



2013-2014 Executive Board Meeting

Topic: Executive Board Meeting 13-14
Date & Time: Thursday, October 24, 2013
9:00 am
Place: MSU Boardroom, MUSC room 201

Items:

| | | |
|-----|---|-----------------|
| 1) | Adopt Agenda | |
| 2) | Adopt Minutes EB 13-13 | |
| 3) | SHEC Report | Kelsey O'Neill |
| 4) | SWHAT Report | Jennifer Duff |
| 5) | TAC Report | Jacob Klugsberg |
| 6) | PSL Report | Krista Carlin |
| 7) | Committee of the Whole – Service Reports | D'Angela |
| 8) | Ban on "Blurred Lines" played at MSU Establishments | D'Angela |
| 9) | | |
| 10) | | |

Objectives

- 1) Adopt Agenda
- 2) Adopt Minutes
- 3) Report
- 4) Report
- 5) Report
- 6) Report
- 7) Approval
- 8) Approval
- 9)
- 10)
- 11) Provide Information & Answer Questions
- 12) Unfinished/Other Business
- 13) Time of Next Meeting and Motion to Adjourn

Motions

8. **Moved** by ____, **seconded** by ____ that the Executive Board ban the song "Blurred Lines" from being played at MSU Establishments.

Executive Board Meeting 13-14
Thursday, October 24, 2013 @ 9:00am
MSU Main Boardroom, MUSC room 201

Call to order @ 9:04 a.m.

Present D'Angela, Doucet, Graham, Leslie, Mallon, Morrow, Wolwowitz

Late

Absent Campbell

Others Present J. McGowan (General Manager), V. Scott (Recording Secretary), M. Wooder (SLDC), Gabriel Jeyasingham (B&P Commissioner), Kelsey O'Neill (SHEC Coordinator), Jacob Klugsberg (TAC Coordinator), Krista Carlin (PSL Coordinator), Jennifer Duff (SWHAT Coordinator)

1. Adopt Agenda

Moved by Wolwowitz, **seconded** by Graham that the Executive Board adopt the agenda as amended.

Amendments

- Doucet – Open Seat on Silhouette Board of Publication
- D'Angela – Add Closed Session – Employment Contracts
- D'Angela – Move SWHAT Report to end of Reports

Vote to Adopt Agenda

Passes Unanimously

2. Adopt Minutes

Moved by Wolwowitz, **seconded** by Mallon that the Executive Board adopt the minutes from Executive Board Meeting 13-13 – October 17, 2013 as presented.

Passes Unanimously

3. SHEC Report – Kelsey O'Neill reported

- O'Neill summarized her report.

Questions

- McGowan asked if there was a specific time of day where students drop by. O'Neill responded that they drop by more in the afternoon and evenings.
- D'Angela asked if they thought about promoting their peer support more. O'Neill responded that she hasn't brought it up but that she could. She stated that SHEC, PSL, and QSCC have spoken about doing a promotion together showing students the differences between services, and that is something that could be beneficial for the new year.
- Doucet asked how they find the space working for them, as he could see being in a more popular area being an issue for some students coming in. O'Neill responded that space is generally not something they hear feedback on often.

4. TAC Report – Jacob Klugsberg reported

- Klugsberg summarized his report.

Questions

- Wooder commended Klugsberg on his awesome nominations package.
- Graham asked if scheduled the survey into the events calendar. Klugsberg responded that he spoke to Mike Scott two weeks ago about scheduling in promotional tweets.
- Graham asked if they were going with the same style of branding from last year. Klugsberg responded that they decided to go with something more modern this year.

5. PSL Report – Krista Carlin presented

- Carlin summarized her report.
- 9:23 am – Graham left the meeting.

Questions

- Wolwowitz asked if there would be possible issues arising from re-allocating from the other budget lines. Carlin explained that they don't see themselves running out of money, but just pulling from other areas.
- Doucet asked if they have a goal for the number of calls they receive. Carlin responded that this isn't a number she has looked into, but has noticed increases whenever promotions are done.
- Klugsberg asked if she has spoken to the Student Wellness Centre about putting pamphlets in the office. Carlin explained that they have been giving cards to counsellors to give to students.
- Mallon asked how many phone lines they have operating. Carlin responded that they have two lines that go to the same extension.
- Wooder recommended looking into revving up their promotions for December, and approach those in charge of 24 hour study, and the libraries as they may be receptive to that.

6. SWHAT Report – Jennifer Duff presented

- Duff summarized her report.

Questions

- Morrow asked if they thought about doing volunteer applications being done in the spring so that they aren't short when September comes around. Duff explained that this hasn't happened in the past, but it would be a good way to get upper years.
- Jeyasingham asked if anyone had any suggestions about the one charge that buses to St. Joe's. The Board discussed the options of what they could do. They pointed out that there is both the safety of the walkers and walkee that have to be taken into consideration. They suggested looking into seeing if they could get the SWHAT walk-talkies to have a broader range, and to continue walking the charge this semester but tell them that they may have to find other means of getting home the following semester if they have night classes.

7. Committee of the Whole – Service Reports

- D'Angela explained that she would like the Board to reflect on the four service reports that were presented last week and provide them with some feedback on long-term direction.

Moved by Doucet, **seconded** by D'Angela that the Executive Board move into Committee of the Whole.

Passes Unanimously

Moved by Leslie, **seconded** by Morrow that the Executive Board move out of Committee of the Whole and to Rise and Report

Passes Unanimously

Rise and Report

- D'Angela was given direction by the Board to give the following information to the following services: Diversity Services – Passion for your service is inspiring! Review the core mandate of the service (check out the Operating Policy) to see how your plans for the year align with the mandate of the service. Determine what is the core programming that Diversity Services provides and strengthen those opportunities. As well, reevaluate/revisit and strengthen the partnership with Bridges.
MAC BreadBin – Great work on improving promotions this year and volunteer turn out! Ensure that your volunteers continue to be motivated to participate (thinking of ways to motivate them or keep them motivated – e.g. Volunteer Dinner, etc). Investigate alternative advertising venues (e.g. advertising on Residence TVs; reaching out to Financial Services, perhaps they could have a flyer in their office) to improve voucher use.
MACycle – In these slower months, think about ways you can reach out to people (e.g. promo material on the bike stations across campus) as well continue to promote the new location to ensure more people know about the move.
PAC – Consider where the service fits in the MSU as a whole given the other services/businesses we provide to internal and external groups

8. Ban on Blurred Lines being played MSU establishments

Moved by Leslie, **seconded** by Mallon that the Executive Board ban the song “Blurred Lines” from being played at MSU Establishments.

- D'Angela explained that the EB member who brought this up previous is no longer a member, but that the motion still remains as it was submitted before the deadline.
- Leslie explained that she personally doesn't have an issue with it, but knows a lot of people do because of the content of the song.
- Morrow explained that the message that the song sends isn't the greatest, but that he would be against banning the song as it would be a slippery slope as the Board may get a lot of requests for banning songs. He suggested possibly having a discussion with the services and businesses to tailor their music to their audiences.
- Wooder stated that he agreed with Morrow. He stated that organizationally it would be wrong to start banning pieces of art but it doesn't mean that they have to agree with it.
- McGowan pointed out that there haven't been any complaints, and that he would recommend to follow up with service managers.

Vote on Motion

Fails Unanimously

9. Open Executive Board seat on Silhouette Board of Publication

Moved by Doucet, **seconded** by Mallon that the Executive Board open nominations for one (1) EB seat on the Silhouette Board of Publication.

- Doucet explained that since a member dropped, they need to fill the seat. He stated that that they are mandated to meet at least once per semester. Doucet explained that the next meeting will be in November, and that there will be another meeting second semester.

Vote on Motion

Passes Unanimously

10. Closed Session – Employment Contracts

Moved by D'Angela, **seconded** by Morrow that the Executive Board move into Closed Session.

Passes Unanimously

11. Return to Open Session

Information and Question

- Doucet reported that there was a giveaway started at TwelvEighty to win a trip to the Winter Classic if you buy a pitcher of beer on Tuesdays. He announced that TwelvEighty will be open on Saturday for the football game.
- Wooder announced the MSU Audited Statements will be in the Pres Page this week. Fall Break is October 31 to November 2 this year. Wooder reported that there will be a live chat next week with the President of McMaster, the Provost, and Campbell.
- D'Angela asked if there will be a meeting next week because of Fall Break. Scott answered that the next meeting will be on November 7.
- Mallon reported that TwelvEighty took their suggestion of moving the advertisements of events to the front page of the menu from the back, and that it looks great.
- Morrow asked if they were collecting feedback from students on Fall Break, to make sure that Profs aren't making things due during those three days. Wooder responded that it should have been implied that assignments shouldn't be due on Thursday or Friday as there aren't classes, but that they can look into that.

12. Adjournment and Time of Next Meeting

Time of Next Meeting:

**Thursday November 7, 2013
9:00 am
MSU Boardroom, MUSC room 201**

Moved by Mallon, **seconded** by Wolwicz that the meeting be adjourned.

Passes by General Consent

Meeting adjourned @10:45 a.m.

/vs



REPORT

From the office of the...

Student Health Education Centre (SHEC) [Your Service Here]

TO: Members of the Executive Board
FROM: Kelsey O'Neill [Your name here]
SUBJECT: SHEC[Your service here] Report 1 [#]
DATE: October 24, 2013 [Date of EB meeting here]

UPDATE

SHEC's had a strong start to the first term. During Welcome Week, we were at Clubsfest and had our first ever "SHEC Ambassadors", where a group of volunteers and I went around campus on Faculty Day talking to students about our services and handing out pamphlets, pins and condoms. This was very well received by welcome week reps and first years alike, and I think it really helped to promote our service to first years. I would definitely recommend this event happening again next year.

We have had several events already, with a couple new events (our booth at Homecoming Expo and SHEC Talks: Mental Illness Support during MIAW) turning out very successfully. Two of our biggest events of the year, Sex 101 and National Addictions Awareness Fair are being organized and will be happening in early and mid November. Over the summer my promo exec designed some wonderful new pamphlets that have just been printed and distributed.

September is always a busy month in terms of usage, we had 259 people use the centre in September since we opened on September 9, which is an increase from last year.

Internally, I am very happy with my volunteers. We have several new volunteers who are eager and enthusiastic to help out. I am also happy with my exec team, they are ambitious and have a strong desire to put new ideas into action or improve our current events from last year.

SERVICE USAGE

251 people used our service in September, which is a significant increase from last September's number of 169. This was a great start to September, but it is usually more busy due to the start of school, so we expect the numbers to dip a little bit in October. Our numbers could also be inflated because we tend to get a lot of people coming in to the centre thinking it is the MSU office or asking questions about health/dental insurance. Our most used services for September were:

- Miscellaneous (asking questions or directions, asking about health insurance, etc): 62 people

- Condoms: 60 people
- CA condom packages: 45
- Seeking information on a variety of health topics: 30
- Menstrual products: 21

We only had 1 peer support recorded, however I do not think this is an accurate number because volunteers may have forgotten to write it down in the logbook. This number could have also been influenced by the launch of the Peer Support Line, as students might have preferred to use the Peer Support Line instead.

From October 1-10 we have had 49 people use our service.

PAST EVENTS, PROJECTS & ACTIVITIES

- Booth at Welcome Day in August
- SHEC ambassadors during Welcome Week
- Booth at Clubsfest
- September training for our volunteers (September 7-8)
- Booth at Mac Supports Take Back the Night (TBTN)
- Marshaled for TBTN march
- Helped promote several blood donation clinics
- The SHEC Show has 5 shows (Topics included: safer partying and hooking up, turkey dump, stress management during exam season)
- Blog is posting regularly and the look has been reformatted
- Two articles written in the Sil (Topics included: importance of donating blood, Thanksgiving)
- Addictions Awareness information table on drugs and alcohol
- Booth at Homecoming Expo (beer goggle obstacle course)
- Peer support training for volunteers with Student Wellness Centre (more detailed and in depth than September peer support training)
- SHEC Talks: Supporting Mental Illness workshop during Mental Illness Awareness Week (GREAT attendance and reception)
- Volunteer Social at 1280
- Designed and printed new pamphlets

UPCOMING EVENTS, PROJECTS & ACTIVITIES

- Sex 101 (November 5, 6 and 13 in two residences and 1280)
- National Addictions Awareness Week Fair (to be titled Above the Influence)
- November volunteer training: attending a MacPride event
- Outreach committee will be making an infographic poster of mental health and other resources that can be accessed when we are not open
- Resources committee is looking to work with Union Market to have a health related question every Friday
- Book reading competition within SHEC
- Stressbusters events (December)
- Booth at Worlds AIDs Day with CANFAR club (December)
- Promo committee is working on SHEC promotional video (to be released in the New Year)

BUDGET

| Budget Line | Percentage Used |
|----------------------------|------------------------|
| Office Supplies | 26% |
| Volunteer Recognition | 33% |
| Annual Campaigns | 26% |
| Photocopying | 0% |
| Reference Library | 0% |
| Advertising and Promotions | 47% |
| Training Expense | 37% |

Our biggest expenses to date have been buying condoms and putting in a standing order at Underground for \$2300. We are on track with our budget and I feel comfortable with the amount we have left to spend.

CURRENT CHALLENGES

We have some of our biggest events of the year coming up in November, which are Sex 101 and National Addictions Awareness Week (NAAW) Fair. We need extra volunteers from outside the organizing committees, but I am concerned that due of the time of year, people will be less inclined to volunteer because of busy schedules. My execs are aware of this, and we are thinking of some incentives to motivate volunteers to help out with these events. The educational programming committee that is organizing Sex 101 just sent out an email asking for help at the events, so this volunteers plenty of notice.

I am also having trouble finding a new supplier for pregnancy test strips because the one I was recommended by Stephanie does not supply them anymore. I already contacted a couple different suppliers but they never responded, but I talked to Kathy from SWC and she gave me the name of the suppliers they used. I emailed one of the companies Kathy suggested yesterday and the sales rep has already replied to me, so this looks promising.

SUCSESSES

Our SHEC Talks: Mental Illness Support workshop during MIAW was very well attended and well received. We had approximately 20 people attend the workshop that was co-hosted by Debra Erl from the SWC. Debra, SHEC volunteers and students explored how to support friends and family with depression, anxiety and bipolar disorders. I would definitely like to see this event put on again during MIAW.

OTHER

SHEC has kept my team and I quite busy but I am happy with how things are moving forward!



REPORT

From the office of the...

Student Walk Home Attendant Team (SWHAT)

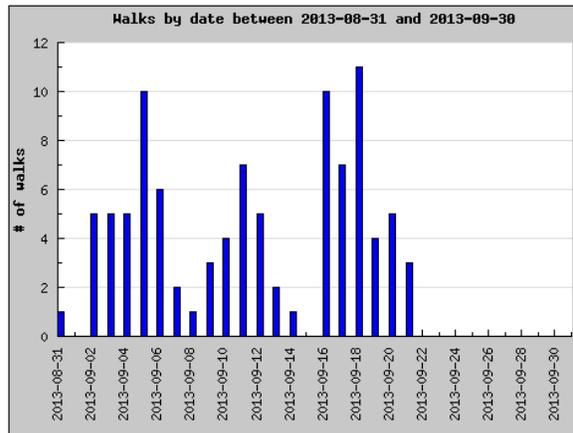
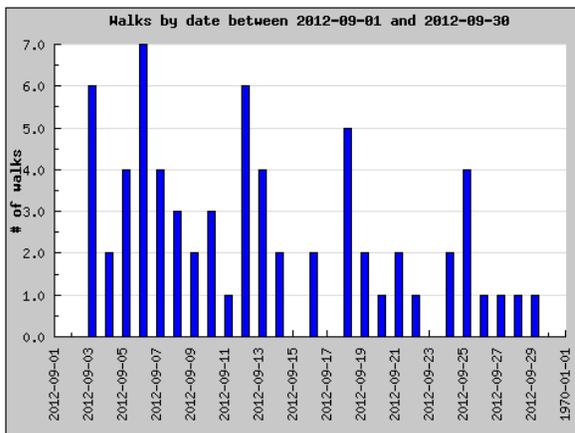
TO: Members of the Executive Board
 FROM: Jennifer Duff
 SUBJECT: SWHAT Report #1
 DATE: Thursday, October 24th 2013

UPDATE

SWHAT has had a great start to the year. Our promotional efforts before and during welcome week have increased our services usage since last year. We have been open since the beginning of September, with the exception of Thanksgiving for the holiday. We have had great volunteer turnout and enthusiasm during all shifts, with many volunteers stopping by to just visit even when not on shift. This shows us the community atmosphere is growing.

SERVICE USAGE

The use of SWHAT in September has increased substantially since last year, and the high walk numbers have continued in October. In September 2012 there were 75 walks and in September 2013 there were about 165 walks.



| | |
|----|----------------------|
| 2 | 9/22/2013 |
| 70 | 10/1/2013 2:35:21 |

In 2012 for October from the 1st to the 16th there were 52 walks, where as we have had 77

PAST EVENTS, PROJECTS & ACTIVITIES

So far, the major changes to SWHAT were in the way we took in new volunteers, change in uniforms, and our scheduling system. This year when taking new volunteers we had a set date where applications were due, a week of interviews, and mandatory training. This is a change from last year where you could join SWHAT at any time, there were no interviews, and formal training was not required. I think this has benefited the service a lot as we as a large group of dedicated volunteers and since they interviewed for a position it may appear more professional. As well, mandatory training added to this and ensured everyone was prepared on shift and

understood what was expected of them in the service. The change in our uniforms from sweaters to a nametag has seemed to be a good change. We have received comments from some clients that they like it not being as noticeable that they are walking with SWHAT. Lastly, the new scheduling system has made a huge difference in shifts being full. Throughout September it was hard to fill every shift, as we did not have enough volunteers yet, however, last year when we should have had enough people just didn't sign up for shifts because it wasn't enforced. Now we send out a schedule near the end of the preceding month and get people to mark down availabilities and send it back. Even though this is not perfect and people have to switch shifts throughout the month, we have yet to have an issue filling every shift, which is a relief for everyone.

UPCOMING EVENTS, PROJECTS & ACTIVITIES

On October 25th we will be having a Games night for volunteer appreciation. A lot of volunteers love playing games on shift so we are booking out a room setting up a game system along with some great games from the office for to get together and play. As well, in November we will be hosting a walk-a-thon.

BUDGET

| | Budget | Percentage Spent |
|-----------------------------------|---------------|---------------------------------------|
| Advertising and Promotions | 1900 | 72.76% |
| Volunteer Recognition | 4000 | ~22.5% |
| Office Supplies | 200 | ~125% |
| Travel | 1000 | 2.5% (as up August 31 st) |
| Volunteer Training | 350 | 0% |
| Annual Campaigns | 600 | 0% |
| Team Uniforms | 500 | ~50% |

CURRENT CHALLENGES

A couple of challenges have arisen so far this year. One is that one of the executive members found that the role was too much work and we came to agreement together that she steps down from her position. Another is knowing how to follow through on our 3-strike policy. It is not hard to give warnings for being late or not showing up, however, the executive and I are having trouble when it comes to appropriate behaviors' on shift in regards to topics being discussed in the office. Thirdly, is that we have a recurring walk, 3 times a week (Mon-Wed), that is outside of our range, and radio range as she lives by St. Joe's Hospital. When we first walked her we did not realize this and have been struggling to figure out how to appropriately handle the situation.

SUCSESSES

One of our greatest success this year has been the big increase in the number of walks we have had showing the growth of our service in the McMaster community. As well, another success has been in the support and enthusiasm from all the volunteers who have been fulfilling their shifts. Most people been actively engaging in group activities on shifts and everyone has been completing the required shifts, or more. Our volunteers have loved the change of appreciation with us providing food for them on shift.



REPORT

From the office of the...

Teaching Awards Committee

TO: Members of the Executive Board
FROM: Jacob Klugsberg
SUBJECT: Teaching Awards Committee Report 1
DATE: October 24th

UPDATE

The Teaching Awards Committee has been gearing up for a great year ahead. The month of September was used primarily for recruitment and getting things started. In the past few weeks of October we have been preparing for our upcoming activities including the Educational Survey and the Fall Nomination Period, both of which will be discussed in more detail below. Almost all the preparations and promotions for the upcoming activities and events are prepared and ready to be launched. We have also reached out to other services to aid in our promotions and ensure that we have the most student engagement we can.

SERVICE USAGE

To this point, other than volunteers, there has been no usage of the service as we have not put out anything that could be “used”. The upcoming weeks, however, we will have activities, such as the survey and nominations where we will be able to quantify the usage. We are aiming to increase the number of nominations by approximately 15% from last year.

PAST EVENTS, PROJECTS & ACTIVITIES

TAC Participated in Clubsfest which was successful, as well as Horizons successfest. We have also held a few meetings and have filmed our promotional video for the Nomination Period. We have also met with the new AVP Teaching and Learning and discussed possible opportunities for future collaboration this year.

UPCOMING EVENTS, PROJECTS & ACTIVITIES

On Monday October 21st, TAC will be releasing an educational survey that asks students to evaluate different aspects of their education including teaching and learning styles, evaluation methods, tutorials, experiential opportunities, and more. The hope is that with the data we collect, we will not only be able to have a better idea about what factors are causing students to nominate certain professors but be able to have information about

what students find effective that can be shared with the faculty and help guide teaching methods.

On November 4-15, will be having our Fall Nomination Period. In order to promote the period we will be advertising in numerous different ways including social media, posters, tabling in MUSC, a promotional video (made with the help of the new Communications Officer, Sarah), Banner space, Service Collaboration (Including the Maroons, Advocacy, and SCSN), McMaster Daily News, as well as hopefully with CFMU and Union Market. For our promotions, we have tried to move away from the traditional design and do something more eye catching and modern.

BUDGET

The state of our budget is good as the only expenses thus far has been for design and production of promotional material through the Underground.

CURRENT CHALLENGES

Ensuring volunteer attendance at meetings remains consistent.

SUCSESSES

One thing I am proud of so far is that already we have begun focusing more on the second part of the TAC mandate of encouraging excellence in teaching through the survey that is about to be put out. I hope that the survey along with the productive conversations had with the AVP Teaching and Learning will lead to some great strides in that area.



REPORT

From the office of the...

Peer Support Line

TO: Members of the Executive Board
FROM: Krista Carlin
SUBJECT: Peer Support Line Report 1
DATE: October 19th, 2013

UPDATE

The Peer Support Line has completed its first month as a full service with few challenges.

SERVICE USAGE

Since the full service launch on September 16th, 2013 volunteers have received 13 calls. The calls have varied in length and content. Topics of discussion explored by callers, have included relationships, campus information, mental health and sexuality.

PAST EVENTS, PROJECTS & ACTIVITIES

The first project that the service has completed was the Launch Event. The launch event was completed during the week of September 16th-20th. Our Promotions Coordinator established our social media channels and ran tables in the Student Centre with help from Promotions Volunteers and the Maroons.

UPCOMING EVENTS, PROJECTS & ACTIVITIES

The next project that we will be working on is developing our promotional campaign for the December Exam period. We feel as if this is a time in which our service will be of particular value to students and we would like to make sure that our promotional efforts reflect the potential need during this significant academic time.

BUDGET

At this point in time, we are using our resources in a way that is mostly reflective of the predictions made in reference to the Pilot Project. However, the budget for volunteer training will need to be evaluated for next year as the training costs were greater than expected. Additionally, a budget line for Volunteer Appreciation will be necessary to incorporate into the budget for next year. We are currently planning to pull money from other budget lines in order to accommodate for the volunteer training and appreciation costs that we have incurred.

CURRENT CHALLENGES

Our current challenge is establishing what group debriefing sessions will entail. Our Volunteer Coordinator will be facilitating our first group meeting on Friday October, 18th and hope to solidify the structure in which we will use in the future based on the feedback from volunteers who attend.

SUCSESSES

A success is that we had all of the logistical elements ironed out during the pilot project, so we were able to launch with minor operational issues that were easily addressed. An additional success was that the launch was well received by students on our social media channels, suggesting a positive reaction to our service.

OTHER

We have been made aware of several students who are interested in volunteering with the line for next year. We will need to evaluate when we would like to hire and train volunteers for the 2014-2015 academic year. This is a conversation that we will have with the Student Wellness Centre.