



Vice President Communications
November 18th, 2019

To: Augustana Students Council

From: Rebecca Nicholson

Summary:

- Accomplishments
- Events
- Campaigns
- Committee Memberships
- Decision Processes
- Ongoing Projects

Accomplishments

- One of my biggest focuses in September was the Federal Election. I wanted to ensure that students were aware of the election, the parties, the platforms, where to vote, and how to vote. On September 26th the Students Union “Get Out the Vote” campaign came to Augustana to spread awareness. A few weeks after that the Awareness Committee also released information pages around campus, as well as releasing the information online.
- The council introduction posters that I had made and put up in September were a success. It gave students the chance to learn our names, faces, council positions and a little bit about all of us. This was done to help show students who we are and what we do. To keep people engaged with us as an organization, and for us to be more transparent to them.
- Another piece of the ASA’s transparency was to have all of the weekly executive reports, and council meeting agendas and minutes available online for students.

Events

- **Sexual Violence Awareness Week**
Sexual Violence Awareness Week was organized and took place from October 28th until November 1st, 2019 which involved many campaigns that took place

throughout the whole campus. The Sexual Violence Awareness Committee were the primary organizers with the help of clubs, other groups on campus, and various community resources that contributed to the success of the week long awareness campaign.

My suggestion for next year is to host it in the week prior to this years. There was very little student engagement, and I believe it is due to the 3/11 calendar shifting midterms to that time.

- **Fall Off-Campus Supper**

Off campus supper was held on October 24th in the Wahkohtowin lodge. The event was partially catered by MeXîCaN Authentic Taste, as well as pizza from Camrose Pizza was served for dinner. The Off Campus Reps (Jessica Goetz and Daniela Carbajal Velez) took the lead on getting decorations as well as handing out tickets to students they did not know to ensure that they were able to interact and engage with a wider range of off campus students. Jessica also took the initiative to plan, and hire a caterer for the evening.

- **Tricks 4 Eats**

Tricks 4 Eats happened for another year with roughly 20 students who went out into the community and collected over 600 non perishable food items that were all given to the Camrose Food bank to help feed families for the upcoming holidays.

Under recommendation from last year, I developed a map of Camrose with communities marked off. This map will rotate through all of Camrose every 3 years. This helped with advertising, and allowed the community members to know which communities would be targeted. For next year's promotion I suggest that the VP Communications contact the Camrose Food Bank to get a list of items that are in need of, but not often given. This way the Camrose Food Bank is able to get more of their desired items.

- **Remembrance Day Ceremony**

The Remembrance Day Ceremony was held on November 07th, 2019 at 1:30pm which was MC'd by Nadia Vanbruinessen. It was a great honor to have all the participants at the ceremony. The Augustana Choir performed O CANADA, and Nathanael Tabert performed on the trumpet. Flanders Field was read by Thomas Receveur.

This years planning took place very late, and I suggest that next year planning begins by the end of September. This includes talking to Pastor Craig, the Camrose Legion, the choir, and other performers.

- **Fall Wellness Week**

Wellness week is currently taking place, Started on November 25th - November 29th. There will be a series of programs that will include some more passive

activities. There will be fruit left out for the students on some days. There are clubs that will be providing parts of programming as well as some other student led initiatives. We will be serving booster juice, Chopped Leaf, there will be registered therapy dogs on campus and a massage therapists on campus for a day.

Campaigns

- **Sexual Violence Awareness Campaigns**

This campaign is a year long campaign that started with Sexual Violence Awareness Week that will be followed by a series of smaller events throughout the year that will include training sessions, speakers and other smaller events focused on Sexual Violence Awareness.

- **Wellness Campaigns**

Wellness Campaigns are held each semester and are focused on Wellness Week, off campus suppers, and smaller wellness initiatives such as the 'Wellness Wagon'. To help relieve the stress when students are feeling the most stressed.

- **Federal Election Campaign**

These campaigns ran from the beginning of classes in September to October 21st on the Election Day. We had representatives from "Get Out the Vote" at the S.U. come to Augustana for a day. As well as the Awareness Committee released information pages, and posts on social media to help educate students on voting and the parties.

Committee Membership

- **Internal Committees**

- Awareness Committee - Chair
- ASA Executive Committee - Voting Member
- ASA Student Council - Voting Member

- **External Committees**

- Sexual Violence Awareness Committee (SVAC) - Chair
- PRIDE Committee - Voting member
- Sexual Violence Prevention Committee - Voting Member
- Sustainability and Building / design Committee - Voting Member
- Student Experience Advisory Committee - Voting Member
- Committee on the Learning Environment - Voting Member

Decision Processes

Every decision that I make through my role as VP Communications is for the betterment of the students, and how Augustana as a whole can benefit from every decision that I make in the committee's that are external to the ASA. When we are exploring new initiatives, the first thing that comes to mind is whether it would be an impactful experience for the students.

Ongoing Projects

Currently one of my biggest projects is to create a better relationship between the ASA and the student body, and to have the ASA be more transparent with operations . One of our issues is that students generally do not know what the ASA is up to on a regular basis, they know about our major events and that is it. So this year I have been working on ways to better communicate with students. This year I made various changes to the ASA website, including adding tabs for each executive report, as well as a section for council meeting agendas and minutes to be posted under. Students now have access to all of our reports, and minutes so they know exactly what is going on. However, I believe that our website is ineffective and it has various bugs, so I am looking into solutions for this. Do you have suggestions on what is the best way to connect with students? What is the best way to get students engaged with what the ASA does? Let me know, I am always looking for suggestions!

Thank you for taking the time to read my report. If you have any questions, comments or concerns please do not hesitate to contact me. My email is asavpcom@ualberta.ca, or stop by the ASA office during my office hours which are listed on the ASA website.

Rebecca Nicholson