



**Report to Legislative Council
January 20th, 2014**

Publications

➤ *Yearbook:*

- Marketing strategy finalized this week
- Pushing early bird purchasing of the book
- Page count has been on schedule—very pleased with all of the deadlines being made
- Initial promotions being done (already sold more than last year combined)

Sponsorship

➤ *General:*

- New Marketing Representative has been hired
- Very proficient happy with initial work that has been done
- Meeting this week to discuss Workplan and moving forward with events
- Now that he is established and our events, handbook and yearbook we can start to prioritize the projects

Communications

➤ *Listserv:*

- Listserv
 - SQ.

➤ *General Communications*

- Marketplace:
 - SQ.
- Website:
 - SQ.
- Human Resources
 - Completed first Executive work plan meeting
 - Went well, was happy with the work plan and the affect it should have on my day to day tasks
 - Also found the secondary use as a great transition tool
 - Will be developing it as this sort of a tool so that it can be used by incoming Internal
- General Communications:
 - Myself and the IT & CPM Director did our mid-year review of the Communications strategy
 - Working on attaining the goals for the Communications Strategy
 - Very happy with the results thus far, want to keep pushing so that success is continued until the end of the year



Events

- Week 101
 - Good success—public really enjoyed the graphics and the social media efforts
 - Zach (GD) did a great job with everything
- Red & White
 - Secured domain name for Red & White
 - Going to keep trying to develop website
 - Making Facebook, Twitter and Instagram for early next week launch
 - Will be doing initial launch Monday/Tuesday next week
 - Initial programming developed
 - Myself and Katie will have a meeting later this week with the other stakeholders and try to formulate an initial budget for event pricing
 - This will allow us to formulate early-bird infrastructure
 - SSPN sub-committee meeting this week as well

Faculties & Associations

Internal

- *SSMEWS:*
 - Starting again this week
 - Deciding on a weekly time for it
 - Suggestions welcome for theme of the video
- *Student Health Campaign:*
 - SQ.
- *SSMU Awards Banquet:*
 - Finished my email draft to Lev
 - Sent final email Monday inviting him to be a part of the organizing committee
 - Met with Pauline and going to do work with Sleeman to decide how much money we will have to spend on the evening
 - Sub-Committee is meeting this week
- *Exam Time Stuff:*
 - SQ.
- *Internal/External Contact:*
 - Terry Fox Foundation:
 - SQ.
- *Committees:*
 - SSPN
 - Met two weeks ago—sub-committee structure is being implemented for the time being



- Three main groups with co-chairs and then meetings will occur with the co-chairs of each one
- Three sub-committees all meeting this week
- Co-Chair structure implemented and working well now
- Woohoo!
- Francophone Affairs
 - Meeting with them on the 24th
 - Conference planning is going well and their office hours are starting up again for the semester
- Athletics Roundtable
 - SQ.
- Centraide
 - Will meet with TVM in the next couple weeks and see if they are still interested in the Centraide project

HR

➤ SQ.

Submitted, with the utmost respect,
Brian Farnan
VP (Internal)

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