



# Science Undergraduate Society

The Science Undergraduate Society of UBC c/o Science Student Information Centre, Room A150 - 6221 University Boulevard,  
Chem/Phys Bldg., UBC, Vancouver, BC V6T 1Z1. Telephone: 604-822-4235 - [info@sus.ubc.ca](mailto:info@sus.ubc.ca) - [www.sus.ubc.ca](http://www.sus.ubc.ca)

## **CODE & POLICY COMMITTEE REPORT**

**SUBJECT:** COMMITTEE REVIEW: MARKETING AND HEALTH AND WELLNESS

**REPORT DATE:** OCTOBER 30TH 2016

**DECISION REQUESTED:** IT IS REQUESTED THAT the Science Undergraduate Society Student Council approve the following changes

1. Addition of the Director of Marketing to the Non-Voting Members of Council (Article 5)
2. Addition of the Marketing Committee to the Committees of Council (Article 7)
3. Addition of the Health and Wellness Committee to the Committees of Council (Article 7)

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## **SUMMARY**

The Code and Policy committee would like to direct Council to approve the formation of the Marketing and Health and Wellness Committees, as well as the addition of the Director of Marketing to the Non-Voting Members of Council.

## **RATIONALE**

The Code and Policy Committee was approached by the VP Academic and the VP Communications, who proposed the formation of a new committee under each of their portfolios; the Health and Wellness Committee, under the Academic portfolio, and the Marketing Committee, under the Communications portfolio.

The Health and Wellness Committee aims to be an event planning committee, focused on overlooking the health and wellness of Science Students. Their goal is to help students focus on physical and mental health in addition to their academics through various events and initiatives throughout the year, such as SUS Dog Days. This committee is intended to be solely events-based and will consist mainly of member -at - larges as the initiatives aim to reach out to the general science population.



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The Marketing Committee aims to streamline the approach of marketing and branding of the society. In the past, various committees under the SUS would delegate certain members from their committees to be responsible for the marketing of the individual initiatives of committees, such as SUS RXN or SUS First Week. Members of these committees would have limited resources to marketing outlets, which would result in internal competition amongst the SUS groups for the target audience of their events, which is often shared. This is an inefficient use of resources and energy that can be spent on the event planning itself, and results in 'spam' with the disorganized and dysfunctional process of marketing the various events under the SUS.

The formation of this committee will result in responsibilities of marketing of everything under the Society to be dependent on a specific body of students. They will work to create a year-long marketing strategy to ensure that all initiatives under the SUS are marketed as efficiently as possible, which will reduce the internal competition amongst the different parties and maximize the effectiveness of the marketing, and hopefully the success of the event(s) as a result.

The Marketing Committee will be chaired by the Director of Marketing, who will be hired by the VP Communications, and will thus be a Non Voting Member of Council.

The Committee argues that the addition of these committees not only provides more opportunities for councillors and member at larges to become involved in the SUS, but will allow the Academic and Communications portfolios to expand upon their individual portfolios in the best interest of the Society and the students it represents.

## **ACTION RECOMMENDATIONS**

The Committee sees the benefits of the addition of the two Committees and the Director of Marketing to the SUS. The Committees and the Director of Marketing will be held to the same expectations as all current standing committees and Non Voting Members of Council, listed in Bylaw 6, Articles 5 and 7.

## **ADDITIONAL COMMENTS**

- 1) The voting decision of Council will take place on Thursday, November 3rd. The changes will be implemented immediately.



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- 2) Upon the motion passing, vacant spot(s) in the Committees shall be open to nomination at the following Council meeting.

## **AFFECTED SECTIONS OF CODE:**

### Article 5- Non-Voting Members of Council

Xv. The Director of Marketing, under the direction of the VP Communications, shall:

- a. Be responsible for the marketing needs of the Society, including the promotion of events, initiatives, and products to specific target markets.

### Article 7: Committees of Council

#### 3. Health and Wellness Committee

- i. The Health and Wellness Committee shall be composed of:
  - a. The VP Academic or their designate, who shall be chair;
  - b. Two (2) Members of Council;
  - c. Six (6) Members At-large
- ii. The Committee shall:
  - a. Assist the VP Academic in promoting health and wellness events or initiatives; and
  - b. Advocate healthy lifestyles that positively influence Science students

#### 16. Marketing Committee

- i. The Marketing Committee shall be composed of:
  - a. The Director of Marketing, who shall be Chair;
  - b. The VP Communications;
  - c. Three (3) members of Council; and
  - d. One (1) member at-large.
- ii. The Committee shall:
  - a. Consider the marketing needs of the Society and Science Clubs;
  - b. Consult with all standing and ad hoc committees of SUS on a frequent and consistent basis and handle their marketing needs;
  - c. Implement and execute a year-long marketing strategy and guidelines;



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- d. Meet biweekly (at a minimum) as a central committee;
- e. Cooperate with the Public Relations Committee in utilizing the social media of SUS to advertise and expand outreach; and
- f. Carry out the advertising and marketing affairs of SUS

## **MOTION**

BE IT RESOLVED THAT COUNCIL adopt the Code and Policy report titled "Committee Review: Marketing and Health and Wellness" and approve the recommendations of the report.