discuss them. If there were any concerns about

## February 2018 Council Meeting

the reports they could still be brought up via email and we can get them dealt with. The committee was in favor of this proposed schedule as it will be easier to have robust discussions while reviewing quarterly financial reports rather than monthly reports. During this council term it was discussed that there may still be monthly meetings as we are currently working on a review of our reserves.

The next meeting of the Finance Committee is scheduled for February 21, 2018 at 5:00 pm MDT.

### Summary of Action Items

| Date    | Status<br>Deadline | Action Item and Responsible Party   |
|---------|--------------------|---|
| Oct 26  | Complete           | <b>Update Terms of Reference</b><br><br><p style="text-align: right;"><b>VPFA</b></p>   |
| Dec 6   | Completed          | follow-up with bookkeeper to move Voice Balance to restricted fund<br><br><p style="text-align: right;"><b>J. Campbell</b></p>  |
| Dec 6   | Completed          | Update to formula cell on the Restricted Funds – Health spreadsheet.<br><br><p style="text-align: right;"><b>J. Campbell</b></p>  |
| Dec 6   | Completed          | AUSU to consult with KRP regarding the Voice funds allocation.<br><br><p style="text-align: right;"><b>J. Campbell</b></p>  |
| Jan. 11 | In progress        | Have Tammy fix accrued liabilities balance sheet item as well as fix the Voice contest line on the income statement<br><br><b>Jan 31:</b><br><br>The accrued liability error has been fixed and Tammy is working on the voice line item<br><br><p style="text-align: right;"><b>J. Campbell</b></p> |
| Jan. 11 | In progress        | Get more info from Richard Mcleod regarding process for issuing refunds to students, specifically look into process for compassionate refunds.<br><br><p style="text-align: right;"><b>J. Campbell</b></p>  |
| Jan. 11 | Completed          | Check with CWB in regard to what occurs if our investment cash account is overdrawn.<br><br><p style="text-align: right;"><b>VPFA</b></p>   |

# Committee Report

## Awards Committee

**Prepared by:** Robin Bleich, Chair

**Date:** February 3rd, 2018

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



## Activity This Month

### Summary

A total of three (3) award applications were received by the committee and reviewed. Beyond email correspondence, the Awards Committee met on January 23, 2018 to discuss *Laurence Décor Award* applications and to solidify the #Igo2AU award criteria.

The following motion about the #Igo2AU criteria passed 4/0 by the Award Committee:

**BIRT the AUSU Awards Committee adopt the following amendments to the #Igo2AU Award in the following areas:**

1. **Eliminate essay submissions;**
2. **Video submission only;**
3. **Video submissions are allotted up to two (2) minutes per applicant;**
4. **Video submissions to be uploaded on YouTube domain only;**
5. **Discretion to choose private/public settings is allocated to applicant;**
6. **Video submission description to include #Igo2AU; and,**
7. **Completed Privacy/Distribution Waiver to be included with award application prior to video submission**

## Motions/Decisions

In order of decisions made: On January 17, 2018, a motion failed 0/4 for a Computer Bursary; On January 23, 2018, a motion passed 4/0 for the Laurence Décor Award; On January 24<sup>th</sup>, 2018, a motion passed 4/0 for criteria changes to the #Igo2AU award; On January 25, 2018, a motion passed 4/0 for a Health Care Bursary; On February 2, 2018, a motion passed 4/0 for a Health Care Bursary.

### Original Motion with Decision:

**On January 17, 2018: BIRT AUSU Awards Committee approve the attached Computer Bursary application XXXX.**

Moved by: R. Bleich

Seconded by: A. Lipinski

This motion failed 0/4.

**January 23, 2018: BIRT AUSU Awards Committee approve the**

## January 2018 Activity Report

### **Laurence Décor Award application XXXX.**

Moved: K. Newsome

Second: J. Teterenko

This motion passed 4/0.

**On January 24, 2018: BIRT the AUSU Awards Committee adopt the following amendments to the #lgo2AU Award in the following areas:**

- 1. Eliminate essay submissions;**
- 2. Video submission only;**
- 3. Video submissions are allotted up to two (2) minutes per applicant;**
- 4. Video submissions to be uploaded on YouTube domain only;**
- 5. Discretion to choose private/public settings is allocated to applicant;**
- 6. Video submission description to include #lgo2AU; and,**
- 7. Completed Privacy/Distribution Waiver to be included with award application prior to video submission**

Moved by: R. Bleich

Seconded by: K. Newsome

This motion passed 4/0.

**On January 25, 2018: BIRT AUSU Awards Committee approve the attached Health Care Bursary application XXXX.**

Moved by: R. Bleich

Seconded by: J. Teterenko

This motion passed 4/0.

**On February 2, 2018: BIRT AUSU Awards Committee approve the attached Health Care Bursary application XXXX.**

Moved by: R. Bleich

Seconded by: K. Newsome

This motion passed 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<br>2/deadline  | \$2,000                           | \$2,000            |
| AUSU Bursaries                   | 10         | 5         | 5          |       | 5                | \$10,000<br>5/deadline | \$5,000                           | \$5,000            |
| Computer Bursaries               | 14         | 6         | 8          |       | 6                | \$9,600 or 12<br>comp. | \$5342.76                         | \$4,257.24         |
| Single Parent Bursary            | 0          | 0         | 0          |       | 2                | \$2,000<br>1/deadline  | \$0                               | \$2,000            |
| Travel Bursaries                 | 1          | 1         | 0          |       | N/A              | \$4,000<br>\$1,000/e   | \$600                             | \$3,400            |
| Emergency Bursaries              | 3          | 3         | 0          |       | N/A              | \$6,000<br>\$700/e     | \$696                             | \$5,304            |
| Health Care Bursary              | 6          | 5         | 1          |       | N/A              | \$18,000               | \$1,000<br>(4 amount outstanding) | \$17,000           |
| #lgo2AU                          | 55         | 1         | 54         |       | 1                | \$2,000<br>1/deadline  | \$1,000                           | \$1,000            |
| Laurence Décor Award             | 1          | 1         | 0          |       | 0                | \$1,000                | \$1,000                           | 0                  |
| Student Volunteer Award          | 10         | 2         | 8          |       | 2                | \$4,000<br>2/deadline  | \$2,000                           | \$2,000            |
| Returning Student Award          | 36         | 4         | 32         |       | 4                | \$8,000<br>4/deadline  | \$4,000                           | \$4,000            |
| Balanced Student Award           | 30         | 4         | 26         |       | 4                | \$8,000<br>4/deadline  | \$4,000                           | \$4,000            |
| <b>Total</b>                     | <b>337</b> | <b>33</b> | <b>304</b> |       |                  | <b>\$75,600</b>        | <b>\$26,638.76</b>                | <b>\$49,961.24</b> |

## January 2018 Activity Report

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: 06 February 2018



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

## Activity This Month

### **Student Mail Outs:**

Currently, AUSU is still 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 his new information. We are hoping to receive it soon and be able to initiate and start this mail out early this year.

### **Course Evaluations:**

With starting to look into the course evaluations, there have been some complexities that have come up. Staff is currently looking into and doing some research on the course evaluations. They will include suggestions for future changes along with a proposed budget that may be required for the project and there will be a proposal brought forward at the next meeting.

### **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.

This review of our website is currently ongoing and will be completed by the next meeting.

### **Facebook Live:**

There have been several facebook live session time slots booked for the executive.

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

## January 2018 Report

### **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:** January 31<sup>st</sup>, 2018



## Administration

Happy New Year Everyone! I can't believe it's already February. For someone who is looking forward to summer, this is not a bad thing.

This month AUSU staff have been busy prepping for the election, we hosted our inaugural executive retreat, and wrapped up our 2017 audit with KRP to name a few of the tasks.

### **Year-End Activities & Audit:**

On January 12<sup>th</sup>, AUSU had a meeting with our auditor's from KRP. This meeting was an opportunity to get our team in one room and review the audited financials, the audit findings report, as well as look at next steps for AUSU. I am happy to report that we will have Chad Knippel from KRP on hand for our February council meeting to address any potential questions regarding the audit findings report. My experience working with the team from KRP was very good, and on behalf of AUSU, want to thank Chad for taking time to join us for our meeting.

### **Executive Retreat:**

I am happy to convey that our inaugural executive retreat was a big success. From Jan 15<sup>th</sup>–18<sup>th</sup> the executive team, our governance & advocacy coordinator, and myself travelled to Banff to participate in our EC retreat. With a strong itinerary we were able to accomplish a huge work load in only a couple days and set up the executive team for the remainder of their term. Topics covered include:

- Visit to the Calgary AU Test Center – met with Serita Smith
- Full review of our current AUSU goals and advocacy objectives
- 30-60-90 planning
- Member Engagement
- Policy review update
- Council Retreat 2018 Planning
- Election 2018 Prep
- Fee Increase Next Steps
- Executive Transition Planning

With only a couple months remaining in the EC term, having a strong action item list in place as well as prep for the upcoming transition activities will be essential as we look to have our new council and executive team hit the ground running into the next term year.

### **General Administration:**

- On Feb 6<sup>th</sup> I met with Richard MacLeod regarding our joint Information Sharing Agreement, which is directly related to our new student mailout initiative. I see some light at the end of this long tunnel and hope to have a complete update at our next council meeting. The agreement is now with AU (Richard MacLeod) to be socialized with the senior administration and signed off by the BoG chair.

## January 2018 Activity Report

- The AUSU hoodies have arrived. I hope you all are wearing yours out with pride.
- We have been continuing our work with our mobile APP. Oohlala has changed to a new cloud feature, which has brought on some new challenges from a user perspective. Staff have found it to be slightly more cumbersome in general, along with some difficulties editing our member and staff/executive lists. The new app control panel staff work with has changed, so access has changed, and the staff are experiencing some growing pains associated with this update. Oohlala is working with us weekly to make the proper adjustments that will make our experience more efficient and the student experience better overall.
- After some time, we have now finalized edits to our internal council documents, which include our council manual and executive manual. Needing a desperate face lift and editing, both documents are now ready to be accessed by our incoming councillors and executive team later this spring.

## Committee Support

### **Finance Committee:**

With Brandon fitting into his role as VPFA like a glove, we focussed on getting everything in place for him to maximize his time in office. This began with a meeting with our investment advisor from CWB to confirm the details of our invest portfolio, meet with KRP regarding our AUSU audit, meeting with our bookkeeper to get up on our new financial processes, then establish signing authority documents with all our financial partners. (CWB, KRP, and TD)

With the finance committee moving to quarterly meetings, we were able to develop a plan with our finance stakeholders to meet the new timelines and I look forward to working with everyone in the year to come. Everyone involved is very much liking what AUSU is creating regarding our finance structure and control processes. The feedback we have received from everyone has all been extremely positive.

### **Awards Committee:**

Attended the Laurence Décor meeting to select the 2018 recipient of this student leadership award. Very happy to see an incredibly deserving recipient selected from the nominations. We're all very proud you... Congratulations Shawna!

### **Executive Compensation Review Committee (ECRC):**

Congratulations to the Executive Compensation Review Committee for their hard work in preparing a very solid report for council. Final recommendation and report was presented to council on January 15<sup>th</sup>, 2018.

## The Voice

### **The Voice Magazine:**

The magazine is seeing a strong contingent of writer's over the past few months. A result of the rebranding and website launch for certain. We have grown from 6 regular writer's and 4-5 on/off again writer's making monthly article contributions to now having 9 regular's and 6-7 on/off again writer's. A great situation to have to manage. Karl is doing a nice job managing the articles coming in each week, while managing a budget that was established for a smaller team of writer's. This

## January 2018 Activity Report

is accomplished sometimes by moving articles up a week to spread the article opportunities around amongst the writer's team.

During the month of December, we did see a small drop in viewership, with that number increasing again in the new year. January 15<sup>th</sup> was our 3<sup>rd</sup> highest week since the launch of the new site, with over 1550 unique readers.

I hope you are all staying engaged with our magazine, as we are seeing some great articles coming from The Voice each week. If you haven't done so already, be sure to check out the recent interview with Minister Marlin Schmidt.

## Governance

### **2018 General Election:**

By the time you are all reading this report, we will have completed the nomination period for our 2018 general election and I'm hoping we are also celebrating a new standard of election communication and promotions that have garnered AUSU a solid number of nominations.

The partnership we formed with AU to help with the promotion of our 2018 election is going very well. With enhanced promotions in our AUSU newsletters, social media channels, word of mouth at meet and greets and FB LIVE sessions, in addition to the AU presence, I anticipate we will have our best nominations turnout to date. (Fingers Crossed! Lol)

### **AUSU Procedures:**

Our Governance and Advocacy Coordinator and I have been busy developing a list of potential AUSU procedures that will fill out our governance structure to include Bylaws, Policies, and now Procedures. Much of these internal processes are currently in place, however will now be formalized into a procedure template. The executive committee will be approved the procedures as they are developed.

## Meetings

|               |   |
|---------------|---|
| January 3     | Weekly Staff Meeting                            |
| January 3     | EC Meeting to review 2018 timesheets            |
| January 4     | CRO Interviews                                  |
| January 4     | ProctorU Meeting                                |
| January 8     | CRO Interviews                                  |
| January 8     | Executive Compensation Review Committee Meeting |
| January 9     | AUSU Meeting with Faculty Association           |
| January 9     | AUSU Meet & Greet (Edmonton)                    |
| January 10    | Weekly Staff Meeting                            |
| January 10    | Weekly EC Meeting                               |
| January 10    | Student Consultation – Fee Increase             |
| January 11    | Finance Committee Meeting                       |
| January 12    | CWB Meeting                                     |
| January 12    | KRP Audit Meeting                               |
| January 15-18 | EC Retreat                                      |

## January 2018 Activity Report

|            |   |
|------------|---|
| January 15 | Council Meeting                               |
| January 23 | Awards Committee Meeting (Laurence Décor)     |
| January 24 | AU Information Center Team Meeting            |
| January 24 | Weekly Staff Meeting                          |
| January 24 | Elections Meeting with staff                  |
| January 24 | The Voice meeting                             |
| January 25 | AU Fees Consultation                          |
| January 25 | Information Sharing Agreement Meeting with AU |
| January 26 | AMICCUS Budget Review Teleconference Meeting  |
| January 29 | Weekly EC Meeting                             |
| January 31 | Weekly Staff Meeting                          |

# AUSU Office Report

Donette Kingyens,  
Communications & Member Services Coordinator

Prepared: February 2, 2018



## Administration

- **Student Inquiries**

- The majority of inquiries were related to logging in to lynda.com or questions about councillor roles.

|           | Emails | Phone Calls | Instant Chats | Website | Facebook |
|-----------|--------|-------------|---------------|---------|----------|
| Jan 2018  | 25     | 2           | 2             |         |          |
| 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        |

*\*Numbers above are approximate.*

*Does not include discussions with year-round award applicants.*

*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 |
|----------|---------------------|-------|-----------|------------------|------------|---------------|
| Jan 2018 | 181                 | 127   | 1         | 27               | 112        | 940           |
| 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           |

|                  |     |     |   |    |     |      |
|------------------|-----|-----|---|----|-----|------|
| <b>Aug 2017</b>  | 209 | 48  | 1 | 6  | 66  | 591  |
| <b>July 2017</b> | 108 | 47  | 1 | 11 | 69  | 405  |
| <b>June 2017</b> | 133 | 81  | 2 | 6  | 0*  | 633  |
| <b>May 2017</b>  | 157 | 63  | 0 | 21 | 261 | 1093 |
| <b>Apr 2017</b>  | 100 | 21  | 1 | 3  | 78  | 1060 |
| <b>Mar 2017</b>  | 188 | 162 | 0 | 12 | 87  | 424  |
| <b>Feb 2017</b>  | 144 | 32  | 3 | 10 | 64  | 503  |
| <b>Jan 2017</b>  | 84  | 152 | 8 | 8  | 103 | 766  |
| <b>Dec 2016</b>  | 160 | 21  | 4 | 3  | 70  | 562  |

- Lynda.com**

*Note: I archived 220 lynda accounts that had not been accessed for over a year.*

| <b>Month</b>     | <b>Total Accounts</b> | <b>New Accounts</b> | <b>Videos Viewed</b> | <b>Hours viewed</b> | <b>Avg. min. per login</b> | <b>Certificates completed</b> |
|------------------|-----------------------|---------------------|----------------------|---------------------|----------------------------|-------------------------------|
| <b>Jan 2018</b>  | 1,613                 | 127                 | 2,841                | 186                 | 15                         | 41                            |
| <b>Dec 2017</b>  | 1,833                 | 131                 | 2,030                | 141                 | 15                         | 13                            |
| <b>Nov 2017</b>  | 1,702                 | 117                 | 2,638                | 183                 | 14                         | 25                            |
| <b>Oct 2017</b>  | 1,591                 | 276                 | 4,205                | 273                 | 15                         | 42                            |
| <b>Sep 2017</b>  | 1,314                 | 203                 | 3,196                | 204                 | 16                         | 39                            |
| <b>Aug 2017</b>  | 1,279                 | 48                  | 2,861                | 205                 | 32                         | 62                            |
| <b>July 2017</b> | 1,224                 | 47                  | 1,795                | 119                 | 17                         | 26                            |
| <b>June 2017</b> | 1,178                 | 81                  | 1,871                | 125                 | 12                         | 29                            |
| <b>May 2017</b>  | 1,096                 | 63                  | 2,220                | 144                 | 19                         | 34                            |
| <b>Apr 2017</b>  | 1,032                 | 21                  | 2,735                | 182                 | 22                         | 38                            |
| <b>Mar 2017</b>  | 1,011                 | 162                 | 3,657                | 242                 | 20                         | 59                            |
| <b>Feb 2017</b>  | 848                   | 32                  | 1,873                | 121                 | 17                         | 28                            |
| <b>Jan 2017</b>  | 816                   | 152                 | 3,140                | 189                 | 15                         | 53                            |
| <b>Dec 2016</b>  | 731                   | 21                  | 3,161                | 221                 | 48                         | 68                            |
| <b>Nov 2016</b>  | 710                   | 48                  | 2,146                | 151                 | 18                         | 23                            |
| <b>Oct 2016</b>  | 843                   | 30                  | 1,510                | 117                 | 21                         | 18                            |

- Course Evaluations**

| <b>Month</b>     | <b>Total Evaluations</b> | <b>New Evaluations</b> |
|------------------|--------------------------|------------------------|
| <b>Jan 2018</b>  | 646                      | 8                      |
| <b>Dec 2017</b>  | 638                      | 10                     |
| <b>Nov 2017</b>  | 628                      | 7                      |
| <b>Oct 2017</b>  | 621                      | 11                     |
| <b>Sep 2017</b>  | 610                      | 14                     |
| <b>Aug 2017</b>  | 596                      | 8                      |
| <b>July 2017</b> | 588                      | 16                     |
| <b>June 2017</b> | 572                      | 15                     |
| <b>May 2017</b>  | 557                      | 13                     |



January 2017

|                 |     |    |
|-----------------|-----|----|
| <b>Apr 2017</b> | 544 | 6  |
| <b>Mar 2017</b> | 538 | 10 |
| <b>Feb 2017</b> | 528 | 7  |
| <b>Jan 2017</b> | 521 | 9  |
| <b>Dec 2016</b> | 512 | 8  |
| <b>Nov 2016</b> | 504 | 86 |
| <b>Oct 2016</b> | 418 | 65 |

- **Forum Registrations**

| <b>Month</b>    | <b>Total Registrations</b> | <b>New Registrations</b> |
|-----------------|----------------------------|--------------------------|
| <b>Jan 2018</b> | 118                        | 17                       |
| <b>Dec 2017</b> | 101                        | 22                       |
| <b>Nov 2017</b> | 79                         | 9                        |
| <b>Oct 2017</b> | 70                         | 10                       |
| <b>Sep 2017</b> | 61                         | 31                       |
| <b>Aug 2017</b> | 30                         | 30                       |

## Social Media & Marketing

- **Newsletters**

- Jan 5 – [AUSU Update – Eyewear Savings, Leadership Award, Student Spotlight, And More!](#)
- Jan 26 - [AUSU Updates – RUN FOR STUDENT COUNCIL, Bursaries Available, and More!](#)

- **The Voice**

- Sent Voice ads for each Voice publication in January (Jan 5, 12, 19, 26).

| <b>Weekly Stats</b>         | <b>Overall Visits</b> | <b>Unique Visits</b> | <b>Bounce Rate*</b> | <b>PDF Views</b> | <b>Highest # of Views per Article</b> | <b>Articles with over 20 views</b> |
|-----------------------------|-----------------------|----------------------|---------------------|------------------|---------------------------------------|------------------------------------|
| <b>Jan 26 – Feb 1, 2018</b> | 1,146                 | 981                  | 60.14%              | 4                | 30                                    | 3                                  |
| Jan 19 – 25, 2018           | 1,719                 | 1,472                | 67.62%              | 3                | 147                                   | 6                                  |
| Jan 12 – 18, 2018           | 1,528                 | 1,301                | 72.23%              | 3                | 235                                   | 5                                  |
| Jan 5 – 11, 2018            | 1,177                 | 980                  | 68.95%              | 9                | 59                                    | 5                                  |
| Dec 29 – Jan 4              | 882                   | 676                  | 73.82%              | 8                | 28                                    | 1                                  |
| <b>Jan 2018 Overall</b>     | <b>6,052</b>          | <b>5,091</b>         | <b>68.26%</b>       | <b>22</b>        | <b>253</b>                            | <b>28</b>                          |
| 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                                  |
| <b>Dec 2017 Overall</b>     | <b>4,179</b>          | <b>3,449</b>         | <b>66.57%</b>       | <b>37</b>        | <b>156</b>                            | <b>17</b>                          |
| 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                                  |
| <b>Nov 2017 Overall</b>     | <b>5,925</b>          | <b>4,970</b>         | <b>62.75%</b>       | <b>56</b>        | <b>124</b>                            | <b>22</b>                          |

January 2017

|                          |              |              |               |           |           |           |
|--------------------------|--------------|--------------|---------------|-----------|-----------|-----------|
| 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         |
| <b>Oct 2017 Overall</b>  | <b>5,249</b> | <b>4,207</b> | <b>67.12%</b> | <b>54</b> | <b>51</b> | <b>10</b> |
| 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         |
| <b>Sept 2017 Overall</b> | <b>3,079</b> | <b>2,625</b> | <b>78.62%</b> | <b>70</b> | <b>54</b> | <b>11</b> |
| 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         |
| <b>Aug 2017 Overall</b>  | <b>2,690</b> | <b>2,265</b> | <b>76.26%</b> | <b>63</b> | <b>73</b> | <b>7</b>  |
| 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         |
| <b>July 2017 Overall</b> | <b>2,608</b> | <b>2,172</b> | <b>79.12%</b> | <b>59</b> | <b>58</b> | <b>7</b>  |
| 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         |
| <b>June 2017 Overall</b> | <b>3,028</b> | <b>2,421</b> | <b>71.44%</b> | <b>88</b> | <b>69</b> | <b>9</b>  |
| 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         |
| <b>May 2017 Overall</b>  | <b>3,166</b> | <b>2,637</b> | <b>75.92%</b> | <b>64</b> | <b>97</b> | <b>9</b>  |

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

- **Mobile App**

|                  | Total<br>Accounts | New<br>Accounts | Social Connections<br>(total) | Social<br>Connections<br>(month) | Campus Activity<br>(total) | Campus Activity<br>(month) | Events<br>Scheduled |
|------------------|-------------------|-----------------|-------------------------------|----------------------------------|----------------------------|----------------------------|---------------------|
| <b>Jan 2018</b>  | 5,579             | 181             | 2,313                         | 99                               | 46,422                     | 3,226                      | 42                  |
| <b>Dec 2017</b>  | 5,398             | 140             | 2,214                         | 69                               | 43,196                     | 2,457                      | 3                   |
| <b>Nov 2017</b>  | 5,214             | 139             | 2,145                         | 73                               | 40,739                     | 2,688                      | 41                  |
| <b>Oct 2017</b>  | 5,075             | 231             | 2,072                         | 112                              | 38,051                     | 3,099                      | 25                  |
| <b>Sep 2017</b>  | 4,844             | 227             | 1,960                         | 238                              | 34,952                     | 4,652                      | 31                  |
| <b>Aug 2017</b>  | 4,617             | 209             | 1,722                         | 128                              | 30,300                     | 3,063                      | 24                  |
| <b>July 2017</b> | 4,408             | 108             | 1,594                         | 38                               | 27,237                     | 1,412                      | 56                  |

|                  |       |     |       |     |        |       |     |
|------------------|-------|-----|-------|-----|--------|-------|-----|
| <b>June 2017</b> | 4,300 | 133 | 1,556 | 56  | 25,825 | 1,464 | 20  |
| <b>May 2017</b>  | 4,167 | 157 | 1,500 | 48  | 24,360 | 1,403 | 23  |
| <b>Apr 2017</b>  | 4,010 | 100 | 1,452 | 100 | 22,957 | 1,703 | 7   |
| <b>Mar 2017</b>  | 3,910 | 188 | 1,352 | 122 | 21,254 | 2,502 | 27  |
| <b>Feb 2017</b>  | 3,722 | 144 | 1,230 | 57  | 18,752 | 1,046 | 23  |
| <b>Jan 2017</b>  | 3,578 | 84  | 1,173 | 75  | 17,706 | 1,474 | 148 |
| <b>Dec 2016</b>  | 3,494 | 160 | 1,098 | 65  | 16,232 | 1,337 | 17  |

- **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 |
|-------------------|-------------|--------------|--------|---------|--------------|-------|-----|----------|----------|------------------|------|-----------|
| <b>Jan 2018</b>   | 13,417      | 5,507        | 1,384  | 194     | 481          | 1,752 | 151 | 1102     | 219      | 243              | 73   | 104       |
| <b>Dec 2017</b>   | 9,094       | 3,683        | 613    | 203     | 96           | 1,419 | 79  | 92       | 156      | 133              | 51   | 67        |
| <b>Nov 2017</b>   | 10,191      | 4,265        | 1,201  | 287     | 510          | 1,557 | 96  | 155      | n/a      | 84               | 45   | 45        |
| <b>Oct 2017</b>   | 19,068      | 8,028        | 5,220  | 301     | 411          | 2,243 | 119 | 237      | n/a      | 173              | 46   | 32        |
| <b>Sep 2017</b>   | 16,456      | 6,929        | 3,748  | 266     | 106          | 2,400 | 149 | 213      | n/a      | 197              | 45   | 53        |
| <b>Aug 2017</b>   | 7,947       | 3,382        | 506    | 187     | 694          | 587   | 87  | 224      | n/a      | 119              | 26   | 22        |
| <b>July 2017</b>  | 8,630       | 3,686        | 671    | 300     | 708          | 763   | 91  | 228      | n/a      | 112              | 26   | 17        |
| <b>Jun 2017</b>   | 11,294      | 4,858        | 927    | 130     | 589          | 851   | 60  | 185      | n/a      | 120              | 35   | 51        |
| <b>May 2017</b>   | 10,486      | 4,379        | 975    | 136     | 773          | 665   | 276 | 607      | n/a      | 256              | 59   | 35        |
| <b>April 2017</b> | 15,713      | 6,338        | 5,557  | 155     | 508          | 510   | 110 | 80       | n/a      | 101              | n/a  | 28        |
| <b>Mar 2017</b>   | 13,012      | 5,487        | 3,170  | 359     | 494          | 1,281 | 112 | 345      | n/a      | 156              | n/a  | 44        |
| <b>Feb 2017</b>   | 7,106       | 2,909        | 559    | 202     | 466          | 453   | 274 | 245      | n/a      | 77               | n/a  | 15        |
| <b>Jan 2017</b>   | 11,158      | 4,853        | 2,263  | 274     | 431          | 1,254 | 130 | 213      | n/a      | 130              | n/a  | 24        |
| <b>Dec 2016</b>   | 6,463       | 2,827        | 448    | 218     | 445          | 383   | 100 | 115      | n/a      | 108              | n/a  | 32        |
| <b>Nov 2016</b>   | 13,042      | 5,451        | 1,067  | 262     | 669          | 585   | 411 | 267      | n/a      | 189              | n/a  | 34        |
| <b>Oct 2016</b>   | 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 |
|------------------|----------|-------------|-------|-------------|-----------|----------|---------|---------|---------|-----------------|----------|
| <b>Jan 2018</b>  | 56       | 52          | 367   | 108         | 191       | 67       | 340     | 25      | 55      | 206             | 674      |
| <b>Dec 2017</b>  | 47       | 69          | 308   | 80          | 36        | 28       | 222     | 44      | 55      | 97              | 576      |
| <b>Nov 2017</b>  | 54       | 54          | 640   | 169         | 88        | 30       | 189     | 20      | 73      | 122             | 248      |
| <b>Oct 2017</b>  | 32       | 73          | 343   | 216         | 120       | 53       | 163     | 24      | 57      | 137             | 375      |
| <b>Sep 2017</b>  | 27       | 74          | 417   | 244         | 44        | 32       | 234     | 27      | 45      | 152             | 205      |
| <b>Aug 2017</b>  | 45       | 72          | 402   | 173         | 58        | 35       | 102     | 40      | 79      | 151             | 253      |
| <b>July 2017</b> | 64       | 33          | 329   | 194         | 309       | 31       | 133     | 49      | 47      | 137             | 268      |
| <b>Jun 2017</b>  | 60       | 38          | 770   | 131         | 95        | 24       | 213     | 27      | 40      | 135             | 224      |
| <b>May 2017</b>  | 90       | 34          | 319   | 171         | n/a       | 71       | 341     | 42      | 301     | 81              | 244      |

|                 |     |    |     |     |     |    |     |    |     |     |     |
|-----------------|-----|----|-----|-----|-----|----|-----|----|-----|-----|-----|
| <b>Apr 2017</b> | 67  | 33 | 118 | 109 | 198 | 63 | 293 | 62 | 77  | 151 | 345 |
| <b>Mar 2017</b> | 151 | 37 | 66  | 147 | 45  | 86 | 319 | 45 | 101 | 165 | 269 |
| <b>Feb 2017</b> | 29  | 49 | 86  | 143 | 85  | 65 | 152 | 59 | 84  | 143 | 399 |
| <b>Jan 2017</b> | 71  | 45 | 150 | 178 | 236 | 79 | 193 | 66 | 95  | 137 | 365 |
| <b>Dec 2016</b> | 21  | 33 | 60  | 91  | 386 | 76 | 124 | 56 | 80  | 111 | 268 |
| <b>Nov 2016</b> | 45  | 59 | 132 | 202 | 83  | 26 | 281 | 54 | 73  | 127 | 325 |
| <b>Oct 2016</b> | 35  | 65 | 127 | 217 | 589 | 29 | 343 | 67 | 112 | 126 | 287 |

- **Website Polls**

- What kind of pets do you have?

- Dog 22
    - Cat 15
    - Rodent 1
    - Bird 0
    - Amphibeian 1
    - Fish 2
    - Other 6
    - **Total Responses:** 47
    - **Posted:** Jan 15 - 29

- If you are a program students, do you plan to travel to Athabasca when you convocate?

- Yes 16
    - No 9
    - Not Sure 9
    - **Total Responses:** 34
    - **Posted:** Jan 1 – Jan 15

- **Social Media Statistics:**

- **Facebook**

| <b>Month</b>     | <b>Total Posts</b> | <b>Total Likes</b> | <b>New Likes</b> | <b>Average post reach</b> | <b>Overall Engagements</b> | <b>Overall Impressions</b> |
|------------------|--------------------|--------------------|------------------|---------------------------|----------------------------|----------------------------|
| <b>Jan 2018</b>  | 62                 | 1,310              | 33               | 266                       | 152                        | 30,695                     |
| <b>Dec 2017</b>  | 58                 | 1,285              | 23               | 238                       | 75                         | 26,507                     |
| <b>Nov 2017</b>  | 60                 | 1,274              | 30               | 434                       | 231                        | 54,763                     |
| <b>Oct 2017</b>  | 69                 | 1,256              | 42               | 465                       | 289                        | 61,291                     |
| <b>Sep 2017</b>  | 54                 | 1,224              | 27               | 215                       | 96                         | 21,200                     |
| <b>Aug 2017</b>  | 58                 | 1,205              | 17               | 318                       | 201                        | 35,968                     |
| <b>July 2017</b> | 66                 | 1,198              | 25               | 366                       | 208                        | 43,291                     |
| <b>June 2017</b> | 73                 | 1,179              | 20               | 484                       | 287                        | 64,507                     |
| <b>May 2017</b>  | 64                 | 1,168              | 20               | 486                       | 348                        | 59,076                     |
| <b>Apr 2017</b>  | 61                 | 1,156              | 26               | 414                       | 250                        | 40,158                     |
| <b>Mar 2017</b>  | 73                 | 1,139              | 26               | 281                       | 252                        | 42,433                     |

January 2017

|                 |    |       |    |     |     |        |
|-----------------|----|-------|----|-----|-----|--------|
| <b>Feb 2017</b> | 58 | 1,124 | 19 | 506 | 149 | 47,163 |
| <b>Jan 2017</b> | 72 | 1,110 | 43 | 538 | 260 | 67,114 |
| <b>Dec 2016</b> | 52 | 1,077 | 40 | 637 | 249 | 58,210 |
| <b>Nov 2016</b> | 70 | 1,041 | 91 | 424 | 370 | 64,324 |
| <b>Oct 2016</b> | 53 | 973   | 69 | 434 | 569 | 63,968 |

○ **Twitter**

| <b>Month</b>     | <b>Total Posts:</b> | <b>Total Followers</b> | <b>New Followers</b> | <b>Retweets</b> | <b>Link Clicks</b> | <b>Overall Impressions</b> |
|------------------|---------------------|------------------------|----------------------|-----------------|--------------------|----------------------------|
| <b>Jan 2018</b>  | 60                  | 840                    | 6                    | 12              | 67                 | 13,612                     |
| <b>Dec 2017</b>  | 56                  | 834                    | 12                   | 12              | 51                 | 12,320                     |
| <b>Nov 2017</b>  | 56                  | 832                    | 8                    | 12              | 53                 | 13,024                     |
| <b>Oct 2017</b>  | 65                  | 834                    | 14                   | 42              | 71                 | 16,605                     |
| <b>Sep 2017</b>  | 48                  | 830                    | 11                   | 9               | 43                 | 10,877                     |
| <b>Aug 2017</b>  | 58                  | 824                    | 8                    | 144             | 45                 | 12,078                     |
| <b>July 2017</b> | 63                  | 820                    | 7                    | 29              | 49                 | 15,445                     |
| <b>June 2017</b> | 71                  | 817                    | 8                    | 21              | 69                 | 18,371                     |
| <b>May 2017</b>  | 60                  | 815                    | 15                   | 20              | 110                | 14,387                     |
| <b>Apr 2017</b>  | 59                  | 809                    | 9                    | 15              | 73                 | 12,899                     |
| <b>Mar 2017</b>  | 70                  | 808                    | 20                   | 19              | 104                | 18,219                     |
| <b>Feb 2017</b>  | 52                  | 796                    | 13                   | 18              | 64                 | 17,453                     |
| <b>Jan 2017</b>  | 71                  | 793                    | 15                   | 18              | 111                | 21,505                     |
| <b>Dec 2016</b>  | 51                  | 783                    | 16                   | 16              | 80                 | 14,485                     |
| <b>Nov 2016</b>  | 80                  | 779                    | 60                   | 31              | 87                 | 20,526                     |
| <b>Oct 2016</b>  | 52                  | 720                    | 39                   | 13              | 76                 | 16,393                     |

○ **LinkedIn**

| <b>Month</b>     | <b>Total Posts:</b> | <b>Total Followers</b> | <b>New Followers</b> | <b>Engagements</b> | <b>Link Clicks</b> | <b>Overall Impressions</b> |
|------------------|---------------------|------------------------|----------------------|--------------------|--------------------|----------------------------|
| <b>Jan 2017</b>  | 58                  | 232                    | 1                    | 20                 | 19                 | 2,646                      |
| <b>Dec 2017</b>  | 56                  | 231                    | 0                    | 24                 | 22                 | 2,183                      |
| <b>Nov 2017</b>  | 54                  | 232                    | 2                    | 22                 | 17                 | 2,739                      |
| <b>Oct 2017</b>  | 63                  | 230                    | 0                    | 63                 | 49                 | 4,456                      |
| <b>Sep 2017</b>  | 49                  | 232                    | 1                    | 34                 | 25                 | 2,636                      |
| <b>Aug 2017</b>  | 58                  | 231                    | 0                    | 43                 | 36                 | 4,128                      |
| <b>July 2017</b> | 60                  | 233                    | 1                    | 29                 | 24                 | 3,411                      |
| <b>June 2017</b> | 69                  | 232                    | 0                    | 30                 | 21                 | 3,578                      |
| <b>May 2017</b>  | 57                  | 232                    | 0                    | 35                 | 28                 | 2,851                      |
| <b>Apr 2017</b>  | 53                  | 234                    | 0                    | 53                 | 43                 | 3,619                      |
| <b>Mar 2017</b>  | 55                  | 234                    | 3                    | 65                 | 44                 | 5,139                      |
| <b>Feb 2017</b>  | 39                  | 231                    | 1                    | 52                 | 39                 | 4,183                      |
| <b>Jan 2017</b>  | 64                  | 233                    | 1                    | 49                 | 38                 | 4,523                      |

January 2017

|                 |    |     |    |    |    |       |
|-----------------|----|-----|----|----|----|-------|
| <b>Dec 2016</b> | 52 | 232 | 3  | 35 | 25 | 3,559 |
| <b>Nov 2016</b> | 61 | 229 | 71 | 32 | 18 | 5,203 |
| <b>Oct 2016</b> | 53 | 158 | 56 | 44 | 36 | 3,984 |