Meeting Minutes

Present: Derek, Joey, Shannon, Tracey, Tannis, Kait, Sara, Ruth, Ella, Robyn, Emily, Woo
Regrets: Jeremy, Jamil, Pam, Coby, Winnie, Tanja, Janet & Geoff
Date: June 29, 2011
Time: 11.00
Location: CSI Boardroom

Meeting commenced: 11.03

Agenda Item: Departmental Event Feedback   **Presenter**: Shannon

1. Survey data for IMAGINE
   a. Data says that our programming is good, that it's the MUG leader who makes or breaks the experience
2. Upper year programming
   a. This program is two years old – time to start evaluating
   b. What approach do we want to take to develop this feedback loop?
      i. Focus groups
         - We already have surveys being distributed – focus groups a good way to supplement these
      ii. Get more in-depth information
      iii. How do we ensure that our dataset is large enough? Don't focus groups bring in mostly already involved students? Possible skewing of results.
         - Both surveys and focus groups – diverse sources
      iv. How to draw them in?
         - Swag, workshop then asking them to fill out a survey
      v. Ok to mix year levels and faculties. Question – "***Was the programming that you were offered on the day of IMAGINE relevant to you and what you wanted to know?***"
      vi. Survey to be released day of IMAGINE, focus groups to be run week of September 27. Signup for focus groups to happen between.
   b. Survey
      i. Implement day of IMAGINE
         - If to be implemented day of – must develop survey program for end of August
      ii. Poll – upper years – "What do you plan on doing the day of IMAGINE?"
         - Get them thinking about it, lay out the schedule at end of survey
      iii. FYI
         - First communication to go out at the start of August to all students
         - Adapt poll for FYI – separate ones for incoming and transfers
3. Transfer students
   a. Generally dissatisfied with the experience. How can we focus on them, develop the program further for them?

4. Upper year students
    a. Question: what brings an upper year student back to campus for IMAGINE day?
        i. Poll this question
5. Differentiate all student groups (eg. Transfer, First Year, Internal Transfer) as they are all coming from different transitional perspectives

Action Items:
Tracey and Shannon: Develop the assessment plan – to develop the event feedback program prior to this year's IMAGINE
Everyone: If any ideas on event feedback program **–** please forward to Shannon and Tracey

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Agenda Item: Events Tracking   **Presenter**: Shannon

1. What is important to the departmental heads when it comes to tracking our events?
    a. Numbers – how many students attended?
    b. Follow up – they are busy folks, it is important that we are only relaying important and relevant information to them.
2. Departments need to understand better why our events our important
    a. Many don't understand why the first day of classes are replaced by IMAGINE.
        i. Important to draw them in via demonstrating the effectiveness of our programs through feedback and data
    b. Measuring impact – data and photographs
        i. Numbers, track your numbers!
        ii. Centrally available photographers – keep the CSI updated on when your events are, CSI will send out photographers to capture and send to faculties
3. Marketing and UBC Events
    a. Often departments use mass emails to market their events – this should be migrated to UBC Events
4. Reporting on events should be done faculty to faculty
    a. Decide how to track numbers, do, then report back numbers to the CSI for September 20, 2011

Action Items:
Develop and execute tracking program for IMAGINE programs – *report back numbers to the CSI for September 20, 2011*

Agenda Item: Data   **Presenter**: Shannon

1. We are doing our best to ensure that the data that we pull from Enrolment Services to sort MUG groups is clean.
    a. Long, in-depth process capped off by an email mail merge and facilitated by UBC events
    b. Three data 'pulls' – a pull represents a snapshot of data accurate up to only the pull date
        i. This means that we are sorting based on data 'snapshots'

  c. Please communicate to your students: our last pull will be August 1st, meaning that any changes in classes will not necessarily be reflected in the IMAGINE MUG sorting process. Please try not to change your courses after August 1.

2. In communicating with your students, ensure them that, if they meet the above conditions, we can ensure that at least one person in their MUG group will share a class with them.

Action Items:

Faculties: Communicate with your students – please try not to change your classes post August 1, 2011 and if they don't do so, we can ensure that at least one person in their MUG group will share a class with them.

Agenda Item: Other Business   **Presenter**: Shannon & Joey

Faculty Fair

1. Will Faculty Fairs be happening at the same time as the Main Event?
  a. Considering advertising – should be also be advertising for the faculty involvement fairs?
    i. Arts – closing around 2pm, not open for the ME
    ii. Engineering – open during the ME
    iii. Science –TBD
2. Clubs that have a wider reach than just their faculty (not necessarily appropriate for just their faculty specific involvement fair, perhaps a better for the ME)
  a. There is a template to be circulated – clubs may apply to be at the ME based on their club characteristics
3. Deadline for all ME related requests is July 17

Room Bookings

1. All room bookings will be confirmed and finalized tomorrow (as of these notes – closed)
2. A summary for each faculty is being drawn – O-team will distribute
3. If any areas are reserved for faculties (not available to be booked via classroom services) then SD will have to go through own channels
  a. This will become clear in the reports to be distributed

Lunch

1. Recommendations for doing a healthy lunch this year
  a. This will be tackled for next year's program
  b. Pizza still the status quo
  c. Alternatives
    i. Pita Pit, Subway
  d. Sauder and Pita Pit
    i. Sponsorship deal is working out well – good deal on lunches

      ii. Pita Pit capacity is not that high right now – Sauder will be biggest order for them yet

      iii. To be expanded in following years, not expandable this year

  e. Sauder also bringing in Happy Planet

      i. Was only able to secure pop, Happy Planet to balance pop for healthiness

  f. Tracey – Subway platters not ideal

      i. Not well constructed, skimpy on fillings

2. Orientations looking to subsidize a healthy lunch

UBC Events

1. Check out the UBC Events Orientations Site
   a. http://www.events.ubc.ca/2011/06/orientations-view-2011/
2. Give feedback to Jamil

Meeting adjourned: 12.05