



APSA General Council Meeting
November 4th, 2019 17:00
ECHA 1-182

1. Call to order (17:02)
2. Roll call (2 min): Scott, Colleen, Jenn, Michael, Anthony, Angela, Sam, Jadin, Kristil, Dana, Sana, Anna, Ayush, Eliana, Angel, Navjot, Matthew, Ryan, Katina, Nils, Nick, Gurpal
 - a. Regrets: Jes, Emma, Danial, Shemanti, Kurt, Mina
3. Additions to the agenda (1 min)
Motion: To approve the agenda
First: Michael Second: Ayush
4. Review last meeting's minutes 1 min)
Motion: To approve the previous Council Meeting Minutes
First: Jenn Second: Ayush

New Business:

5. CAPSI Committee (7 min) - Ayush
 - a. Document: [presentation](#)
 - b. Ayush - This idea comes from myself, Jenn, and Jadin. I think we need a new committee because next year there will be a lot of overlap with exams and assignments between CAPSI Sr and Jr so I want a bigger team to help with events like competitions. All other CAPSI branches have a committee or class reps. I would see this working out with all committees in September. The committee would be Sr and Jr, anyone on CAPSI national, VP Social, VP External, IPSF rep, and 2 reps from each class. And we would remove the PAM and Run for the Cure committee.
 - c. Nils - I think if you're struggling it's good to get help and have people at your disposal if needed.
 - d. Jadin - Having Executive council on the committee might make it tight to get help when needed, so drawing on people from classes may be better or using social reps instead of VP Social.
 - e. Ayush - That's good to keep in mind, but I think we tie in with a lot of what they do and it's good to keep them involved.
 - f. Anthony - I think from VP External it's an increase but manageable as it doesn't overlap timewise.
 - g. Ayush - I would see it launching during elections and changing the constitution before elections.
 - h. Scott - Logistically, constitutional changes occur after elections at the AGM, so you would need ad-hoc and then finalize it at the AGM. I would ask you to make up a draft so when the constitution and policy committee meets it is already somewhat written up.
 - i. Ryan - The input of the VPs is sometimes transient based on the event so having them as members of the committee may not be necessary, and maybe just invite them in when needed for the event, keeping in mind how you want voting power to work in that case.
 - j. Angela - For IPSF, that's a big collaboration piece. I'm already involved with a lot of CAPSI events and it would help with collaboration to be part of this committee. If it's a problem with delegating tasks to VPs, maybe we could do a sr/jr IPSF rep to help out as discussed previously.
 - k. Ryan - You would just have to look at chairing the committee as well. Historically there has been some friction between VP CAPSI and External's role in the committee.



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- l. Ayush - I will make some adjustments for my formal proposal to be voted on.
 - m. Sam - It may be hard to get 2 members from each class so keep that in mind also.
 - n. Colleen - I think we all need to keep in mind this isn't an additional committee, it's instead of RFTC and PAM committees, so getting involvement probably won't be too difficult.
6. Yearbook Sales (5 min) - Matthew
- a. Document: [Supporting Information](#)
 - b. Matthew - The current yearbook is going well so far financially, most of the revenue is coming from ads from CU advertising. We will start pre-selling upcoming yearbooks this year and arranging a lunch time event to show off what kind of product we are offering using past yearbooks. This gives people more time to consider purchasing a yearbook as opposed to in the past trying to get interest only in 4th year. I would also like to try and push sales of older yearbooks - there are about 120 copies in the storage room so we may as well try and sell them instead of just getting rid of them.
 - c. Michael - It's good to start selling yearbooks earlier instead of just 4th year which is hard as students aren't on campus. Then we would depend less on ad revenue as well. It could start at orientation even. By starting to sell earlier, you can show people what the yearbook looks like as they are on campus.
 - d. Matthew - That is dependent on if we keep the hard copy yearbook which is expensive, we have been considering publishing online like PQ+2 to cut costs. But we would be informing people of that ahead of time.
 - e. Gurpal - Would you be able to give people an option? Hard copy or online?
 - f. Matthew - That may be an option, but right now if we print there is a 100 copy minimum.
 - g. Scott - If we can't pump yearbook sales, we would have to switch to an electronic version.
 - h. Ryan - I think it will take a few years to see if pushing sales earlier has an effect. So it may depend on how long you think that is viable.
 - i. Scott - We could try this year starting in January and keep track to see how many sales we get from each class and see if we have the numbers.
 - j. Ryan - I think with the electronic copy, our current sponsors through CU may not be okay with advertising that way. Could we secure our own sponsors for it?
 - k. Matthew - Lawrence had brought that up to me to reach out and get them on our side, it is a possibility but still not known if they would be okay with it.
 - l. Michael - From my understanding, we only need to sell 40 yearbooks to break even which I think is reasonable.
 - m. Scott - It could be a combination with grad committee too.
 - n. Dana - It could definitely be added so we help selling it
 - o. Michael - But there is also only grad committee in third year, so that needs to be considered as well. So maybe don't associate it with grad committee so that profits aren't linked or restricted because you wouldn't really be selling to your class as they would've been targeted as first years.
 - p. Scott - So leave it to class reps. But does grad committee need the money from revenue?
 - q. Dana - it is hard to say, there's no way to know how much we'll get.
 - r. Scott - I think we sell the old ones and if you need contacts to help contact people from those years then ask me or Katina and we could help with that.
7. Yearbook Sponsorship (15 min) - Matthew
- a. Document: [Request Letter](#)
 - b. Matthew - This document is from CU advertising, who we work with for yearbook



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- committee. This is what would be sent to possible sponsors/donors about how the program works. The value added opportunity could be for PQ advertising as that has been an issue recently so that may boost profit a little bit. There have also been some concerns about current sponsors potentially not liking getting a generic letter out of the blue. I don't think it's a huge concern, there are definitely professional organization interested in this kind of thing such as ACP and Save on Foods. So how do you feel about this being sent out to current and potential sponsors?
- c. Ryan - I don't think a standard letter would be a problem, and I think sending a personalized letter would seem less legitimate.
 - d. Sam - If it's going to PR, that's fine. However, some sponsorship leads that I have are personal leads with individual people. So if our contact for an organization is not a PR person, I think those people would appreciate a more personal letter. If it's going to PR it would be fine, but I don't think my leads would be useful in this situation with a generic letter. I can give you a list of organizations we have approached.
 - e. Matthew - Yes, I would be looking for organization lists, not personal contacts.
8. Updates and Appreciation (5 min) - Scott
- a. Scott - You are all doing a great job with all the events that have been going on and everything coming up. There's too many people to call out individually but thank you. I have some updates but not pressing so in the interest of time I can give those later.
9. Additions to the Agenda
- a. Awards Committee Update (10 min) - Jadin
 1. Jadin - We were going to put forward ideas for potential new APSA awards. I would like to put it forward for you all to put in ideas as well.
 2. Scott - For some context, in the last couple years there have been massive cuts and awards were part of that, but we have a bit of a surplus this year so it's time to start redistributing again and part of that will be awards.
 3. Nils - I think we just want to try and find some unique things to recognize that aren't currently covered by awards.
 4. Ryan - What about someone who contributes a lot to student life such as wellness and supporting students and helping with events?
 5. Jadin - Sounds great. If you can, I would like you want to make a title for the award and what you think would be an appropriate award and requirements for applying. We are meeting on November 22 if you could have it done by then.
 6. Ryan - Another thought is that people have noticed that often awards go to APSA councillors, so maybe trying to put stipulations that it isn't going to APSA councillors.
 7. Ayush - I have heard of a helping hand award going to someone not officially involved but that helps out a lot.
 8. Nils - I don't think APSA Councillors should be excluded from all awards, so I think we just need to find a good balance between councillors and non-councillors.
 9. Matthew - It would be good to try and target first years to try and get them more involved, and it would be good to focus on financial need perhaps as opposed to achievement. Perhaps aimed at out of province students who might have an extra need for it.
 10. Jadin - We would just need to work at criteria as I don't think people should have to give us their financials.



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11. Nils - There would probably be a way to do it without specifically looking at financials.
- b. Movember giveaway and social media (15 min) - Angel
1. Angel - I want to use instagram a lot to promote Movember and RxFactor. To promote traffic to our page I wanted to organize a giveaway like CAPSI did. So I just need some ideas of what we could give away. Anthony and I talked about possibly giving out 2 RxFactor tickets to the winner.
 2. Nils - So will this be different than the Investors Group giveaway?
 3. Angel - It will be a general post of tagging the friend you would bring and follow the page, so different from Investors.
 4. Nils - I do have some gift cards that could be used too.
 5. Angel - I would like it finalized and started today and ending it Thursday night so we could give away the prize Friday morning as RxFactor is coming up quickly.
 6. Anthony - I was going to make class announcements this week anyway so I can get the word out there too.
 7. Matthew - If this is easy, could you do smaller prizes throughout the month?
 8. Angel - I think it may be confusing as Investors Group is kind of doing that so I want it early so people can also know about that one as well.
 9. Angela - What would happen if someone who already bought a ticket won?
 10. Scott- That's easily worked out with reimbursement.
 11. Nils - You could comment who you are most excited to see their talent or who you think will win or something like that.
 12. Sam - I think it's great to do it at the beginning and get traffic on the page which will increase awareness of the Investors Group campaign and help out every event for RxFactor.
 13. Ayush - You could bring it up tomorrow at the RxFactor screening tomorrow at 12:30.
 14. Angel - I will also be trying to get class reps to help out with promotion too. I also want to post portraits of contestants as a countdown for RxFactor. Probably 2 posts per week, and maybe get contestants to write a short bio
 15. Anthony - Contestants wrote something up for PQ.
 16. Angel - I could maybe use that and plug PQ at the same time.
- c. Graphics Requests (5 min) - Angel
1. Angel - I'm going to make a Google Form for requesting graphics so we all know the information that's needed for me to make a graphic. Also, if you go to events, tag APSA on your posts so I can share them, I don't know if I'll make it to every event and I'm not quite sure of my role yet since it's a new position.
 2. Kristil - That's great. I also think that if people want you at an event, they should ask you or message you so if you include that somewhere that they should tell you that they want you there then it's easy for you to know what people are hoping for.
- d. APSA Bear (1 min) - Ryan
1. Ryan - There's one person who keeps all of APSA on track and working smoothly, so I'm giving it to Colleen because she's the only reason I know where I'm supposed to be and those graphics are awesome.



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10. Adjournment (18:00)
First: Angela