



# Athabasca University Students' Union

## Council Meeting Minutes

Thursday, September 13<sup>th</sup>, 2018

6:30 pm – 8:30 pm MST

**Meeting Called By:** Brandon Simmons, President

**Type of Meeting:** AUSU Council Meeting

**Minutes:** Governance and Advocacy Coordinator Emmanuel Barker

### Participants

**Council:** President Brandon Simmons, Vice President External and Student Affairs Melinda Goertz, Vice President Finance and Administration Natasha Donahue, Councillor Sarah Blayney Lew, Councillor Brittany Daigle, Councillor Darcie Fleming, Councillor Christine Hudder, Councillor Amanda Lipinski, Councillor Alice Namu, Councillor Mark Teeninga, Councillor Joshua Ryan.

**Staff:** Executive Director Jodi Campbell, Governance and Advocacy Coordinator Emmanuel Barker, Voice Magazine Managing Editor Karl Low.

**Members:** Carla Knipe, SAL Mel Mirasol.

**Regrets:** Councillor Julian Teterenko (absent- vacation), Councillor Lisa Oracheski (absent-vacation)

**Called to order: 6:32 pm MT**

### Agenda and Minutes

#### 1.0 Adoption of Agenda B. Simmons

**Motion:** BIRT AUSU council adopt the September 13<sup>th</sup>, 2018 council meeting agenda.

*2018-09-13 Council Agenda*

B. Daigle/ A. Lipinski 11/0

#### 2.0 Approval of Council Meeting Minutes B. Simmons

**Motion:** BIRT AUSU council approve the minutes of the August 9th, 2018 regular council meeting.

*2018-08-09 Council Meeting Minutes DRAFT*

J. Ryan/ S. Blayney Lew 11/0

**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 B. Simmons

**Note:** The status of the current action items can be found at the bottom of the agenda

### New Business

#### 4.0 Bylaw Revision B. Simmons

NOTE: Discussion regarding the proposed Bylaw revisions currently under consideration and the proposed revisions to the Membership Fees policy (both needing to align). This is in preparation to the call for member consultation on September 21<sup>st</sup>.

*AUSU Bylaws Proposed Edits*

*Policy 6.08 Financial Management: Membership Fees Proposed Edits*

- Overview of proposed changes to the bylaw and to the membership fees policy was provided to council.
- Questions were asked from the floor for clarification regarding the proposed edits and the special resolution timeline.

**5.0 Policy Revisions**

N. Donahue

**Motion:** BIRT AUSU Council Approve the updated copy of policy 7.01 Member Services: Member Services Administration.

*Policy 7.01 Member Services Administration*

M. Goertz/ C. Hudder

11/0

**Motion:** BIRT AUSU Council Approve the updated copy of Policy 7.03 Member Services: The Voice Magazine.

*Policy 7.03 The Voice Magazine*

- The policy edits were amended to maintain section 3.01.08 in its original state.

B. Daigle/ S. Blayney Lew

11/0

**6.0 Student Advisory Committee**

M. Goertz

**NOTE:** Discussion of the MEC committee recommendation to establish a council approved ad-hoc student advisory committee. Presentation of the proposal will take place.

*Student Advisory Committee Proposal*

- Proposal from the floor to create a committee TOR for a Student Advisory Committee per the MECC proposal.

**Action Item**

**Reports**

**7.0 For Information: Reports for the month of August 2018.**

**Note:** Regular monthly reports from executive councillors, 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**

B. Simmons

*2018-08 President Report*

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

M. Goertz

*2018-08 VP External and Student Affairs Report*

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

N. Donahue

*2018-08 VP Finance and Administration Report*

**7.4 Executive Meeting Report**

N. Donahue

*2018-08 Exec Meeting Report*

**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.

**7.5 Finance Committee Report**

N. Donahue

*2018-08 Finance Committee Report*

**7.6 Awards Committee Report**

A. Lipinski

*2018-08 Awards Committee Report*

**7.7 Member Engagement and Communication Committee Report**

M. Goertz

*2018-08 MEC Committee Report*

**7.8 Executive Director's Report**

J. Campbell

*2018-08 Executive Director Report*

**7.9 Communication and Members Services Coordinator's Report**

J. Campbell/E.  
Barker

*2018-08 Communications Coordinator Report*

*2018 Final Brochure Vistaprint*

*2018 Final Postcard Vistaprint*

**8.0 Question & Answer Period**

B. Simmons

- No questions were raised.

**Next Meeting and Adjournment**

The next meetings of council will be:

**Thursday, October 11<sup>th</sup>**, 2018, 6:30pm MST – Public Meeting

**Thursday, November 8<sup>th</sup>**, 2018, 6:30pm MST – Public Meeting

Motion to Adjourn: **S. Blayney Lew 8:00 pm MT**

**Summary of Agenda Items**

Date	Status Deadline	Action Item and Responsible Party
	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. <b>Finance Committee</b>

**Summary of Action Items**

Date	Status Deadline	Action Item and Responsible Party
August 8	Ongoing	<b>Adoption of Agenda:</b> Rescind policy 9.22 in February. <b>Staff/Council</b> <b>Note:</b> This action item is on hold until AU implements the AU Bookstore.
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. <b>Executive</b>
August 9	In-Progress	<b>Question and Answer Period:</b> ICMSC to look into why PDF views of The Voice Magazine are not showing correctly in Google Analytics. <b>M. Pudwell</b>

June 16	In-Progress	<b>Communications and Member Services Report:</b> MECC to review the overall effectiveness of the AUSU Instagram launch. <div>MECC</div>
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# AUSU Office Report

Jodi Campbell, Executive Director



**Prepared:** August 31<sup>st</sup>, 2018

## Administration

### **AUSU Staff Update:**

MacKenzie Pudwell will be departing from her interim position here at AUSU on September 6<sup>th</sup>. MacKenzie began her journey with AUSU on June 18<sup>th</sup>, 2018 and has been a wonderful addition to our team over the past few months. On behalf of everyone at AUSU, I would like to thank MacK for all her hard work and wish her all the best as she takes on a new challenge in Calgary.

With Mack stepping away, the staff will be dedicated to picking up the tasks during the remainder of the month in preparation for Donette Kingyens returning to her position as the Communication and Member Services Coordinator on October 1<sup>st</sup>.

### **Budget 2018-2019:**

I am very pleased with the budget preparation that took place in August which led to a council approved budget at our last meeting. Since then I have begun to prepare the budget for implementation on October 1<sup>st</sup>. We will also develop a website version of the budget that will be posted on the AUSU website for the membership. The approved budget has also been provided to our bookkeeper in an effort to have the financial statements updated for the next fiscal year.

### **Student Lifeline Transition:**

We are currently awaiting an announcement from the AU Mental Health committee regarding the new online mental health service provider. This new provider will be taking over this student service, bringing the inevitable end to the AUSU student lifeline service, which has been in place since 2015.

The original intention was to have the new AU service provider kick-in starting September 1<sup>st</sup>, which would also be the end date of our Student Lifeline agreement. A collaborative communications plan was to also roll out between AUSU and the university.

Unfortunately, we have had a very different experience attempting to collaborate with this AU committee and in many ways have been disappointed with the level of courtesy provided to AUSU as we look to make a smooth transition of this essential student service. Communication that was meant to begin in mid-August still sits idle waiting for further details from AU, and we have essentially been left in the dark as we look to provide complete details to our membership.

We have since moved forward with relatively vague information being presented in our most recent newsletters, with the hopes that we hear from the AU Mental Health committee in the near future.

### **General Administration:**

- We are happy to announce that we have completed the rebranding of our 2018-2019 AUSU brochures and handbills. This is a professional new look for the association and we are thrilled with how they turned out. These documents will be distributed to a number of AU service spots, as well as handed out during all the face to face events and initiatives throughout the year. Be sure to check them out in the council package!
- The EC workplan is now posted on the AUSU website alongside our strategic documents and has been presented in a reader-friendly version that will make it a resourceful read for our student members.
- The AUSU survey will be launched later in September and work has begun this month to prepare all the questions that will be provided to our membership. The overall goal of the survey will be to tap into our membership on several AUSU topics to garner feedback, as well as educate our members on the many programs and services we offer throughout the year. Stay tuned for the survey coming out at the end of September.

## Committee Support

### **Finance Committee:**

The quarter 3 finance committee meeting took place on August 14<sup>th</sup>, with a full review of our financial statements taking place. Together the VPFA and I presented areas within the statements that deserved the committee's attention. A very solid discussion took place amongst the committee members. We now will be preparing for the year-end activities in September. Please see the committee report for complete details.

### **Awards Committee:**

No meeting for the awards committee took place in August. The awards committee work in August was relatively quiet outside of the few year-round applications we received. Stay tuned for our November awards cycle announcement coming later in September, as our applications will be going live on September 20<sup>th</sup> in anticipation for the November 1<sup>st</sup> deadline.

### **MEC Committee:**

MEC committee took place on August 22<sup>nd</sup> with a very robust agenda for the committee to tackle. One highlight for council to note was the motion to recommend to council the creation of an AUSU Student Advisory Council. This is a new idea that will be presented on the September council agenda and we are excited to explore the opportunities this committee might provide the organization if approved.

Staff continue to focus on establishing a strong social media presence for the organization based on committee feedback and increasing student engagement across all the @austudentsunion channels.

The Instagram contest wrapped up in August and we initiated a new twitter contest to round out our contest season. Student engagement has been great and we're very happy with the numbers we are seeing from these efforts.

## The Voice

### **The Voice Magazine:**

The Voice is ready for another start of September, and has some new writers coming on board to contribute to the magazine. We are currently working on incorporating feedback received from the reader survey into the magazine and look forward to building on that engagement piece with our readers. One new element is our interactive contents page that allows readers to see the entire edition at a glance.

The magazine averaged approximately 1000 views per week in the month of August and we anticipate this will increase now that the summer holidays are wrapping up. There are also currently 639 subscribers to the magazine. The top story this past month was written by Wanda Waterman, called "In Conversation with Melina Krumova."

## Governance

We engaged in some research this month to gain a better understanding of the best practices when it comes to AUSU delegate travel. Specifically, the topic of extending travel plans for personal travel. We sought out professional advice from both our auditor's from KRP as well as our legal counsel to establish our position.

The advice came back with confirmation that this practice was not an issue and is well within the norm for organizations to endeavour. One element that came forward was the potential need to ensure that our AUSU insurance coverage was adequate for our annual travel needs. I have since communicated with our insurance provider to ensure this coverage is included in our package moving forward.

The AU Learning Framework campaign was a big part of August with staff supporting all the elements of the campaign being led by our President. We learned a great deal from this initiative and look forward to engaging in more campaigns of this nature in the future.

## Meetings

August 1	Weekly staff meeting
August 2	Ops Plan review
August 3	Stakeholder meeting – Dr. Alain May
August 7	AUSU survey meeting
August 7	Weekly executive meeting
August 7	Voice Magazine survey results review
August 8-10	Holiday
August 9	Council meeting
August 13	Weekly executive meeting
August 14	Stakeholder meeting – Dr. Matt Prineas
August 14	Finance Committee meeting (Quarter 3)
August 15	AMICCUS board meeting
August 15	Weekly staff meeting
August 15	VPFA meeting (Services Value Campaign)
August 16	AUSU survey meeting
August 17	MECC meeting prep

## August 2018 Activity Report

August 20	Meeting with Oohlala (APP)
August 21	Weekly executive meeting
August 22	Weekly staff meeting
August 22	MEC committee meeting
August 28	VPEX meeting (MEC review)
August 29	Weekly staff meeting
August 29	Voice Magazine meeting
August 31	Meeting with GAC to review bylaw revisions
August 31	Communications and Member Services Coordinator Transition Meeting



# AUSU Member Engagement Report

MacKenzie Pudwell, standing-in for Donette Kingyens,  
Communications & Member Services Coordinator



**Prepared:** September 4th, 2018

## Update

### Services Statistics

- Welcome Emails: 506 July, 756 August
- Eyewear Discounts: 4 July, 4 August
- Grad Cards: 43 July, 70 August
- Lynda.com: 2008 users – note that Lynda.com was down for AUSU members for 2-3 weeks July, 2018 August

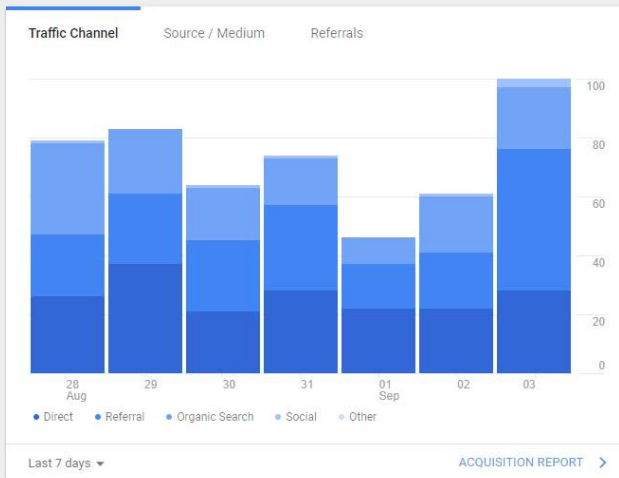
### Social Media Statistics

- Newsletter
  - o July 6<sup>th</sup>, 2018: 26,542 Subscribers, 21.3% (10,941) opens, 45 unsubscribed
  - o July 20<sup>th</sup>, 2018: 26,689 subscribers, 29.1% (11,490) opens, 70 unsubscribed
- Website

### Google Analytics Home



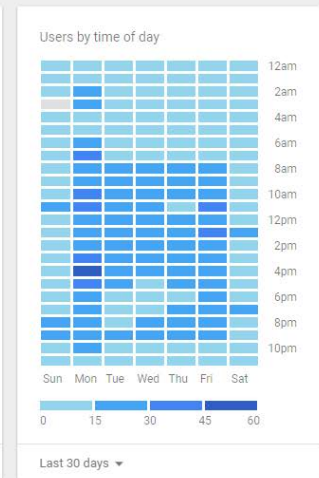
#### How do you acquire users?



#### Where are your users?



#### When do your users visit?



## What pages do your users visit?

Page	Pageviews	Page Value
/	312	\$0.00
/services/student-resources/lynda/	301	\$0.00
/services/scholarships-awards/	141	\$0.00
/forums/	109	\$0.00
/services/student-res.../career-development/	74	\$0.00
/services/course-evaluations/results/	68	\$0.00
/services/scholarship...bursary-applications/	51	\$0.00
/services/scholarship.../may-nov-application/	36	\$0.00
/services/lifeline/	34	\$0.00
/governance/bylaws-policies/	31	\$0.00

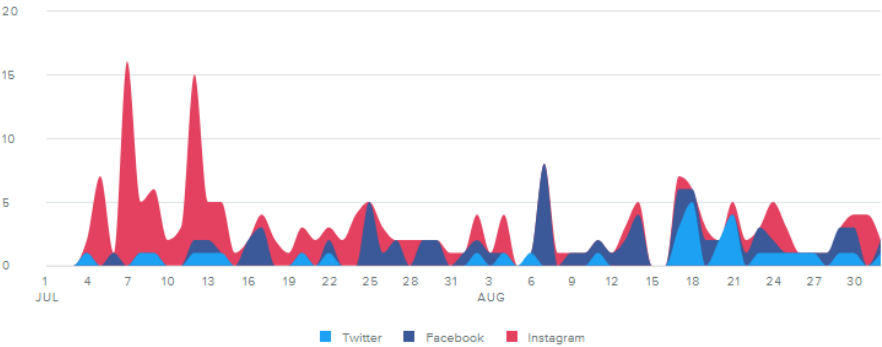
Last 7 days ▾

PAGES REPORT >

# SOCIAL MEDIA Platforms

## Group Audience Growth

AUDIENCE GROWTH, BY DAY

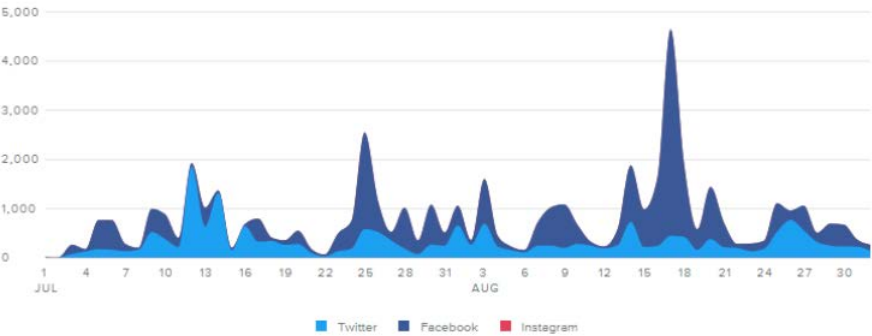


Audience Growth Metrics	Totals	% Change
Total Fans	2,634	↗ 6.4%
New Twitter Followers	25	↗ 2.9%
New Facebook Fans	47	↗ 3.3%
New Instagram Followers	87	↗ 51.2%
Total Fans Gained	159	↗ 6.4%

Total followers increased by  
**↗ 6.4%**  
since previous date range

## Group Impressions

IMPRESSIONS PER DAY

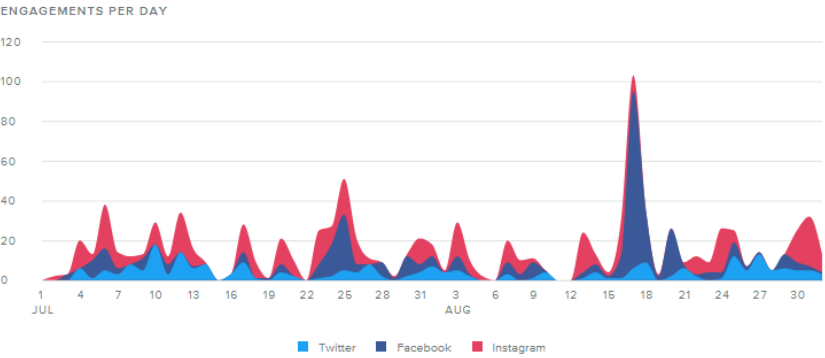


Impressions Metrics	Totals	% Change
Twitter Impressions	20.3k	↗ 11.5%
Facebook Impressions	28.9k	↗ 217.4%
Instagram Impressions	0	→ 0%
Total Impressions	49.2k	↗ 80.2%

Total Impressions increased by  
**↗ 80.2%**  
since previous date range

Note Instagram impression were not measured

Group Engagement



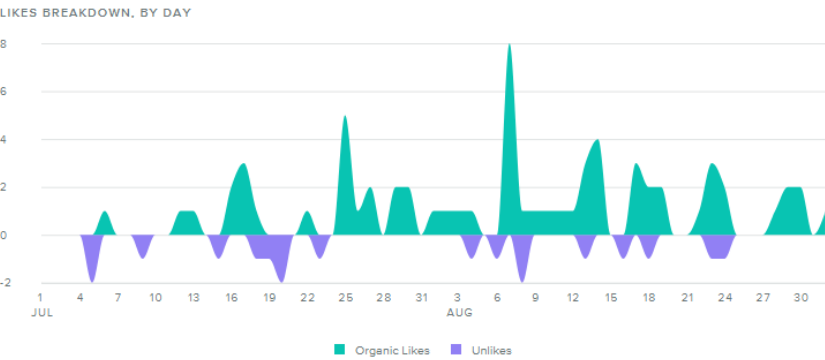
Engagement Metrics	Totals	% Change
Twitter Engagements	237	↗36.2%
Facebook Engagements	350	↗80.4%
Instagram Engagements	417	↗131.7%
Total Engagements	1,004	↗83.2%

The number of engagements increased by

83.2%

since previous date range

Facebook Audience Growth



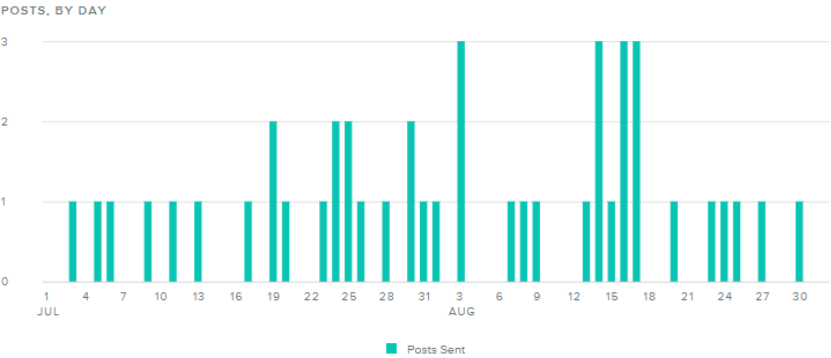
Audience Growth Metrics	Totals
Total Fans	1,488
Organic Likes	65
Unlikes	18
Net Likes	47

Total fans increased by

3.3%

since previous date range

Facebook Publishing Behavior



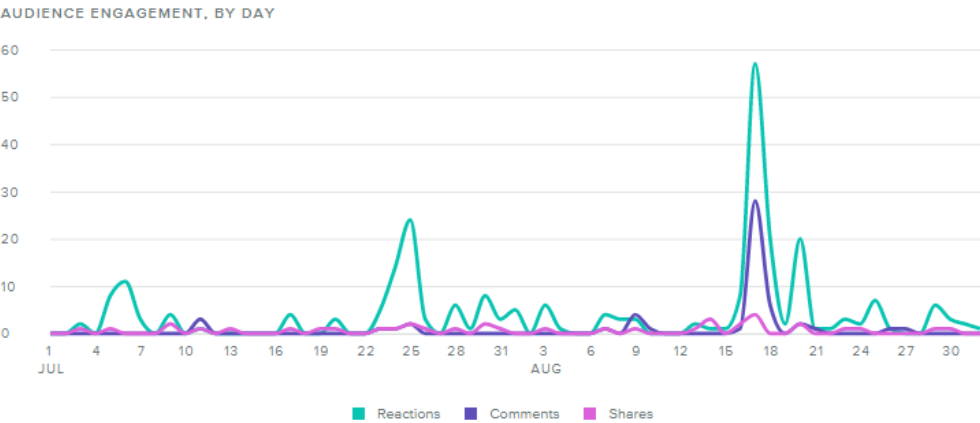
Publishing Metrics	Totals
Photos	16
Videos	3
Posts	25
Notes	0
Total Posts	44

The number of posts you sent increased by

**▲238.5%**

since previous date range

Facebook Engagement



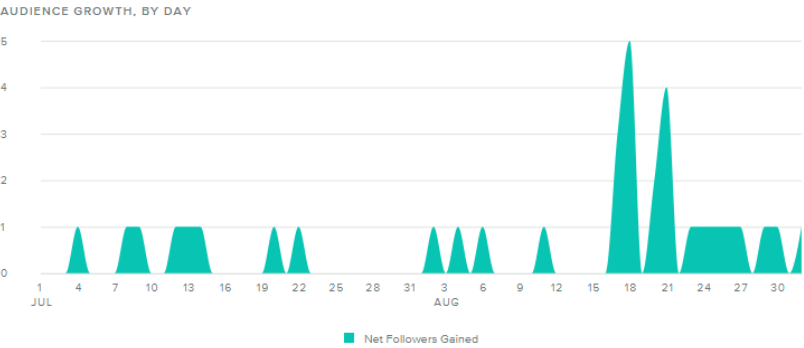
Action Metrics	Totals
Reactions	260
Comments	53
Shares	37
Total Engagements	350

Total Engagements increased by

**▲80.4%**

since previous date range

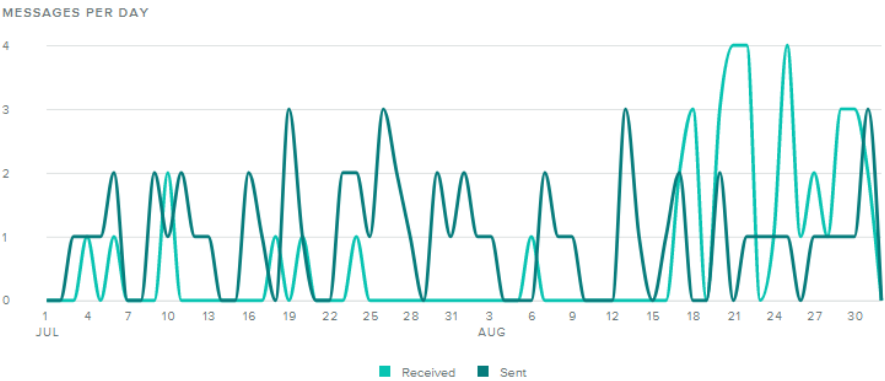
Twitter Audience Growth



Follower Metrics	Totals
Total Followers	889
Net Followers gained	25
People that you followed	1

Total followers increased by  
**+2.9%**  
since previous date range

Twitter Posts & Conversations



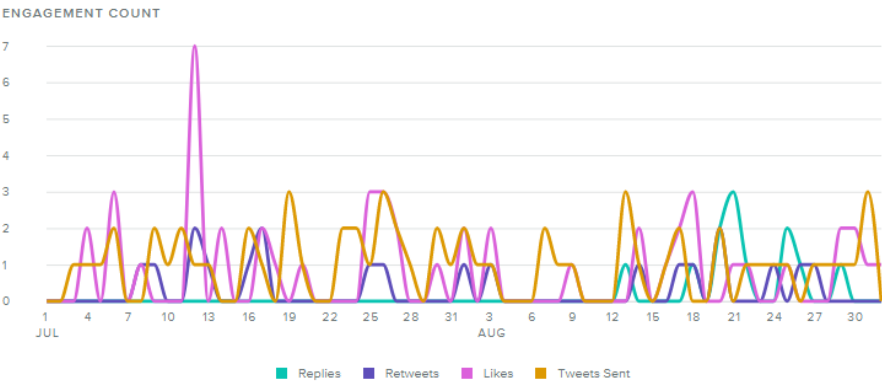
Sent/Received Metrics	Totals
Tweets sent	61
Direct Messages sent	0
Total Sent	61

The number of messages you sent increased by  
**+281.3%**  
since previous date range

Mentions received	41
Direct Messages received	0
Total Received	41

The number of messages you received increased by  
**+215.4%**  
since previous date range

Twitter Engagement



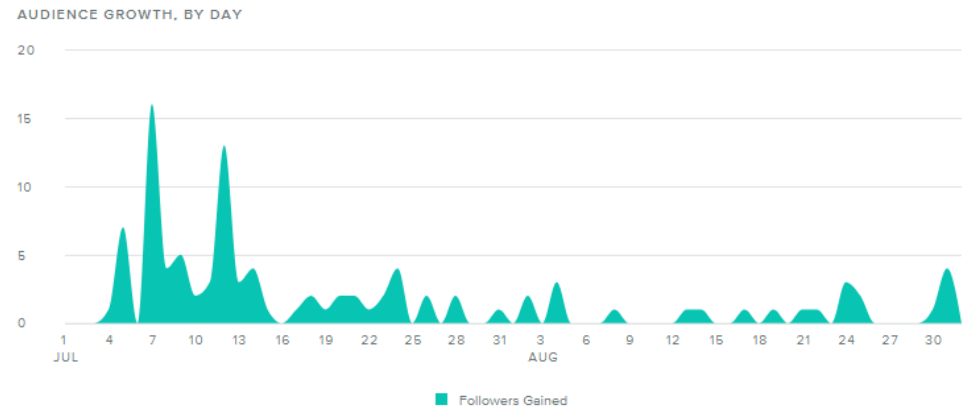
Engagement Metrics	Totals
Total Engagements	237
Replies	12
Retweets	20
Retweets with Comments	14
Likes	50

The number of engagements increased by

**▲36.2%**

since previous date range

Instagram Audience Growth



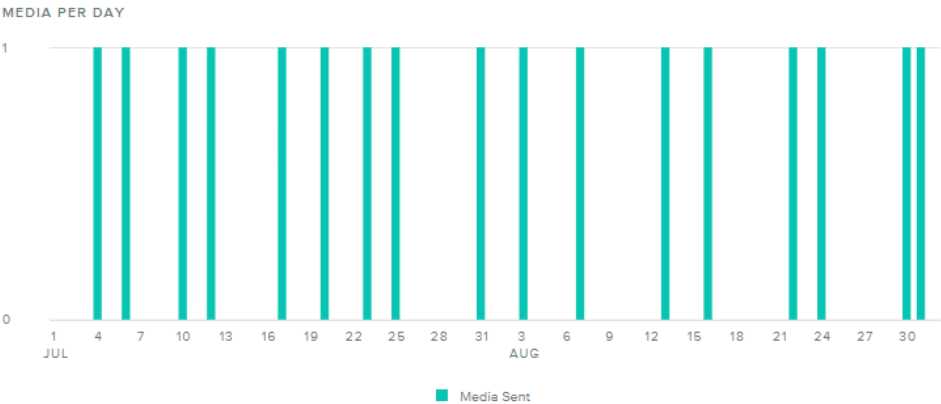
Follower Metrics	Totals
Total Followers	257
Followers Gained	87
People that you Followed	32

Total followers increased by

**▲51.2%**

since previous date range

Instagram Publishing Behavior



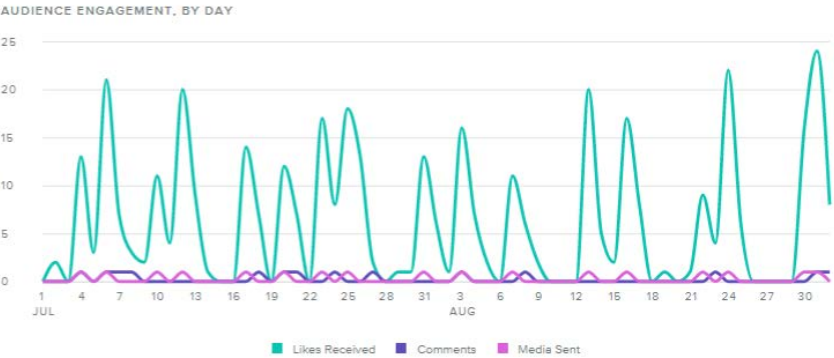
Publishing Metrics	Totals
Photos	13
Videos	0
Other	4
Total Media	17

The number of media you sent increased by

**+41.7%**

since previous date range

Instagram Engagement



Engagement Metrics	Totals
Likes Received	403
Comments Received	14
Total Engagements	417

The number of engagements increased by

**+131.7%**

since previous date range

Engagements per Follower	1.62
Engagements per Media	24.53

The number of engagements per media increased by

**+63.5%**

since previous date range



Instagram Outbound Hashtag Performance

MOST USED HASHTAGS

#athabascauniversity	12
#studentlife	6
#extremestudying	6
#contest	3
#twittergiveaway	2
#discussions	1
#studentunion	1
#contesttime	1
#lynda	1
#convocationday	1

MOST ENGAGED HASHTAGS

#athabascauniversity	311
#extremestudying	147
#studentlife	139
#contest	76
#twittergiveaway	47
#convocationday	28
#instawinner	27
#vistaprint	27
#yeehaw	27
#mysterybox	26

# Committee Report

## Finance Committee

**Prepared by:** Natasha Donahue, Chair

**Date:** September 5, 2018



**Committee Members:** Natasha Donahue, Darcie Fleming, Joshua Ryan, Lisa Oracheski, Mark Teeninga, Alice Namu, Jodi Campbell (non-voting).

## Activity This Month

The committee had a regular quarter 3 meeting on August 14, 2018. We had our normal items on the agenda, including financial statement reviews, and we also had an extra item: our quick financial literacy course. There was good discussion and the meeting went smoothly.

The finance committee also held an email motion and vote to approve the CASA fees overage (which is based on enrolment, we experienced higher enrolment than expected which led to the higher fees). The vote was passed.

### Summary of Action Items

Date	Status	Action Item and Responsible Party
	Deadline	
Jan. 11	In Progress	<p>Have Tammy fix accrued liabilities balance sheet item as well as fix the Voice contest line on the income statement</p> <p><b>Jan 31:</b></p> <p>The accrued liability error has been fixed and Tammy is working on the voice line item</p> <p><b>Feb 21:</b></p> <p>This was discussed with Jodi and he said that he has let Tammy know to get this adjusted and it should be fixed for the march monthly statements</p> <p><b>J. Campbell</b></p>

# August 2018 Committee Report

Member Engagement & Communications Committee

**Prepared by: Melinda Goertz, Chair**

**Date: 31 August 2018**



**Committee Members:** Melinda Goertz, Amanda Lipinski, Brittany Daigle, Christine Hudder, Joshua Ryan, MacKenzie Pudwell, Mel Mirasol (Member at Large, non-voting), Jodi Campbell (non-voting).

## Activity This Month

There was a meeting on August 22, 2018.

### ProctorU Code Update

ProctorU codes have been sent to four councillors at this point and the committee had discussions regarding what types of information would be beneficial to receive for feedback. We decided that open-ended feedback would be appropriate and will be asking for any tips, insights and even ideally screen shots will be helpful.

### Instagram Evaluation Surey

The survey is near completion and when finalized will be sent around to the committee for input.

### AUSU Podcast Project

The equipment required for this project was discussed as well as considerations regarding the anticipated frequency for the podcast episodes. This project is still in it's infancy stages but there was positive feedback from the committee.

### AUSU Mobile App

The AUGSA tile has been removed from the app. The committee held discussions for potential replacements

### **AUSU Clubs**

The committee was presented with historical information regarding clubs and were in favor of the idea of AUSU supporting clubs. I will be working with staff to create a project proposal.

### **Communications and Member Services Coordinator Update**

The committee received an overview of the initiatives and projects completed throughout the summer. The statistics were very encouraging and we were all happy to see the advancements in our student engagement.

### **AUSU Student Advisory Committee**

The committee discussed the concept of creating an AUSU Student Advisory Committee. As all were in favour, the recommendation was made to take the concept to the next council meeting.

**Motion:** BIRT the MEC Committee recommend to council the creation of an AUSU Student Advisory Committee.  
B. Daigle/ A. Lipinski 5/0

# AUSU Executive Report

Brandon Simmons, President

**Prepared:** September 5, 2018



## Committees

**General Faculties Council:** This month's GFC meeting focused on two presentations. The first item that was presented was the AU annual report. Overall it was really well put together however we did provide feedback surrounding wording about the upcoming decrease to the learning resource fee. The way it was written made it sound like the university has made tuition more affordable when in fact they have just transferred the cost of textbooks to students. The other presentation was on the potential for a corporate relations department that would essential offer continuing education courses to corporate partners. This would act as a profit center for AU which would in turn provide increased funding to support AU students. There was a lot of feedback given for consideration that was given but overall it looks like a promising proposal. This would help to raise awareness and the credibility of the university with employers which is something that we have heard students would like. The next step that is in the works is the development of a business case.

**Board of Governors:** There was no meeting held this month, the next meeting is the board retreat scheduled for September 14 and 15, 2018

**BOG Finance and Property Committee:** There was no meeting held this month, the next meeting is scheduled for September 6, 2018

**Space Plan Steering Committee:** I have been appointed to a joint board of governors and management steering committee. The goal of the committee is to oversee the process of reviewing the space needs of the university with a special focus on the consolidation of the AU Edmonton offices. The meetings have thus far been confidential so I am not at this time able to share any report on the meetings other than to say that I am very happy to hear the robust thoughtful discussions that are going into this matter.

**Faculty of Business Faculty Council:** There was no meeting held this month and the next meeting date has not yet been set.

**Faculty of Business Undergraduate Program Council:** There was a special meeting that was put together to approve the study plan for the Bachelor of Commerce and Bachelor of Management degrees. The study plans are reporting peace that is required

due to the suggested changes to the two degree programs. These changes have been discussed many times so this meeting was just a logistical meeting to approve the plans so that it can move to the next step. The main changes are that the majors in the Bachelor of Management will be removed and then added to the Bachelor of Commerce degree.

**National Advocacy Committee:** During August I worked with another member of the NAC to start a jurisdictional review of the previous Get out the vote campaign. I reached out to a number of former CASA delegates I know who were also involved in the last campaign to get feedback which I was then able to share with the committee. The biggest themes were the need for detailed plans ahead of the campaign, volunteer recruitment plans, and a stronger digital/social media campaign focus. During our monthly meeting we gave updates on these activities however due to vacations attendance was sparse so most of the work of the committee was done outside of the meeting.

**Governance and internal review committee:** Like with the NAC the GIRC had difficulty meeting over the month of August due to varying vacations and conference attendance for other executives. We did meet at the end of the month however this was a fairly short meeting where we finalized the vice chair and secretary elections and then did a quick recap of the status of tasks. The one piece that was discussed was the involvement of observers with CASA. The GIRC will be creating a policy outlining what observer participation looks like in CASA and this will be timely as there was some negative feedback that was received after the last CASA conference due to the level to which observers participated.

**Learning framework steering committee:** The learning framework took up the majority of my time during the month of August. I worked to coordinate with council to set up numerous meet and greet events across Canada to try and get feedback that we could pass on to the committee. We were able to hit the top cities in Alberta some of the larger cities in Ontario. I hosted events in Sherwood Park, Spruce Grove, Saint Albert, Red Deer, and two events in Calgary (largest AU student population in Canada). There were a number of obstacles working against us in this initiative such as summer vacations and the short notice in which we had to organize the events. With that said our expected attendance was low however we were able to have some really engaging conversations that allowed me to put together a robust document to send around to the committees for consideration of the first draft.

There were two official meetings that took place this month for the committee. The first was a discussion based on the reports from the subcommittees. What was encouraging was that the main themes that came out of our consultations all made it into the various subcommittee reports regarding aspects of what should be considered. The second meeting was to present the first rough draft of learning framework considerations. This is a rough draft and has not been released to the general public however I will share/circulate this to council so that you can see just what might be in store for the future of learning at AU. It is very exciting to see how much focus is going

to be placed on providing student support in the future. I only wish that we could already implement what has been discussed. This however will take time as we discussed at the second meeting. There are going to need to be timelines and future funding considerations made to be able to deliver the opportunities that have been outlined.

The next step is to start consultations with the greater AU public through webinars and an in person full day event in September. The feedback that will be gathered from these events will then go into the development of another draft. At that point broader consultation with the general public will undertaken with the goal of finalizing the framework for November. One key piece that will need to accompany the framework is a strategic plan on how we will get to the end goal of ensuring that the framework is actually able to come to life.

## AUSU Business

**AU Communication consultation:** Neil Fassina asked me to participate in a third-party communications consultation. I was told it was being conducted to help management continue to communicate with the general public about the Imagine plan. When I took the phone call with the consultant it ended up being a very robust consultation on AU's overall communications. It was a good opportunity to encourage increased engagement from AU. I was able to bring up concerns that have been raised by council such as ensuring that AU communicates IT outages to students as well as encouraging more student opportunities to ask questions through webinars and town hall style events with the university.

### Deborah Hurst

I was called by the secretary for the dean of the faculty of business to have a brief phone meeting. In the meeting they asked for AUSU's help with a few initiatives. The first initiative is that the Faculty of Business is currently setting up an indigenous student council to provide feedback to the faculty. They have been able to get MBA and DBA students but have not been able to get undergraduate students and they would like to have our help to spread the word about the committee. We are now just waiting for some more information so that we can include it in upcoming newsletters. The second initiative she mentioned is that they have created a new senior leadership course and they would like our help promoting it. This course if successful will become a requirement in the business degrees and the first course will be run in January. The course is only going to be run three times a year as it is a paced course where students will work together in real business scenarios. This would help the Faculty of Business to obtain AACSB accreditation.

## Meetings

August 7, 2018 – Undergraduate program council  
August 8, 2018 – Sherwood Park meet & greet  
August 9, 2018 – AUSU public council meeting  
August 13, 2018 – CASA national advocacy committee  
August 13, 2018 – Executive Meeting  
August 13, 2018 – Spruce Grove meet & greet  
August 14, 2018 – Matt Prineas, Provost  
August 14, 2018 – AU communications consultation  
August 14, 2018 – Phone meeting with Deborah Hurst, dean faculty of business  
August 14, 2018 -Red Deer meet and greet  
August 15, 2018 – 2 Calgary meet and greets  
August 16, 2018 – Space plan steering committee  
August 16, 2018 – Saint Albert meet and greet  
August 21, 2018 – CASA national advocacy committee  
August 21, 2018 – AU bookstore user acceptance testing  
August 21, 2018 – Executive meeting  
August 22, 2018 - MECC  
August 23, 2018 – General faculties council Orientation  
August 24, 2018 - Space plan steering committee  
August 24, 2018 – Learning framework steering committee  
August 24, 2018 – CASA governance and internal review committee  
August 29, 2018 – General faculties council  
August 31, 2018 - Learning framework steering committee

## Hours

### Weekly Breakdown

Week ending:	Hours Worked	Banked Time Used	Banked Time Earned	Banked Time Remaining
August 5	35	12	0	34
August 12	35	10.50	0	23.5
August 19	35	5.75	0	17.75



## August 2018 Council Meeting

August 26	35	6.75	0	11
September 2	35	9.75	0	1.25

### **Timesheets and Compliance**

I have reviewed the timesheets from Natasha Donahue, and Melinda Goertz and found them to be in compliance with AUSU policy.

# AUSU August 2018 Executive Report

Melinda A. Goertz, VP External and Student Affairs

**Prepared: August 31, 2018**

## Committees

**AUSU MECC:** See MECC Report.

**AUSU Awards Committee:** See Awards Report.

### **Board of Governors:**

Governance Committee Meeting – August 20, 2018

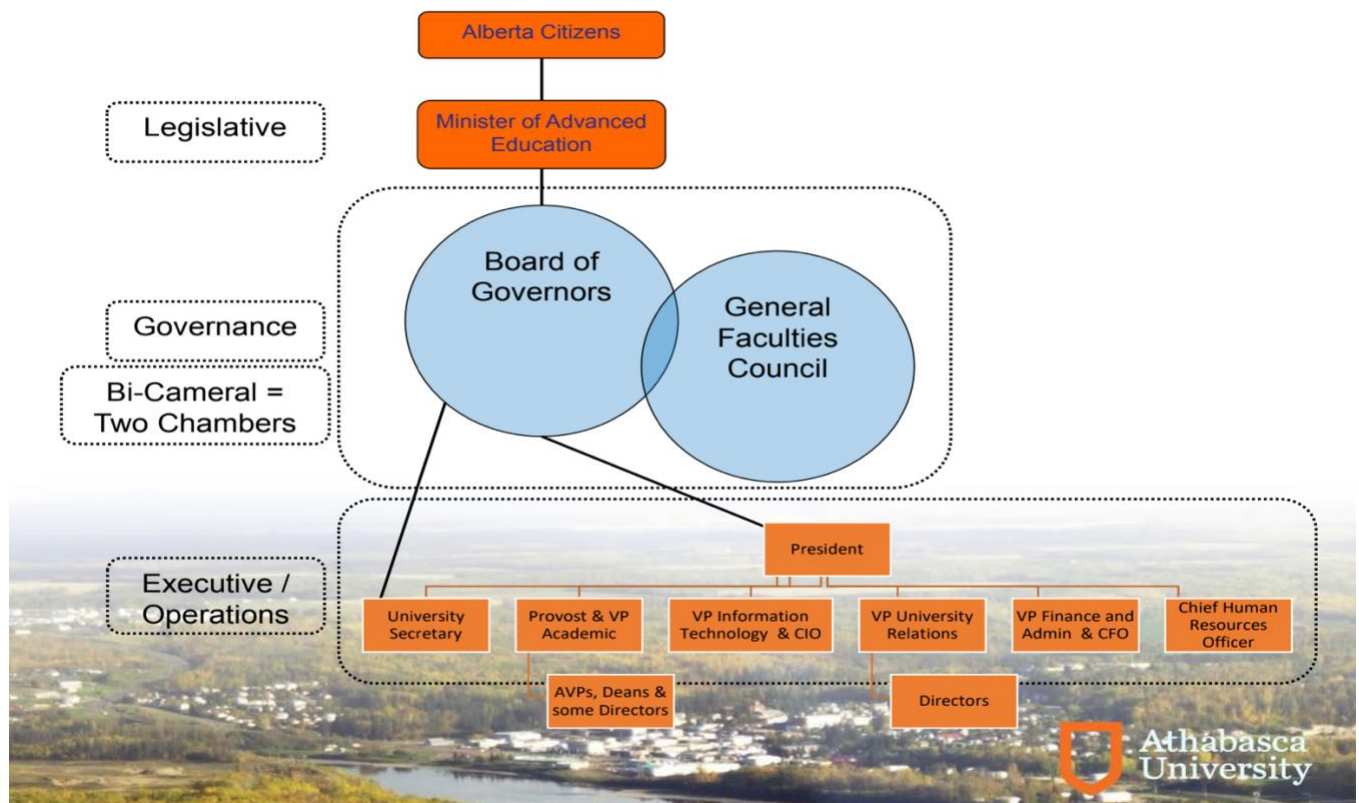
This was primarily a planning session. We went through introductions, an overview of what governance means, we reviewed the Governance Committee TOR/Work Plan, looked at future Goal setting and Potential Projects.

We will be looking at the following topics over the next year:

1. Appointment of Vice Chair for the BoG
2. Appointment of new members to Finance & Property Committee
3. Review of current member recruitment in conjunction with GoA
4. Board Skill & Competency Matrix
5. Committee appointments
6. Board Annual Assessment
7. Standing Committees Annual Self-Assessment
8. Office 365 Suite – Email accounts for Members
9. Board Orientation

If you're curious what the University structure looks like, this chart may be helpful:





## Faculty Councils

### Digital Governance Committee:

There were no meetings for this committee this month.

### Faculty of Humanities and Social Sciences:

There were no meetings for this committee this month.

## AUSU Business

### Executive Blog

I wrote the executive blog for the August newsletter. I received some good feedback from new students that reached out to me via email. They said the information was super helpful and I was able to answer a few more of their questions.

### **Meet with Alain May, Aug. 3**

#### *Update on Student Services Strategic Plan*

There will be significant changes to the overall look and feel but they will maintain their general direction. Once this is finalized they can move forward with strategic projects through one-time funding. The government announced in June their contribution of an additional \$5M. A lot of their asks were for on-going funded projects but they got one time funding so they'll need to re-evaluate. They will be meeting with the Provost to finalize these plans.

#### *Student Life Line Transition*

AU is still in negotiations with their vendor. Alain inquired if we could get an extension on the Student Lifeline, which AU would cover the expenses for that. Jodi will look into this.

#### *Bookstore Update*

Finalizing certain complex elements. Oct. 31 is still planned as the Go-Live date.

#### *Student Services Audit Update*

This is still in draft form. They have identified things that they are doing well such as surveys and gathering info from students, as well as identification of improvements.

### **Voice Survey Results w/ Karl Low, Aug. 7**

This year's survey saw a great response, almost double the last survey. The kind of articles that students would like to see was very interesting. Ultimately, students want more information on their programs and about the University specifically (less on interviews with AUSU staff and councillors;) Also, only 20% of students were wanting more videos which was surprising. This information will be helpful to share with the University and we discussed creating a section in our newsletter for the University to generate content.

### **Deanna Byrtus, Exec. Assistant to Provost, Aug 17**

Met Deanna and discussed potential future for Facebook Live events with the AU President, Dr. Neil Fessina and Provost, Dr. Matt Prineas. Both are interested and we will be working together to generate content ideas and coordinating a date.

### **Facebook Live, Aug 17**

As part of my ongoing endeavour to increase students connection to AU, I hosted a virtual tour of the Athabasca campus. Student engagement was quite high and it was

great to see students post where they were tuning in. From London Ontario to Ghana. Some encouraging comments, such as “So great to see the physical campus of a place I’ve studied at so long!” I will be looking to do a part 2 once the school is fully staffed again. Event Stats:

2,954 People Reached (Organically)

43 Likes

28 Comments

5 Shares

Over 1,000 views

## Meetings

Aug 3        Alain May  
Aug 7        Executive Meeting  
Aug 7        Voice Survey Results w/ Karl Low  
Aug 15       Natasha re: clubs  
Aug 17       Deanna Byrtus, Exec Assistance to Provost  
Aug 20       BoG Governance Meeting  
Aug 21       Exec Meeting  
Aug 22       MECC Meeting  
Aug 23       GFC Orientation  
Aug 28       John Rix, CASA Policy Development

## Hours

### Weekly Breakdown

Week ending	Hours Worked	Banked Time Used	Banked Time Earned	Banked Time Remaining
Aug 5	24	6	0	19.75
Aug 12	26.75	3.25	0	16.5
Aug 19	31	0	1	17.5
Aug 26	26.5	3.5	0	14
Sept 2	16	14	0	0

### Timesheets and Compliance

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

# AUSU Executive Report

Natasha Donahue, VP Finance and Administration

Prepared: September 6, 2018



## Committees

### **Finance Committee:**

We had a regular quarter 3 finance committee meeting on August 14. Details from this meeting can be found in the finance committee meeting report.

### **Star Party Organizing Committee**

I have been on the organizing committee for the AU star party, helping with volunteer coordination and developing kids activities. The star party has turned into something much larger than anticipated, and I am excited to say we will be including Indigenous elements into the event this year and looking forward into the future. We are planning to make connections with Indigenous communities around Alberta over the coming year so that for next year's event we may be able to share stories of our connection to the universe.

### **Mental Health Advisory Committee**

I am still waiting on information from Faye Gosnell and I am not sure when the first meeting will be.

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

There was no meeting this month. The next meeting date is October 19, 2018.

### **Faculty of Science and Technology Faculty Council:**

There was no meeting this month. The next meeting date is September 13, 2018.

### **Faculty of Health Disciplines:**

There was no meeting this month. The next meeting date is unknown.

### **General Faculties Council:**

## September 2018 Council Meeting

We had an orientation to GFC on August 23. At the orientation we went through the governance structure of the university and the function of the the differing bodies, including the GFC and its sub-committees.

We had our GFC meeting on August 29, 2018. The meeting package contained a lot of interesting information, such as the Athabasca University Annual Report, updated from the Teaching and Learning Framework Committee, a presentation on Professional and Corporate Relations, and an update on the Policy Framework.

I found it interesting when a question was asked about the response to an initiative to reach out to students in some courses who have not engaged with the course, and there was a report of 50% success rate within that initiative in getting the student to submit their first assignment. There was also a lot of discussion on the future of learning within the context of the learning framework, and information on the recent Moodle upgrade. It was said that this upgrade was completed in 5 month, whereas the previous major upgrade happened over the span of 2 years. Finally, the last important point I took from the meeting was the possible delay in the roll-out of the AU Bookstore. We were previously told that the initiative would be ready for October 31 (February course start), but we learned that there have been some challenges and we are unsure if this will be the exact start date. Regardless, AU is working toward this goal.

### *GFC Sub Committees*

#### **Academic Excellence Awards Committee:**

There was no meeting this month. The next meeting date is unknown.

#### **Executive Committee:**

There was a meeting on August 21, 2018. We approved the agenda for the GFC meeting on August 29,

#### **Student Academic Appeals Committee:**

There was a meeting on August 9, 2018. These meetings are in camera and there was no new business that I can report here. There was a meeting scheduled for later in August, but it was rescheduled because there were no appeals to review. The next meeting is September 20, 2018.

#### **Student Awards Committee:**

There was no meeting this month. The next meeting date is unknown.

## AUSU Business

## **Policies**

Emmanuel and I met to talk about the policies we'd like to review for the September council meeting, and we went ahead with 7.01 and 7.03. The policies are both under formal review. We have made a few changes to eliminate some redundant language, as well as to restructure a little and update the language to reflect current practices.

## **Let's Talk Science**

I have continued to work with Mannix Chan and Lauren Hollis from Let's Talk Science to set up a pilot project this year. We are working on a proposal as per policy 7.01. I have also been in communication with Dr. Lisa Carter regarding this initiative to keep her informed as things unfold, as AU will ultimately be housing this program in the future.

## **Value Campaign**

As per my workplan, Jodi and I met to discuss the Value Campaign for students. This campaign would show students the value of the services they receive by paying membership fees when they enrol in courses. In our discussion, we identified that we would need to create an evaluation tool for our services that could be both quantifiable and qualitative, depending on the service (for example Lynda.com vs. Advocacy work). We decided that each service would need to have its own evaluation procedure, as well as a summary page that would help the reader navigate the outcomes. Jodi and I are planning to meet soon to continue working on the evaluation tool so that we may begin to use it sooner rather than later.

## **Meeting with Dr. Prineas**

Executive was able to meet with Dr. Prineas this month, and we brought up the potential for AU to offer career services to students. We were met with positive reactions to the idea and I am excited to see how this will unfold with Let's Talk Science and other professional development/career services in the future.

## **AUSU Clubs**

I spent some time this month researching the history of AUSU clubs and how things might have unfolded over time. I found quite a bit of information, including, the old AUSU website, and sent it over to Melinda. I met a little later in the month with Melinda to talk about what I'd uncovered, and the potential for AUSU clubs and what that may look like.

# Meetings



## September 2018 Council Meeting

August 2 – Meeting with Brandon  
August 7 – Weekly Executive meeting  
August 7 – Weekly Star Party meeting  
August 8 – Position Policy project meeting  
August 9 – GFC Student Academic Appeals meeting  
August 9 – Monthly Council Meeting/Annual Members' Meeting  
August 13 – Weekly Executive meeting  
August 13 – Weekly Star Party meeting  
August 14 – Meet with Corina from AU for Star Party volunteers  
August 14 – AUSU & Dr. Matthew Prineas  
August 14 – Quarter 3 Finance Committee meeting  
August 15 – Value Campaign Meeting with Jodi  
August 15 – AUSU Clubs with Melinda  
August 17 – Meeting with Mannix Chan and Lauren Hollis from Let's Talk Science  
August 20 – Weekly Star Party meeting  
August 21 – GFC Executive meeting  
August 21 – Weekly Executive meeting  
August 23 – GFC Orientation  
August 29 – Policy meeting with Emmanuel  
August 29 – GFC Meeting

## Hours

### Weekly Breakdown

Week ending:	Hours Worked	Banked Time Used	Banked Time Earned	Banked Time Remaining
August 5	26.25	0.25	0	3.25
August 12	18.25	0	0.25	3.25
August 19	28.75	1.25	0	2.0
August 26	27	0	0	2.0
September 2	6.5	0	0.5	2.5

### Timesheets and Compliance

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

### Executive Motions

Date	Motion
August 21	MOTION: BIRT that the AUSU Executive Committee approves the \$50 per event honorarium payment for all councillors who will be hosting the August 2018 meet and greet events as part of the AU Learning Framework campaign. Brandon moves Natasha Seconds. Carried 3/0.



# Committee Report

## Awards Committee



**Prepared by:** Amanda Lipinski

**Date:** September 5, 2018

**Committee Members:** Councillor (Chair) Amanda Lipinski, Councillor Sarah Blayney-Lew, Vice President External and Student Affairs Melinda Goertz, Councillor Lisa Oracheski, Councillor Christine Hudder.

**Staff:** Executive Director Jodi Campbell (non-voting).

## Activity This Month

### Summary

August was another very slow month for the Awards Committee with only one application brought forward for the committee to review.

AUSU has been asked to have two members of council participate on the awards committees for the Rob Koons Award and the Sue and Derrick Award and both myself and Melinda have put our names forward for participation.

## Motions/Decisions

In order of decisions:

Travel Bursary, passed on August 23, 2018.

### Original Motion with Decision:

Travel Bursary

Moved by A. Lipinski

Seconded by L. Oracheski

Passed July 17/18

**VOTE: Passed 5/0.**

## Awards Overview

Award	Apps	Approved	Denied	Notes	Remaining Awards	Budget	Total paid	Remaining Budget
Academic Achievement Scholarship	134	5	129		0	\$5,000 2/deadline (1 additional for May 2018 intake)	\$5,000	\$0
AUSU Bursaries	32	10	22		0	\$10,000 5/deadline	\$10,000	\$0
Computer Bursaries	26	11	15		1	\$11,000 or (12 computers)	\$9825.98	\$1174.02
Single Parent Bursary (Allocated to the May 2018 #Igo2AU award)	0	0	0		0	\$0 1/deadline	\$0	\$0
Travel Bursaries	3	2	1		Varies	\$4,000 (up to \$1,000/ea)	\$1600	\$2,400
Emergency Bursaries	9	9	0		Varies	\$6,000 (varies)	\$2748 *This number is approximate.	\$3252 *This number is approximate.
Health Care Bursary	10	9	1	*not an AUSU budgeted award. Comes from AUSU internally restricted funds.	Varies	\$10,826.57	\$7945.60	\$2,880.97
#Igo2AU	78	4	74		0	\$4,000 (two additional May 2018 deadline)	\$4,000	\$0
Laurence Décor Award	1	1	0	*not an AUSU budgeted award. Comes from AU.	0	\$1,000	\$1,000	\$0
Student Volunteer Award (additional	24	5	19		0	\$5,000 2/deadline (1 additional	\$5,000	\$0

## August 2018 Activity Report

funding for May 2018)						for May 2018)		
Returning Student Award	72	8	64		0	\$8,000 4/deadline	\$8,000	\$0
Balanced Student Award	61	8	53		0	\$8,000 4/deadline	\$8,000	\$0
<b>Total</b>	449	71	378		<b>0</b>	<b>\$71,826.57</b>	<b>\$63,119.58</b>	<b>\$9,706.99</b>

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.