

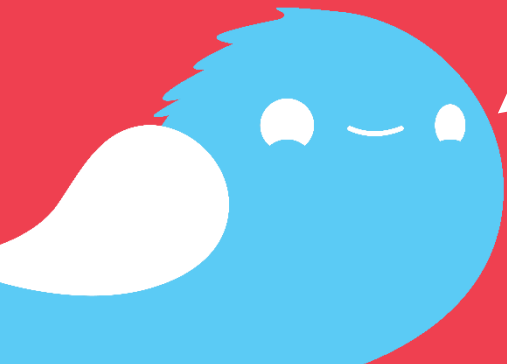


VP INTERNAL AFFAIRS

Report to the General Assembly

November 7th, 2016

Daniel Lawrie





AGENDA

1. What is the position of VP Internal Affairs?
2. First Year Outreach
3. Communications
4. Engagement & Events
5. What's Next?



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Office of the Vice President (Internal Affairs)
3600 McTavish Street, Suite 1200, Montréal, Québec



VP INTERNAL? → FIRST YEAR → COMMUNICATIONS → EVENTS → WHAT'S NEXT?

WHAT IS THE POSITION OF VP INTERNAL AFFAIRS?

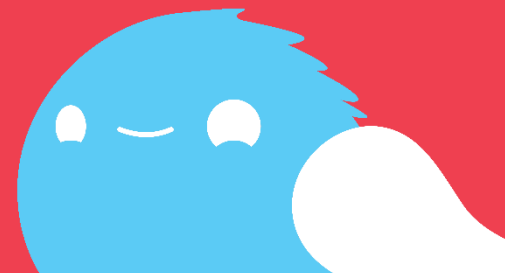
- From the SSMU Constitution:

“The Vice-President (Internal Affairs) shall exercise the following powers and perform the following duties:

- To engage in regular consultation with the Society’s Members;
- To coordinate the Society’s relations with faculty, school and other student associations and to facilitate communication among these groups;
- To coordinate events, programming, and services for first year students;
- To manage the programming of activities and events of the Society;
- To oversee the production of the Society’s publications;
- And to manage the Societies communications and student engagement strategy.”



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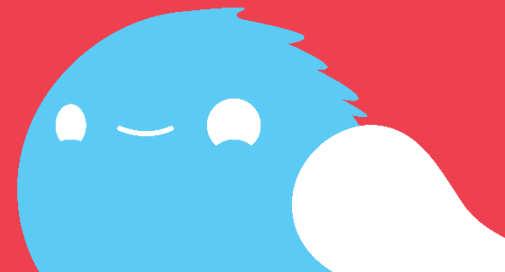
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3 AREAS OF FOCUS

- First Year Outreach
 - Orientation Week
 - Elections
 - Advising First Year Council Executive Committee
 - First Year Council Session (Including Faculty Representatives)
 - First Year Programming
- Communications
 - Listserv
 - Publications
- Engagement / Events
 - Faculty Consultation
 - Event's Portfolio



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FIRST YEAR OUTREACH

- Orientation Week
 - Chaired Internal Organizational Committee (IOC)
 - Medium for all Faculty and Non-Faculty Frosh's to coordinate planning for co-hosted events and other business.
 - Chaired Inter-Faculty Frosh Committee (IFC)
 - Planning committee directly involved with the coordination of the Concert and Beach Day.



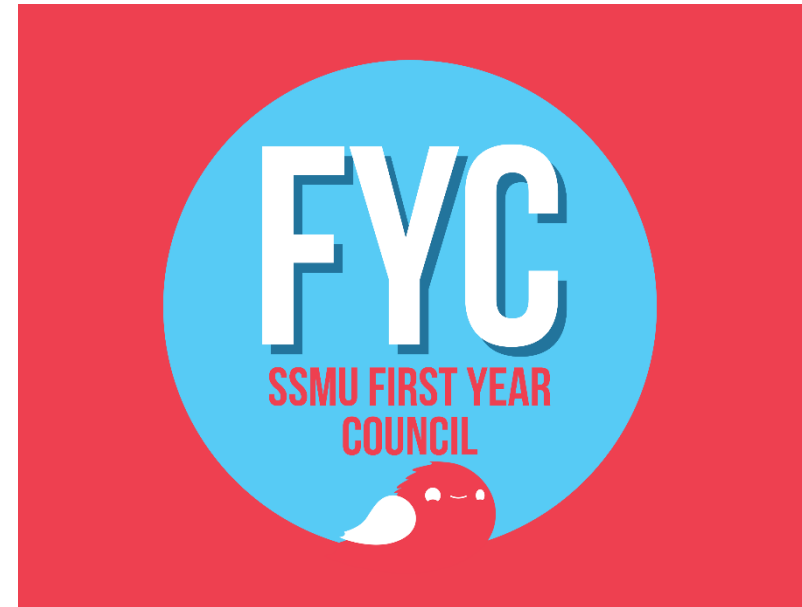
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FIRST YEAR OUTREACH

- First Year Council (FYC)
 - Elections
 - Medium for all Faculty and Non-Faculty Frosh's to coordinate planning for co-hosted events and other business.
 - FYC Executive Committee
 - Planning committee directly involved with the coordination of the Concert and Beach Day.
 - First Year Council with Faculty Representatives
 - Re-structuring FYC and FUN to form a fully represented First Year Council



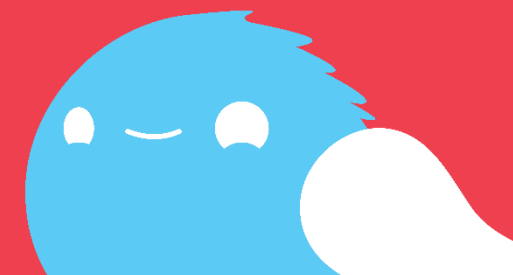
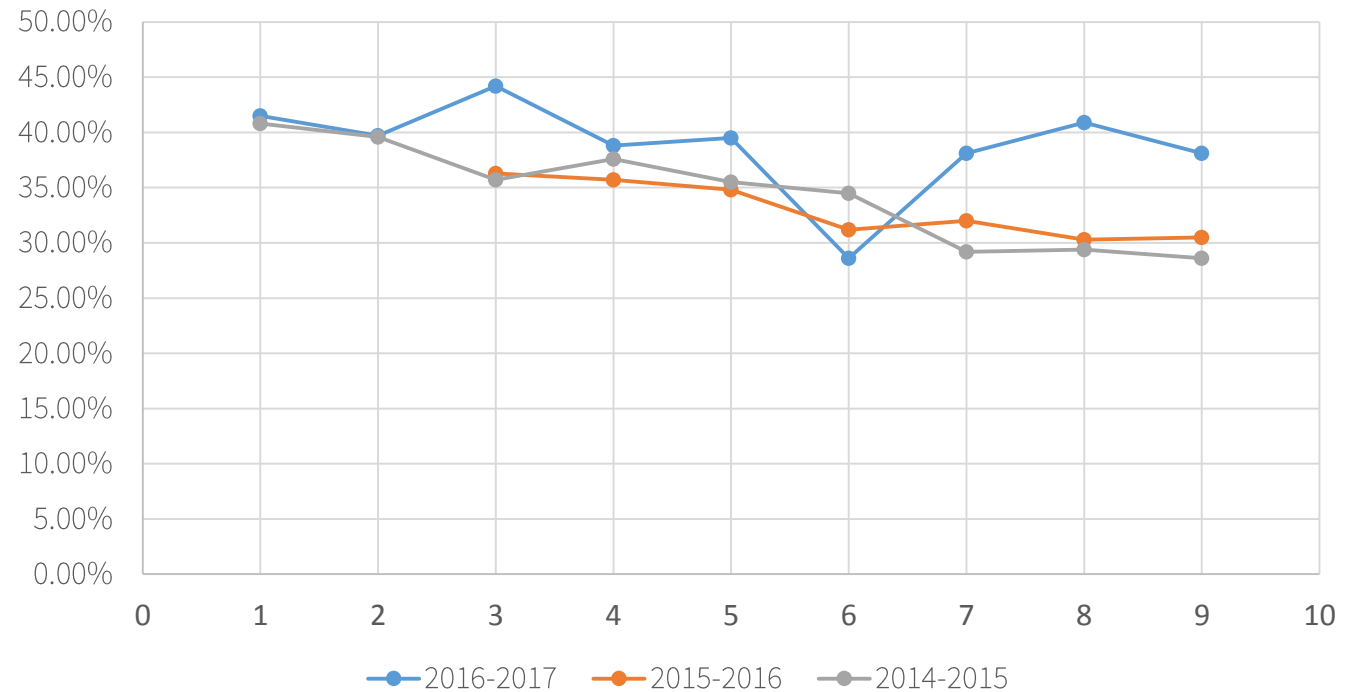
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COMMUNICATIONS

- Listserv Redesign
 - Conforms to the SSMU design language
 - Minimalist, Concise and Visual
- Website Redesign
 - Project on hold due to budgetary constraints
- Social Media
 - Facebook at 8,177 likes
 - Instagram at 481 Followers
 - Twitter at 3,085 Followers

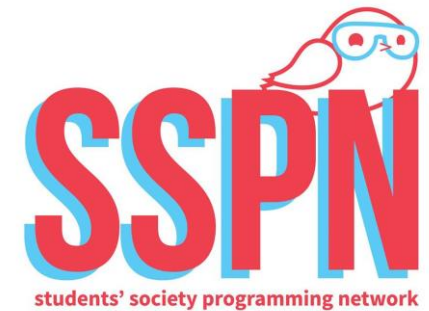
Listserv Read Rate Over Past 3 Years



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ENGAGEMENT & EVENTS

- Student's Society Programming Network (SSPN)
 - Early selection to committee
 - Multiple Sub-Committees to plan event's simultaneously
- Events
 - Grad Frosh
 - ~ 500 Participants at Power Hour
 - ~ 1000 Participants at Beach Day



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ENGAGEMENT & EVENTS

- 4Floors
 - Tentatively ran a profit on the Event ~ 900 Participants
- Gerts'
 - Institutionalizing themes and events at Gerts'
- Life After Your Degree (Life AYD)
 - Re-Branding of Red and White Week
- St. Patricks' Day
 - Working closely with Gerts' on St. Patrick's Day
- E-Sports
 - Catering to different audiences and diversifying the portfolio



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WHAT'S NEXT?