

Note: This meeting can be viewed in full or in part via streaming video at <http://www.usc.uwo.ca/government/council/meetings/index.asp>.

1. CALL TO ORDER

The Speaker of Council called the meeting to order at 7:12p.m.

2. O CANADA

The Speaker led Council in the singing of O Canada.

3. WESTERN SCHOOL SONG

The Speaker led Council in the singing of the Western School Song.

4. LAND REGOGNITION

Western University is situated on the traditional territories of the Anishinaabeg, Haudenosaunee, Lunaapeewak and Attawandaron peoples, who have longstanding relationships to the land and region of southwestern Ontario and the City of London. The local First Nation communities of this area include Chippewas of the Thames First Nation, Oneida Nation of the Thames, and Munsee Delaware Nation. In the region, there are eleven First Nation communities and a growing Indigenous urban population. Western values the significant historical and contemporary contributions of local and regional First Nations and all of the Original peoples of Turtle Island (North America).

5. ROLL CALL

Speaker: Samir Hamadache

Recording Secretary: Coordinator, Council Services

6. COMMENTS FROM THE CHAIR

The Speaker of Council addressed Council with a few parting notes with the incoming Council.

7. APPROVAL OF AGENDA

President Solebo requested that the Agenda be amended to include and in-camera session to the meeting for a report from the Chair of the Board of Directors, the addition of a report from the President-elect following the adoption of the agenda, and a motion to move the public report of the Chair of the Board of Directors directly preceding the in-camera meeting. Lastly, he requested the addition of a presentation, item 11.2, from the incoming Communications Officer.

SOLEBO/Perruzza/Carried. (Unanimous)

8. IN-CAMERA MEETING

9. PUBLIC REPORT FROM THE CHAIR OF THE BOARD OF DIRECTORS

Mr. Katyukha discussed matters pertaining to the USC Board of Directors.

10. FOR ACTION

Election of Standing Committee Chairs

Candidates received three minutes for a speech and took two questions from Council members. Ballots were cast and counted by the Deputy Returning Officer. The results were as follows:

1. Alessia Zonta, Advocacy Standing Committee Chair
2. Keaton Olsen, Governance and Finance Standing Committee Chair
3. Grace Zhu, Student Experience Standing Committee Chair

Election of the Speaker of Council

Madison Ing was acclaimed as the 2017-2018 USC Speaker of Council.

Motion 1

Ratification of the 2017/2018 Legislative Calendar

Be it resolved Council approve the new Legislative Calendar for the 2017/2018 Council year.

OLSEN/Khimji/Carried. (Unanimous)

No debate on the motion noted.

Motion to Call the Question: OLSON/Cook/Carried. (Unanimous).

The 2017-2018 Legislative Calendar passed as presented.

OLSEN/Khimji/Carried. (Unanimous)

Motion 2

Councillor Accountability and Discipline Procedure

Whereas, Council has lacked a set of clear rules related to attendance and behaviour;

Whereas, a set of clear rules outlining attendance and behaviour requirements is necessary to hold Councillors accountable;

Whereas, the proposed procedure strengthens attendance requirements with a focus on engaging Councillors and notifying them of the rules, and how to follow them;

Be it resolved that Council approve the Councillor Accountability and Discipline Procedure;

Be it further resolved that Council repeal the Voting Member Attendance Policy.

SOLEBO/Ye/Carried. (For, 80%, Against 15%, Abstain 5%)

Mr. Jacobi presented the Councillor Accountability and Discipline Procedure for the approval of Council.

Mr. Ali requested information on the consultation of Council members in the creation of the Councillor Accountability and Discipline Procedure.

Mr. Jacobi noted that there had not been formal consultation with members of Council, but that there had been informal discussion with members of Council over the past year.

Mr. Olsen sought clarification on the 2 to 3 meetings threshold, enquired whether this would prompt some type of disciplinary action. Mr. Olsen identified clause 3.1.2 specifically, and asked what had been the reasoning for selecting the number of meetings outlined in the discipline procedure.

Mr. Jacobi noted that the Councillor Accountability and Discipline Procedure sought to repeal the Councillor Attendance Policy and the awarding of demerit points, while seeking to come as close to the demerit point system as possible.

Ms. Siou (WSS) requested clarification on which Council members were consulted specifically.

Mr. Jacobi noted that consultation was informal.

Mr. Grenier requested clarification on 2.1.2.1 with respect to Standing Committees and the ability to send a proxy to a committee meeting.

The Speaker noted that proxies could be sent to Standing Committee meetings, unless the Councillor Accountability and Discipline Procedure would restrict the practice.

Mr. Jacobi noted that the policy would not limit the practice.

Mr. Grenier questioned whether an amendment should be made to 2.1.2.1 of the Councillor Accountability and Discipline Procedure, to include the ability for Council members to use a proxy for Standing Committee meetings.

Ms. Delombre (Proxy) noted that in the Councillor Attendance Policy, the Speaker of Council maintained a list of demerit points, which could be requested by members. Would the same thing be available to Council members going forward?

Mr. Jacobi noted that an item of this nature would be best outlined in the Speaker Terms of Reference as a duty of the position.

Mr. Ali – Withdrawn

Mr. Griffith requested clarification on whether the document limited the use of a proxy in any way. Further clarifying if the document would place a limit on how many times a Councillor could use a proxy?

Mr. Jacobi noted that the document did not limit Council member's ability to use proxies.

Ms. Khammad (proxy) requested clarification of whether the document outlined a timeframe wherein proxies could be sent.

The Speaker noted that this information can be found in the Standing Orders of Council, which outline a 24 hour deadline prior to the commencement of a meeting.

Mr. Grenier requested clarification on Section 3.2.4, with respect to the discipline of Council members. Specifically whom the written response for discipline processes would go to.

Mr. Jacobi noted that the Speaker of Council would have sole purview over the Councillor Accountability and Discipline Procedure. He further notes that the written response from the Councillor would also return to the Speaker of Council.

Mr. Gangireddy requested information on the demerit points awarded for missing standing committee meetings.

The Speaker of Council noted that missing Council or Standing Committee meetings in either document resulted in the same number of demerit points.

Motion to Amend:

Section 2.1.2.1 of the Councillor Accountability and Discipline Procedure

2.2.2.1 Send regrets to the Committee Chair if you are not able to attend any meeting ~~or~~ or submit a proxy form if you are unable to attend any meeting.

GRENIER/Olsen/Carried. (Unanimous).

Resume debate on main motion, once amended.

Motion to Refer the Motion to the Governance and Finance Standing Committee and Agenda and Council Operation Committee:

The motion will be referred to the above noted committees and returned to Council for the September meeting.

PERRUZZA/Ali/Does not Carry.

Debate on the Motion to Refer to Committee:

Mr. Forman requested information as to whether the current Voting Members Attendance Policy would remain in effect until the Councillor Accountability and Discipline Procedure was returned to Council.

The Speaker of Council noted that the Standing Orders of Council and the Voting Members Attendance Policy would remain in effect.

Mr. Jacobi spoke against the motion.

Mr. Tang spoke in favour of the motion, noting concerns relating to the informal nature of the consultation process.

Mr. Perruzza noted his agreement with Mr. Tang's concerns.

President Solebo spoke against the motion, noting that if there is no immediate concern about the document, that there would not be a need to defer voting on the motion.

Ms. Zonta spoke against the motion.

Ms. Fiaz spoke against the motion.

Mr. Tang (Point of Information) requesting that returning Council members to identify if they had been consulted informally during the creation of this document.

Mr. Ali – withdrawn

Ms. Juhasz spoke in favour of the motion noting that the views of the current Council should be included in the creation of the document, as the outgoing Council no longer have a vote on this Council.

Ms. Fiaz (Point of Information) requested a show of hands of how many current Council members were returning. Ms. Fiaz noted that outgoing Council members could have been consulted but were not returning members of Council.

Mr. Olsen – withdrawn

Ms. Peirce against the motion, noting that if Council agrees that the rules are fair, then they ought to be able to vote on the motion at this time.

Mr. Khimji spoke against the motion, noting that Council was given the document with sufficient time for review.

Ms. Delombre – withdrawn

Ms. Adamo – withdrawn

Ms. Fiaz – withdrawn

Mr. Ali – withdrawn

Ms. Khammad (proxy) – withdrawn.

Mr. Caracciolo (Point of Information) – requested information on whether the motion could have come to an earlier meeting of Council.

Mr. Jacobi noted that the request for the procedure came from Mr. Garno within the latter half of the Council term.

Ms. Cook (proxy): Motion to Call the Question

Refer the Motion to the Governance and Finance/ Agenda and Council Operations Committee:
COOK/Khimji/Carried. (Unanimous)

Resume debate on the main motion as amended.

Ms. Delombre (Proxy) spoke in favour of the motion.

Motion to Call the Question

SOLEBO/Ye/ Carried.

Motion to Recess for 20 minutes:

KHAMMAD/Ye/Carried. (Unanimous).

Motion 3

Deputy Speaker Terms of Reference

Be it resolved that, Council pass the Deputy Speaker Terms of Reference.

KHIMJI/Juhasz/ Carried. (For, 85%, Against 15%, Abstain 0%)

The Secretary Treasurer presented the Deputy Speaker Terms of Reference for the approval of Council.

Ms. Juhasz requested clarification on whether the definition of undergraduate student include part-time and full-time students.

The Secretary Treasurer confirmed that the definition included both.

Debate on the Main Motion

Mr. Perruzza spoke against the motion, noting concerns that the Deputy Speaker appeared to be a co-Speaker and not an assistant.

Ms. Khammad (Proxy) (Point of Information) requested clarification from the Secretary Treasure for an amendment to Section 4.3 with respect the addition of a 10 minute question period to the document.

The Secretary Treasurer noted that the document did not restrict Council from having a question period of any length. Noting that the Agenda and Council Operations Committee to make a decision at the time, or limit the question period.

Ms. Siou requested clarification on the reason for an election for the role, rather than an appointment.

The Secretary Treasurer noted that the decision had been made to make the position an election, in the event that the Deputy Speaker would need to take over the role of the Speaker.

Ms. Siou noted that other executive roles are appointed, and did not see an immediate issue with a Deputy Speaker being appointed.

Mr. Khimji – withdrawn

Mr. Grenier requested clarification on the honorarium of the Deputy Speaker.

The Secretary Treasurer noted that the honorarium for the Deputy Speaker was budgeted for from the previous Council, and that the Deputy Speaker will assist the Speaker in their role.

Mr. Grenier addressed the Speaker of Council for his opinion on whether the work of the Deputy Speaker was comparable to the Speaker.

The Speaker of Council noted that the Deputy Speakers workload would not be comparable to the Speaker.

Mr. Khimji requested details of the honorarium.

The Speaker of Council outlined the amounts for both roles.

The Secretary Treasurer noted that the USC budget had been passed, and the debate on the motion did not include the issue of the honorarium for the position.

Mr. Khimji (Point on Information) requested information on whether a Deputy Speaker had ever taken on the role of the Speaker.

The Speaker of Council noted that this had been the case in recent years, wherein the Speaker resigned their role, and the Deputy Speaker took over the role.

Motion to Call the Question

KHIMJI/Juhasz/ Carried. (Unanimous)

Motion 4

Nap Room Feasibility Motion

Whereas, stress and over exhaustion is a major issue for Western students;

Whereas, short naps can reduce stress, bolster the immune system, and reverse negative health effects of poor sleep;

Let it be resolved that, Council task the 2017/18 USC Executive with investigating the feasibility of creating a nap room on campus and report to the Student Experience Standing Committee with a recommendation on future action at the September meeting.

YE/Forman/Carried. (For, 68%, Against 27%, Abstain 5%)

Mr. Ye discussed the merits of the request to task the USC Executives with investigating the feasibility of nap rooms in the UCC.

Mr. Forman seconded the motion, speaking in favour of the motion.

Mr. Pratt spoke in favor of the motion.

President Avilla spoke against the motion noting that he would not want the USC to promote an environment wherein students were working themselves to the point of fatigue and stress. He further noted that the promotion of self-care and seeking adequate resources should be promoted.

Motion to Call the Question

PRATT/Khimji/Carried.

Motion 5(1)

Support of Transgender and Non-Binary Students

Whereas, it is the interest of the USC to promote inclusivity and accessibility on campus;

Whereas, there continues to be a growing understanding of gender identity;

Whereas, transgender and non-binary students continue to be the target of discrimination and systemic oppression;

Whereas, many current single user and unisex washrooms on campus are meant to be used as wheelchair accessible or family washrooms;

Let it be resolved that, Council task the 2017/18 USC Executive with investigating and devising a plan to create new and more accessible all-gender washrooms on campus and report to the Advocacy Standing Committee with a recommendation on future action at the September meeting.

Let it be further resolved that, the Student Experience Standing Committee will review and revise current USC services to ensure focused and lifesaving mental health support programs are accessible for transgender and non-binary students, and present council with a plan at the September meeting.

Let it be further resolved that, the USC executive will work with the necessary parties to devise a plan for implementing new educational and outreach services with the purpose of combatting prejudice and stigmatization against transgender and non-binary students, and report to the Student Experience Standing Committee with a recommendation on future action at the September meeting.

YE/Forman/Carried. (For, 95%, Abstain 5%)

Motion 5(2)

Let it be further resolved that, the USC advocate to the University to fly the Transgender Pride Flag annually on November 20 in honor of the Transgender Day of Remembrance. If the University does not wish to fly the flag, the USC shall fly it where it has the authority to do so.

YE/Forman/Carried. (Unanimous)

Mr. Ye discussed the merits of the request to task the USC Executives with investigating the feasibility of nap rooms in the UCC.

Mr. Forman: Motion to Amend the Main Motion

Let it be further resolved that, the Student Experience Standing Committee will review and revise current USC services to ensure focused and lifesaving mental health support programs **are accessible** for transgender and non-binary students, and present council with a plan at the September meeting.

Let it be further resolved that, the USC executive **will work with the necessary parties** to devise a plan for implementing new educational and outreach services with the purpose of combatting prejudice and stigmatization against transgender and non-binary students, and report to the Student Experience Standing Committee with a recommendation on future action at the September meeting.

FORMAN/Ye/Carried.

Mr. Tang: Motion to Divide the Question

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YE/Forman/

Motion 5(2)

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TANG/Ye/

Mr. Ye seconded the motion.

Motion to Divide the Question

TANG/Ye/Carried.

Resume debate on the Motion 5(1):

Ms. Khammad (Proxy) requested information on whether the motion would be best served as a policy paper wherein the Vice President could make recommendation on the motion.

Mr. Cleary clarifies the cope of USC policy papers. He further clarified that the management of flags on campus is the purview of Facilities Management and the Western University administration, and that the USC cannot task these bodies with Council directives.

The Student Programs officer spoke against the motion.

Motion to Amend

Wording in Motion 5(1) from "provide" to "ensure"

SOLEBO/Barroso/Carried.

Resume Debate on Main Motion

Mr. Syed requested information on policy papers.

Mr. Cleary noted that Council task the executive annually with writing three policy papers on issues pertinent to Western students, while outlining the process for the creation of these papers.

Mr. Ye noted that the Western University website outlined designated gender neutral washrooms. He further noted that the outlined washrooms were single user accessibility washrooms, and not gender neutral washrooms. He further noted that Western had flown the Pride flag in the past.

Mr. Tang – withdrawn

Mr. Perruzza (Point of Information) requested clarification on whether there is a limit to the number of policy papers.

Mr. Cleary noted that he would check the policy.

Mr. Perruzza: Motion to Amend the Main Motion

Let it be resolved that, Council task the 2017/18 USC Executive with investigating and devising a plan to create new and more accessible **all-gender** washrooms on campus and report to the Advocacy Standing Committee with a recommendation on future action at the September meeting.

PERRUZZA/Juhasz/Carried.

Mr. Caracciolo sought clarification on whether the change would defeat the purpose of the motion, wherein new washrooms would be built.

Mr. Ye noted that the change would be more welcoming.

Ms. Juhasz noted her agreement with amendment.

Mr. Khimji requested clarification on whether the motion sought to create new all-gender washrooms.

The Speaker tabled the question until the debate on the amendment ended.

Mr. Perruzza spoke in favor of the amendment.

Speaker of Council: Call the Question on the Amendment (Carried)

Resume Debate on the Motion 5(1) as Amended

Mr. Khimji requested clarification on whether this was the creation of new washrooms or re-naming of washrooms to all gender.

Mr. Ye noted that the motion was intended for the USC executive to investigate the most feasible plan.

Ms. Juhasz noted that in many universities and public organizations washrooms are for use for all people and the focus ought to be on accessibility.

Mr. Perruzza noted that changing existing washrooms would suffice, speaking in favor of the motion.

Mr. Ye noted that the single user bathroom being designated for use of transgender and non-binary students sends the wrong message to students.

The Student Programs Officer noted that the motion is tasking the USC executive to look into the feasibility of the motion and report back to Council, and begin the investigation. She further noted that there would be a need to consult with relevant stakeholders on the matter before voting.

Motion to Call the Question: Motion 5(1)
PRATT/Khimji/Carried.

Resume Debate on Motion 5(2)

Motion 5(2)

Let it be further resolved that, the USC fly the Transgender Pride Flag annually on November 20 in honor of the Transgender Day of Remembrance.

TANG/Ye/Carried.

Mr. Clearly noted that the wording of the motion could change to task the USC executive to advocate for this motion to the University.

Motion to Amend

Let it be further resolved that, the USC **advocate to the University** to fly the Transgender Pride Flag annually on November 20 in honor of the Transgender Day of Remembrance. **If the University does not wish to fly the flag, the USC shall fly it where it has the authority to do so.**

PERRUZZA/Ogilvie/Carried. (Unanimous)

Motion to Call the Question:

FORMAN/Pratt/ Carried. (Unanimous)

Motion 6

Establishment of USC Councillor Town-Halls

Whereas, lack of transparency and student engagement is a major issue surrounding the USC;

Whereas, engagement with the student body allows for a diverse range of opinions and holds Councillors accountable for their actions;

Whereas, the student body is disenchanted with the USC and feels like their voices are not being heard;

Whereas, town hall style forums are an effective means of engaging with the student body and allowing more students to become involved in the USC decision making process;

Let it be resolved that, Council task the 2017/2018 USC Executive to investigate the feasibility of establishing monthly USC Councillor town-halls, and present council with a recommendation on future action by the September meeting;

Let it be further resolved that, Council task the Student Experience Committee to investigate the feasibility of establishing monthly USC Councillor town-halls, and present council with a recommendation on future action by the September meeting.

FORMAN/Ye/Carried. (For, 93%, Against 7%)

Mr. Forman discussed the merits of the request to task the USC Executives with investigating the feasibility of USC town hall meetings, noting concerns with student engagement.

Mr. Ye seconded the motion, speaking in favour of the motion.

Mr. Chao spoke in favour of the motion.

Mr. Tang requested information relating to the claim that town hall meetings are the most effective method of engaging with students.

Mr. Forman entertained the opportunity to change the working of the motion.

The Speaker of Council proposed an amendment to the wording of the motion. No objection noted.

Mr. Grenier spoke in favor of the motion.

Ms. Zhu requested information whether other options were considered.

Mr. Forman noted that other methods had been considered.

Mr. Perruzza noted concerns about monthly meetings, instead favouring town hall meetings when issues of importance to students are presented.

Motion to Amend: Remove the term monthly from the main motion.
PERRUZZA/Zhu/Does Not Carry.

Mr. Grenier spoke against the amendment.

Mr. Pratt noted that the amendment is not necessary, as the motion is merely seeking to task the executive with researching the feasibility of the motion.

Mr. Griffith – withdrawn

Mr. Forman – withdrawn

Ms. Zhou requested information about the attendance at the State of the USC town hall.

President Avilla noted that roughly 30 students attended.

Mr. Perruzza – withdrawn

Ms. Moran (Proxy) spoke in favour of the amendment, noting that monthly events will have dwindling attendance over time.

Mr. Griffith noted that the attendance of the State of the USC town hall does not mean that the motion should not be considered.

Mr. Khimji noted that a monthly meeting would not be a significant time commitment, and that the motion is seeking a feasibility report, and the standing committee can consider appropriate options.

Motion to Call the Question
KHIMJI/Cook/Carried.

Resume Debate on the Main Motion

Mr. Zhou – withdrawn

Ms. Cook (Proxy) spoke in favour of the motion.

Motion to Call the Question
COOK/Khimji/ Carried.

11. FOR INFORMATION

i. Executive Reports (45 minutes)

ii. Report from the Chair of the Student Senators (10 minutes)

Ms. Hardy discussed matters pertaining to the Western Student Senators.

iv. Report from Standing Committee Chairs (10 minutes)

Advocacy Standing Committee Report

No report to note.

Governance and Finance Standing Committee Report

No report to note.

Student Experience Standing Committee Report

No report to note.

12. FOR DISCUSSION

No items to note.

13. NEW BUSINESS

Motion to Condense All Governing Documents of the USC Into One Document

Whereas, Currently the USC's governing documents are scattered both online and offline,

Whereas, The transitional period the Executive is going through at this moment facilitates the finding of these documents,

Whereas, There is no guarantee that a governing document is up to date or not, as there is nowhere that hosts all the current documents in one place,

Whereas, This current state of disorder poses an unnecessary administrative challenge for student policy makers, or anyone curious about the governance or structure of the USC in any capacity,

Be it resolved, That the Council task the Executive with collecting all the governing documents of the USC--including bylaws, policies, terms of reference, etc.--and creating a single document that contains all of them, complete with an index and appendices,

Be it further resolved, That this single document containing all the governing documents of the USC be styled "Governing Framework of the University Students' Council of the University of Western Ontario", or "USC Governing Framework",

Be it further resolved, That no material changes be made to any of the existing governing documents during their compilation into the USC Governing Framework,

Be it further resolved, That a provisional version of the USC Governing Framework be hosted on the USC website by April 19th, to be continually updated as more and more documents are found and included within it; pending its adoption as the official governing framework of the USC following ratification by Council the first meeting of September 2017, at which point it will become the only official governing document of the USC, to be updated promptly as required upon a change being made to any of the governing documents enclosed.

Be it further resolved, That if the USC Governing Framework is not complete and exhaustive by the first September meeting, it is to

be tasked to the Governance and Finance Committee to complete by a time decided by Council that takes into account the Executive's recommendation.

OLSEN/Grenier/Motion Tabled.

Mr. Olsen spoke in favor of the motion.

Mr. Forman requested information on whether the deadline for this motion is feasible.

The Secretary Treasurer noted that this would be possible if the document were not expected to be complete.

Mr. Khimji spoke in favor of the motion noting that this would be helpful to Council members.

Ms. Hardy requested clarification on whether this motion intended to replace the individual documents.

Mr. Olsen noted that eventually, once an exhaustive document could be created, that this would be the single document for Council to amend in the future.

Ms. Zhu spoke against the motion.

Ms. Delombre (Proxy) requested information on whether the information would be compatible for use on a website or would a standalone document be best.

The Communication Officer noted concerns with respect to having a document of that size on the website, and noted that updates to the USC website were already underway.

Motion to Divide the Question
MIDDEL/Gangireddy/Carries.

New Business Motion

Motion to Condense All Governing Documents of the USC Into One Document (Part1)

Whereas, Currently the USC's governing documents are scattered both online and offline,

Whereas, The transitional period the Executive is going through at this moment facilitates the finding of these documents,

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~~governing framework of the USC following ratification by Council the first meeting of September 2017, at which point it will become the only official governing document of the USC, to be updated promptly as required upon a change being made to any of the governing documents enclosed.~~

Be it further resolved, That if the USC Governing Framework is not complete and exhaustive by the first September meeting, it is to be tasked to the Governance and Finance Committee to complete by a time decided by Council that takes into account the Executive's recommendation.

Motion to Condense All Governing Documents of the USC Into One Document (Part 2)

Pending its adoption as the official governing framework of the USC following ratification by Council the first meeting of September 2017, at which point it will become the only official governing document of the USC, to be updated promptly as required upon a change being made to any of the governing documents enclosed.

Debate on New Business Motion (Part 1)

Ms. Barroso deferred her speaking rights to Mr. Chang.

Mr. Chang spoke against the motion.

Ms. Hardy spoke against the motion.

Ms. Adamo noted that some USC documents may not have been considered, including terms of referee, constitutions and other USC documents would make this document larger than anticipated.

Mr. Gangireddy – withdrawn

Mr. Ali asked for clarification on the organization of the document.

Mr. Olsen noted that he would like to see a single document.

President Solebo motioned to table the motion.

Mr. Olsen spoke against the motion to table the motion.

The Communications Officer noted that the proposed changes could coincide with the relaunch of the USC website.

Mr. Pratt spoke in favor of the motion to table the motion.

Call the Question

PRATT/Khimji/Carried.

Motion to table the motion until the September meeting of Council.

SOLEBO/Juhasz/Carried.

15. TERMINATION

The Speaker sought a motion to adjourn the meeting.

DELOMBRE/Foreman/Carried. (Unanimous)



Communications



Vision

DIRECTION FOR USC
COMMUNICATIONS

My Vision

- ▶ *Foster student engagement and confidence in the USC by using effective communication and branding to make positive change visible.*
- ▶ Break down barrier between USC Exec and the student population.
- ▶ Take a holistic approach to communications by seeing the whole picture while understanding all the parts.

How to make change visible?

- ▶ Multimedia communication
- ▶ Social Media
- ▶ Resource Development
- ▶ Collaboration with Student Leaders



Multimedia Communication

VIDEO PRODUCTION
INFOGRAPHICS
GIFS



Video Production

- ▶ Major hole for video production on campus
- ▶ Highly engaging medium
 - ▶ Catches scrolling eyes
 - ▶ Conveys important information in simple, but visually engaging ways
- ▶ Video gives good analytics
 - ▶ We know how many people are watching
 - ▶ We can develop popular content based on numbers

Infographics

- ▶ Currently we have:
 - ▶ Week at a Glance
 - ▶ Deal of the Day
 - ▶ Important Announcements
- ▶ What we need:
 - ▶ Updates from the Executive
 - ▶ Wait times for mental health services
 - ▶ USC Council Meeting Agendas
 - ▶ Highlights of USC Council Meetings

Areas to Improve on

- ▶ Creating more effective and flexible social media schedules
- ▶ Making sure posts don't get buried
- ▶ Predicting and preparing for busy promotional times
- ▶ Highlighting more student creativity
- ▶ Releasing agendas for USC Council Meetings
- ▶ Cross promotion with Faculty Councils



Resource Development



PROMOTIONS
WEBSITE
WORKING WITH STUDENT
LEADERS



Promotions

- ▶ Resource for Students
 - ▶ Transition from Revenue to Resource
 - ▶ Clubs
 - ▶ Photography Workshops
- ▶ Student Development Opportunity
 - ▶ Platform for Student Creativity
 - ▶ Street Team
 - ▶ Volunteer Program

The Website

- ▶ Huge undertaking
- ▶ Seriously investigating long term options
- ▶ Instituting small changes while we look into long term solutions
 - ▶ Adding Mental Health Resource Tab
 - ▶ Job Opportunities
 - ▶ Featuring Executive Progress
 - ▶ News

Working with
student leaders

FACULTY COUNCILS
CLUBS

Faculty Councils

- ▶ Reaching out to engaged students
 - ▶ Understand their issues
- ▶ Using USC Roundtables effectively
 - ▶ Meeting monthly with VP Communications from all councils
- ▶ Creating cross promotion between USC and Fac Councils
 - ▶ Credit system for Councils to promote on USC page
 - ▶ Using Faculty Council's reach to promote our events

Clubs

- ▶ Creating promotional content for clubs
 - ▶ USC Spotlight Initiative
- ▶ Promoting Clubs Week
- ▶ Encouraging partnership between clubs and USC