



**Board of Directors
Meeting Agenda
Thursday, October 24th, 2013, 6:00 PM
Council Chambers, CAW Student Centre**

BM2013/10/24

ITEM	DESCRIPTION	PRESENTED BY:
1	Call to Order 6:09pm	Chris Rudnicki
2	Chair's Business	Chris Rudnicki
3	Approval of Agenda Adding Market Agenda – Kyra Add Contract Presentation – Josh Approved	
4	Approval of Minutes October 10, 2013	
5	Club Funding Requests	
5.1	Belize Outreach with Student Nurses Second time the faculty has sent students to Belize. Participants of that trip ended up finding jobs with international aid. It's health orientated and working in a community setting. It helps the students professionally through gaining experience in international aid. Program agenda: School Health, Public Health Education, School Health Booked flights to save \$400 per person by re-arranging their schedule to accommodate cheaper flights. Program costs \$1,280 per person. Reduced initial cost by \$200 per person by removing the cultural exploration. Insurance costs are down by securing their own RN through her licensing. All student nurses are covered. Costs includes: Accommodation, transportation, meals (having access to clean food and water.) Total: \$2,040 per person for total costs. Student life Enhancement Fund has provided \$1000 Alumni Association: TBD Fundraised \$3,000 to date Sponsorship from businesses: Ongoing (2 business interested) Nursing Society \$900 per person. Fynbo: Has the UWSA funded this before?	Betty Zhang



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Zhang: Has not approached the UWSA before.

DeJong: \$18,360 total cost for the whole trip. You have raised \$4,900 so far. You are requesting \$5000, where are you going to get the additional needed funds?

Zhang: Continue fundraising, including bake sales. The rest will come from personal savings.

El Dika: Have you contacted OPUS or GSS?

Zhang: Does not believe OPUS will provide funds since there are no part time students attending the trip. Same applying to the GSS. Alumni was approached and working on that proposal.

Ogunbade: Have you been to Belize?

Zhang: No, the nurse that is attending has previously went and is joining the trip. She will be able to provide guidance.

Ogunbade: When are you going?

Zhang: 2 days before reading week in Feb 13-20th.

Crawford: How much money is left in club funding and special events?

Shahid: Roughly \$19,000 combined.

Yong: For the whole year?

Shahid: Yes

Ogunbade: How will this experience benefit you?

Zhang: It changes participants professionally and personally. Stressed the professional part as it will be applying their schooling knowledge. They are chosen for this trip because of their skills and level of competence. They are doing what soon to be Registered nurses are supposed to be doing. Going to communities instead of hospitals will help them with community health. It will be nice to have the UWSA to support these students.

El Dika: It sounds like it will be a great experience for the students. Not in support of the total amount. Would like to amend for \$2,000.

Amendment

BIRT the UWSA BOD allocates \$2430 from special events (93900-300-80) to the Belize Outreach with Student Nurses club for their Trip to Belize, specifically to cover the administrative costs.



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El Dika

Ogunbande

El Dika: Based on previous funding in the past. There is going to be a great amount of development for these students. \$2,000 based on each individual that will deeply impact them.

DeJong: Break down specific criteria such as food or airfare and present it as the UWSA sponsoring something specific for the trip.

Shahid: Nothing on the list approximates to \$2,000

S.Akbar: Divide \$2,000 between the 9 students and apply that to their airfare.

Passed

Passed

5.2 WUSC

Mathiang Ghai

Wants to send two members to participate in Ottawa for their International Forum. Would like to send members to be trained. Give them knowledge on international forum.

UofW taking has stopped taking refugees since 2012. Local committee was not able to recruit new members to assist with this process.

Getting these members to Ottawa will train them and help them increase the group's activity and to recruit more members on campus. That will increase activities on campus.

International Forum is made up from WUSC members across Canada as well as other universities and policy makers.

Applied Student Life Enhancement Fund helped \$600
Other sponsorship: \$325. Total costs:– travel fees, food, and accommodation.

El Dika: Are you asking the board for an additional \$1220 or that minus the funding you have already received?

Ghai: Minus what we have received before. Consider the fluctuation in travel. The budget was made 3 weeks ago. The ticket prices may have increased.

El Dika: Is the WUSC a club?

Ghai: It is an organization at the University of Windsor.

Ogunbande: How many days is this event?



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Ghai: It is Nov 1- 3

Amendment

Shahid

El Dika

BIRT the UWSA BOD allocates \$295.00 from club funding (71000-3000-80) to WUSC for attendance at the International Forum in Ottawa.

Approved

5 Minute Recess until 8:10pm

6 Presentations

6.1 Social Media Policy

Rob Crawford

Crawford: Common Practice, more places are implementing. Who's responsible and accountable for social media policy.

A clear delineation between public and personal pages. If there are incidents arising then they can be dealt with accordingly. No immediate impact, ability to intervene if issues arise. Curtis has had problems in the past. This makes sure the clubs follows policies that the university already have under the Student Code of Conduct.

Where someone in the UWSA isn't following policies this holds them accountable. Lawyer has reviewed and said it's a common sense policy and send it was well done.

Doesn't apply to personal accounts of employees elected members and executive and any closed or secret group. It only applies to public pages.

Caretakers are responsible and know the policy. Make sure everything is running properly. For the UWSA Josh handles social media. Spear heading anything that they're doing.

Providing administrative access. Enforced in cases they aren't following policy. When those circumstances occur, If they are making inappropriate posts. He can get on the page and manage it accordingly.

Asking the Board to adopt the policy and approve it in principle.

Shahid: Does that mean only Josh has access to the pages?

Crawford: No, access in case groups are not following policy.

ElDika: What this based on?



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Crawford: Based on the University of Indiana policy.

Fynbo: If someone violates the policy, which caretaker would take care of that?

Crawford: Up to and any of all four.

Fynbo: If a student club, were to violate it. Would Curtis take care of it?

Crawford: Yes would be responsible for shutting down the activity.

EIDika: Execs, Staff, should student accounts be listed as exclusions.

Crawfords: Yes, that should be included.

EIDika: Issue with the policy. If a club were to speak badly about the university, is it now the UWSA representation?

DeJong: If someone made sexist or racist comments that would go against policy. Criticisms are alright. Policy talks about being a student going against university policies.

EIDika: Would allowing Curtis being an administrative person on the clubs page, would that infringe on their legal rights?

Crawford: He wouldn't be controlling anything from the page unless it broke policies on student code of conduct.

DeJong: The policies are listed on the website they are easy to find and easy to read.

EIDika: Can they be written to include following university policies.

Crawford: Make a recommendation to IPC to include the ability to criticize the university. This has to go back to IPC if approved.

EIDika: Under sponsor responsibility what would we define as something that is urgent?

Crawford: That came from the other policy. Any actual life threatening emergency.

EIDika: Concerned with health and safety.

DeJong: It is built into the system to protect students. This policy would say we have to use whatever means to notify students of an emergency.

Shahid: What if we can't respond to it? Would we be punished?

DeJong: It's just a responsibility. There is no punishment. Do it to the best of your ability.



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S.Akbar: Would be passing at council. This isn't directly financial. This should be approved at council level and directed to IPC.

DeJong, The fiduciary part of the Policies to protect the UWSA from getting sued. That is not true. These are the only people that can be held responsible.

Crawford: The only real punishment we can enact is freeze their funding. They have to be an executive or full time staff member. That way the board can hold them responsible.

BIRT the Board adopt the social media policy upon examination by the Internal Policy Committee;

BIFRT the IPC be hereby directed, in its capacity as a sub-committee of the Board of Directors pursuant to Bylaw 70, Part 2, section 2.2.4, to examine the social media policy at the earliest available opportunity;

BIFRT the policy be deemed adopted upon examination, unless the IPC recommends by majority vote that the policy be returned to the Board for approval.

Approved

6.2 Campaigns/Townhall

Shaista Akbar

S.Akbar: Showcase campaigns and services. 1pm-3pm in CAW

With taxes costs are: \$452.68

Trying to work around catering services. Catering services would shut down out event if they tried the bake sale route and accepted donations.

Basic finger foods and hot chocolate and little things students could get. It is around lunchtime and thought the UWSA would want to.

We could reduce or increase this amount.

BIRT the UWSA BOD allocates \$400.00 towards snacks and refreshments for the upcoming campaigns Townhall occurring on November 6th, 2013.

Shahid: Can you contact OPIRG for free coffee.

S.Akbar: Could do that.

Shahid: What if OPIRG a small table on the side?

S.Akbar: Will try to accommodate costs.

Amendment



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BIRT the UWSA BOD allocates \$452.68 towards snacks and refreshments for the upcoming campaigns Townhall occurring on November 6th, 2013.

Fynbo

ElDika

Approved

Shahid: This will need to come out of Josh's programming budget.

DeJong: Do we know he's been notified of this coming out of his budget?

Shahid: He is aware of this event. He should be made aware of this.

Crawford: Could this come out of central admin.

Shahid: No

ElDika: Take it of the surplus? Does Josh know that this would be coming from his budget line?

S.Akbar: Asked by Farah and Kyra to present, they are the ones working with Josh.

Crawford: Difficult to ask if he knows about this situation. It's up to the Board to decide where the money comes from

Shahid: It's a programming event it make sense it comes from that budget.

Amendment

BIRT the UWSA BOD allocates \$452.68 towards snacks and refreshments for the upcoming campaigns Townhall occurring on November 6th, 2013

BIFRT this is allocated from programming pending the approval of Josh Paglione, otherwise from surplus.

Fynbo

El Dika

Approved

DeJong: I'm sure he will make it work. Just wants to make sure that he knows in case he already has all the money spent.

Shahid: Clarify to shift money around. This money has to come out of



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programming.

Approved

6.3 Market Agenda

Kyra Knapp

Platform to create awareness of services on campus. There is no money available to market for these services. Marketing committee has met and decided on ideas for the next year for services offered by the UWSA. Not focusing so much on advertising or social media. Hoping to use advertising provided by The Lance.

Swag is a large ticket item. Swag would be sold and make a profit. A good way to market the UWSA.

Swag \$3,500 costs. \$5,750 would be made in sales.

Asking for an iPod touch to use for social media that require a mobile device instead of using personal devices.

Total requested budget: \$6,875 to come from the surplus.

DeJong: It would come from Central Administration

Motion

BIRT the UWSA BOD approve the marketing budget as presented allocating \$6,875 to the Marketing Committee for disbursement from Central Administration.

Ogunbande

ElDika

Crawford: The UWSA has a marketing budget already. So how much could be used toward this?

Knapp: The marketing budget falls under Josh's portfolio and it's limited. It's \$2,000 and it's already spent.

Paglione: Not possible to meet the requests of the marketing committee.

El-Dika: Is this for this year or next?

Knapp: This year. Further years, the marketing committee will identify the needs and develop a new budget.

Bilbilovska: Asked Omar what the budget was, he said zero. There is no money to start off with. Did you speak with the bookstore about selling items?

Knapp: There was an issue, initially, but the contract allows that they are



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still able to sell UWSA merchandise.

El-Dika: Food can be approved as needed. Can you explain the cardboard cutout?

Knapp: Have a large 6 foot UWSA branded cutout on various buildings around campus. Winston holding the logo with a list of where to obtain services.

S.Akbar: Clarifying the marketing committee not having any money. None of the committees have a budget line. The committees would request funds than the UWSA would allocate and necessary. It would still fall under Josh's marketing.

DeJong: Have we talked to the buildings on where they can go?

Knapp: Talked to them about putting them in a supervised area.

ElDika: For the Windsor Social budget line are we planning on having advertisement there?

Knapp: Around the target demographic that we're looking at. Will be used to talk about events or ticketed events or services.

Eldika: Do we know how many UofW students use it?

Knapp: Their demographics cater to our age range. St Clair students as well for ticketed events. It would advertise for all events.

ElDika: Regarding the iPod touch, it would only be 4 people to use the social media outlets?

Crawford: They are the ones who are responsible for items. Others can use it if permitted.

Knapp: A sign-out system could be a possible option.

Fynbo: What's the difference between baseball tees and t-shirts.

Knapp: Short sleeve and three quarter sleeve.

ElDika: The goal of wanting to be fiscally responsible and wanting to break even. Would it be possible to send this budget back to the board?

Knapp: For our initial campaign, they decided to be conservative about the amount ordered and the pricing appropriate. So they could look into it or eliminate things from the budget.

ElDika: In favour of cutting The Windsor Social Media down to once a year. Advertising throughout welcome week.



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Knapp: It would be \$2,000 per year.

Bilbilovska: It might benefit the UWSA to advertise and have student involvement. We don't need to recuperate all the money spent. It will benefit having more students involved.

Fynbo: How important is advertising in the Windsor Social?

Knapp: Expanding beyond The Lance is important. Want to use it as a tool . Open events to the rest of the community. If it increases attendance, then that's more important than breaking even.

Paglione: Windsor social has an email list of 40,000 alone. For example, for Frost week they reached our target group. They've helped the UWSA in the past with interviews. It's beneficial relationship.

EIDika: Is there templates or prototypes for the swag?

Paglione: Can send the info to the board.

Knapp: Three campaigns being supported. Supporting Bike Culture on campus, Drop Fees Not Bombs, Fall Reading Week . Graphic tees and the UWSA cardigan.

EIDika: Strike out the food \$500 to budget line.

Ogunbande: Why was the food included?

Knapp: Having food during midterms and finals is important. When people know twice a year the student union is holding events the exposure is good.

Paglione: It came up because of the request for the town hall food, there were no funds available for that.

Amendment

BIRT the UWSA BOD approve the marketing budget as presented allocating \$6,875 to the Marketing Committee for disbursement from Central Administration.

BIFRT the \$500 budget line be removed from the budget line.

EIDika

Fynbo

EIDika: That's something that can be brought to board whenever there is an event and ask for approval at the time.

Ogunbande : You don't want to come to the board just because you need food. These types of activities add exposure to the UWSA. There are not



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other events after Frost week events. It's just an incentive, it brings out the UWSA.

Fynbo: Explain the income from the swag.

Knapp: It would go back into Central Admin. It could be a cost recovery.

Fynbo: Could you use that money for food?

Knapp: There is a possibility that the swag doesn't sell as well as they predicted. A service test run for selling swag. The town hall money is a request for a specific event.

Bilbilovska : We are asking you not to strike it out because we need money for the town hall.

Ogunbande : How much money do we have left.

DeJong: About \$30,000 surplus left.

Crawford: There is a motion on the agenda for food for the town hall.

Chair: Option to approve this year and strike it later.

Bilbilovska : If it makes it more comfortable for the board to start selling one type of swag and see how that goes. Then consider that.

El Dika: The cardigans are a high cost would reconsider that.

S.Akbar: In favour of keeping the food on. When you are marketing you're not trying to bring money in. Bringing coffees to students during exams is getting your name to students. Hanging out grilled cheese sandwiches and soup are great initiatives. An incentive when you do an marketing event. That gets the UWSA name out.

Crawford: Supports keeping the food. Cutting the Windsor social in half would be preferable.

Knapp: Not asking for new money. It's about \$2000 for the year and are asking for \$500.

Crawford: It could be used for coffee during exams and this money will already be set aside.

Motion Fails

Amendment

BIRT the UWSA BOD approve the marketing budget less \$1,000 from the 'Windsor Social' line, allocating \$5,875 to the Marketing Committee for disbursement from Central Administration.



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El Dika

Fynbo

Ogunbande: Have we ever advertised in the Windsor social before?

Paglione: The Thirsty Scholar use to. They used it a lot. We haven't because there is no budget for it. The casino uses it a lot their communications manager mentioned them. They mentioned it targets their demographic as well.

Ogunbande: If Windsor social is a problem here. Would like to know if \$2000 is the debate. Who are we reaching out with the Windsor Social. What is their target market.

Paglione: Trust our judgment on this decision.

Knapp: There is a reason they are sitting on the Marketing committee Communications and marketing background. Done the due diligence to market accordingly.

2/2/0 President Crawford votes in favour.

Motion Passed

DeJong: Concerned about the amount of students who will purchase UWSA apparel if they don't say Windsor.

Knapp: That's why they are only ordering 25.

DeJong: Might sell to board and council. Selling to the general student body is a concern.

Knapp: Will have to test it out to see if it will work.

Bilbilovska : Do you think if it says UofW student alliance it will help?

DeJong: Unsure what students would or would not buy. If it doesn't have the university logo whether it would sell. Students are apathetic to the university.

S.Akbar: Cardigans – suggested only buying 25. Have them pre-order that way we have less to actually sell. Less of a test phase to go through. Less risk.

ElDika: Campaign tees, are those a bundle deal?

Knapp: Yes. The higher quantity you buy the lower the rate.

ElDika: Sizes?



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Knapp: Doesn't matter what size is ordered.

Knapp: They don't want to sympathize with the UWSA but this is one of the ways that is marketing in itself. This is to decrease student apathy and market it. They like t-shirts and food.

Ogunbande: If you buy 25 and sell them ahead of time to council and board. There is no point. The purpose of doing this is to target students. We are not going to order these for them. We can reduce the quantity of items otherwise.

Crawford: In favour of swag. It might be wise to do pre-orders, then that's how much you buy. You don't lose money this way. And then you can start selling them if that works.

DeJong: UWSA needs to market in new ways. Does not believe t-shirts the way to do it.

S.Akbar: We're not only selling to council and board it just allows them first dibs. The main purpose is for students to buy it. It's for campaigns. It's about the campaigns. There is a cause associated with what you're wearing.

DeJong: How were these campaigns chosen?

Knapp: The bike culture one was based on how cool the logo looked. We could do the Water bottle free campus but they don't look as appealing. We could approach students and ask what campaigns they want. They made these decisions based on what would look good on a campus. These campaigns have been approved by council.

DeJong: Selling t-shirts with numbers on them is not advisable.

Knapp: They won't have the year printed on them.

Amendment

BIRT reduce the quantity purchased to 25 per product.

Ogunbande

El Dika

Ogunbande: Understands trying to market the UWSA to students. Test run this and see if it work. If it works then we come back and have more so we don't have to have a loss.

Knapp: It will decrease the amount of sizes available to students. Speaking against the motion.

Crawford: Spending too much time focusing on the budget. Respectful



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of the time. Short-sighted. This isn't time sensitive matter.

Fynbo: Did not believe the amount ordered would change the amount.

Motion Fails

Crawford: To make the recommendations now.

BIRT the budget be referred back to the marketing committee to be brought back to board for the next meeting.

DeJong: If this is sent back how will this affect the items requested?

Knapp: It may not seem time sensitive now, but it will push everything into the new year. Against putting it back to the table. The UWSA works at a slow pace. Wants to address the services issue. Heavily advertising what they do offer now.

Crawford: Does it make sense to launch a campaign before exams?

Knapp: It would be right before exams if it is pushed back.

El Dika: If the marketing committee feels it's that time sensitive an emergency board meeting could be called. And we can agree amongst ourselves. It doesn't seem anyone feels comfortable with the budget.

Knapp: What are you requesting of the committee?

El Dika: The quantity and what we're marketing. The Swag.

DeJong: Pass it with what you have and amend as necessary Let them start getting the ball rolling. We're going to reduce this one budget line That way they get what they want. Not to table it. Pass it with the amendment.

S.Akbar: Maybe it's the total amount you want to reduce. The marketing committee budget, then they can allot how they want to spend the funds.

Amendment Failed

Ogunbade: Would like to keep it the same. Do we want to reduce the budget or the quantity? In favour of approving the budget:

Knapp: This was unanimously approved by the marketing committee.

Fynbo: Clarification of the surplus again?

Shahid: Roughly \$15,000.

S.Akbar: Call the question



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Approved

6.4 Contract Presentation

Josh Paglione

Motion to move In Camera

El Dika

Fynbo

Approved

Motion to move Out of Camera

El Dika

Fynbo

Approved

7 Posted Motions

- 7.1 BIRT** the UWSA BOD allocates \$2430 from special events (93900-300-80) to the Belize Outreach with Student Nurses club for their Trip to Belize, specifically to cover the administrative costs.

Approved

- 7.2 BIRT** the UWSA BOD allocates \$295.00 from club funding (71000-3000-80) to WUSC for attendance at the International Forum in Ottawa.

Approved

- 7.3 BIRT** the UWSA BOD allocates \$452.68 towards snacks and refreshments for the upcoming campaigns Townhall occurring on November 6th, 2013

Shaista Akbar

BIFRT this is allocated from programming pending the approval of Josh Paglione, otherwise from surplus.

Approved

8 New Business

- 8.1 BIRT** received an updated budget for clubs funding special events and surplus prior to every board meeting.

Fynbo

ElDika

Fynbo: So we understand how much money we have and how much we're spending. Today with marketing there was trouble e-voting on it



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because they did not know how much money they have.

Approved

BIRT the Board submit the contract policy to IPC for review

8.2

Fynbo

ElDika

Approved

Shahid: Suggesting a revision to how the lawyer is used for reviewing documents. It is creating a high cost to the UWSA.

DeJong: The only person that is contacting the lawyer is Rob or the GM. No one is support to be contacting the lawyer.

Shahid: Create policies that do not have every item go to the lawyer first. Better from a financial point of view.

DeJong: This is the first year we're paying a lawyer per hour. Previous arrangement was on retainer. We could look into changing policy.

Crawford: Especially concerned with issues with judicial. Are you saying I have to approve the Board immediately? That could prevent me from doing my job.

Chair: Call a motion or the conversation is out of order.

9 Question Period

10 Adjournment

Fynbo

El Dika

9:02pm