

Nipissing University Student Union

Vice-President Communications Summer Report

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The Communications Department has been making great efforts to connect students to the student union and ensure transparency between NUSU and the general membership. These efforts were done through the creation of a new website, the app and the student handbook, as well as social media platforms. We will be continuing to put forth efforts to ensure adequate information about NUSU's operations be relayed to the membership. The main platforms that the campaigns will be run from this year were designed to create a more healthy campus, a campus where students feel comfortable and safe, as well as create a culture around the community, connecting students with the community and to provide students with opportunities to better prepare themselves for post-graduation. This report outlines the efforts that will be contributing to a successful year with NUSU.

Campaigns

The campaigns that will be run this year will be based off of three main platforms; preventing sexual and gender-based violence, community involvement and body wellness. Terms of reference for a campaigns committee on campus have been written and are approved by the Board of Directors (NUSUCares). This will encourage more voices, diversity and experience, as well as increase communication of campaigns to the membership through the collective efforts of the committee.

Sexual and Gender-Based Violence: NUSU now has a Sexual Violence Intervention and Response Policy, that was approved by the Directors at Large, in case there are circumstances of students disclosing acts of sexual violence to one of the executives. We have been starting many conversations about consent in a larger scale to help students understand that consent is always mandatory. We included these conversations into frosh while enforcing that individuals have to ask each other consent to hug one another, pick someone up, etc. We also ensure that we are asking individuals for their consent before taking pictures at each event.

The University is at the forefront of this effort as well by updating their sexual violence prevention policy. Jen Gordon, along with other parties within the university and myself will be a part of a working group to update and improve the university's sexual violence prevention and intervention policy. We will also be incorporating strategies for students to be able to review and to have the opportunity to present any feedback.

I will be a part of a working group with Jen Gordon that will be looking at the current Nipissing University Sexual Violence Prevention Policy and Prevention Protocol, as well as Bill 132 and the recommendations that have been determined by the government. All Universities are required to have this completed by January 2017. We are also working together to coordinate a few events throughout the year.

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Community: Creating connections within the community such as Community Living, Marina Point and Kiwanis to try to connect students to the community. This initiative is also intended to provide students with opportunities to volunteer, improve their resume, improve their record of student development and have an idea of what they would like to do upon completion of their post-secondary education career. Some examples of volunteering opportunities include: working with individuals and providing a peer for individuals that are affiliated with Community Living, shoveling driveways for older adults, participating in fundraising initiatives, etc.

Myself, Sarah and Dave have been working on getting NUSU Crew organized to be able to execute and participate in these initiatives. The first meeting for NUSU Crew will be held on October 3rd, 2016 at 6:30pm.

Body Wellness: Through the sponsorship efforts we have been able to create partnerships within the community, such as with GoodLife Fitness, Grounded Studios and Gd2Go. With these partners we plan on hosting events that will contribute to a more healthy campus. These sponsors are able to provide services such as exercising initiatives, stress relief methods through exercising, yoga, meditation, boot camps, and healthy food, etc.

Some of the initiatives that will be held throughout the year will include a boot camps, yoga sessions, how to eat properly, how to cope with stress properly, etc.

Marketing

Upon the start of our term in the NUSU office, the Director of Communications was in the process of working with SOFA Communications to design a new website. One of the first initiatives I contributed to when we started was gathering information, looking at other websites, looking at feedback that we had received from the membership and looking at how we could provide adequate information to students efficiently. The website was successfully launched on July 7th! We have received great reviews and will be continuing to maintain, update and improve communication through the website. You can visit the website at www.nusu.com.

We previously had an app that students were able to download but it was very difficult to edit and was difficult to navigate. Through the membership fees that Nipissing students pay towards the Canadian Federation of Students, we were eligible to have OOHLALA develop an app for NUSU. After meeting with OOHLALA and getting more information about their service, we decided to have them design our app. Sarah and I then proceeded to work with OOHLALA to design the app to include as much relevant information in one location and to be easy to navigate. It has multiple discussion platforms for students to connect on matters that include buy and sell, lost and found, housing, news, and ride sharing. You are able to add your courses and connect with other students in that course, manage a calendar and connect it with the NUSU events calendar. It also hosts almost all of the information students would need to know such as the services we offer, groups and clubs, as well as our health plan. You are able to download the app at nusu.campusapp.com.

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The communications department also purchased an iPad, Go-Pro and Cameras to offer multiple services to students and to better document events throughout the year as in the past the staff have used their personal equipment. This will also provide more marketing opportunities.

Health Plan

Markus and I went to a Health Insurance Provider conference, at which time we received a lot of information on what is available to include in our health plan. We then requested a data analysis of what benefits the students have used/not used for the past 5 years. Once we received this information we were able to determine gaps, which benefits are maxing and under which plan, etc. We have also gotten some feedback from departments within the University, informing us of where some of the gaps are. We have discussed possible reconstruction options of the health plan with our health benefits provider representative. Once we receive information from him regarding how much these increases will cost, what options there are for plans, etc., we will then be able to determine which plan best suits the students of Nipissing University.

I scheduled a meeting with Sarah Cantin and possibly the Student Intervention Specialist and Casey Philips (Assistant Vice-President, Students) to participate in a webinar on Ceridian LifeWorks. This is a student lifeline that the students pay \$3.95 for. Sarah and I have a few concerns about this service and are looking more into if this service is worth paying for or if Nipissing University already provides the same services at no charge.

Welcome BBQ

The Welcome BBQ was held on September 21st, from 11:30am to 2:30pm. The BBQ was relocated from the Pond Area to outside of the Harris Learning Library last minute due to construction. Representatives from We Speak Student, CIBC, GoodLife Fitness and Shoppers came to provide students with information on discount, the health plan, booking a financial advisory appointment and gave out some free merchandise. We served hamburgers, vegetarian burgers and hotdogs off the BBQ and the burgers were provided as an in kind donation from CIBC. All of the directors attended to interact and get to know students, there was music, prizes and we served around 700-800 students.

We had "NUSU 4U" t-shirts printed so the NUSU team would be easily recognizable during this event and for events throughout the year.

Conferences attended:

- All-Executive Committee meeting with The Canadian Federation of Students; May 6th-8th
- Skills Development Symposium with The Canadian Federation of Students; May 27th-29th
- National Semi-Annual General meeting with The Canadian Federation of Students; June 5th-8th
- COCA (Canadian Organization of Campus Activities); June 8th-11th
- ACL Health and Wellness Education Conference; July 5th-6th
- Provincial Semi-Annual General meeting with the Canadian Federation of Students; August 18th-21st

A conference report is available upon request for any of the conferences listed above.