



Science
Undergraduate
Society

PUBLIC RELATIONS COMMITTEE
MEETING MINUTES

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 - www.sus.ubc.ca

SUS Public Relations Committee Meeting

Wednesday November 2, 2016 – 4:00PM | Abdul Ladha Rm 103

Call to Order:

This meeting was called to order at 4:03pm.

In Attendance:

Melissa Liu - Public Relations Director
Isla Wrightson - Chemistry Representative
Melissa Lin - Member-at-Large
Tatiana Misky - Member-at-Large
Tiffany Chan - Member-at-Large
Owen Tsai - Member-at-Large
Wendy Guo - Member-at-Large
Pahul Gupta - Member-at-Large
Haiger Ye - Member-at-Large

Regrets:

Bessie He - Biology Representative
Brian Cho - AMS Representative
Victor Wong - Member-at-Large



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Introductions

All those present in the committee engaged in a round of introductions and an icebreaker lead by Isla. Tiffany will be leading next week's round of icebreakers.

Presentations

PR Chair, Melissa Liu

- Social Media Platform - Three main to be used are Facebook, Instagram and Snapchat.

Sub-Committees

The PR Committee was split into two smaller groups to focus on branding and outreach respectively.

- Branding - Responsible for the revamp of the SUS branding document and for the creation of new logos for other committees
 - Members: Wendy, Tatiana, Tiffany, Bessie, Victor
- Outreach/Engagement - Responsible for upkeeping the SUS image (i.e. social media posts)
 - Members: Isla, Melissa, Owen, Haiger, Brian, Pahul

Branding

The branding sub-committee will be contacting other committees to gauge interest for new logos. If the committees have ideas for new logos, they will be sent to a graphic designer.

- First Year Committee - Wendy
Contacts: Gurshabad Singhera and Julia Wu, fyc@sus.ubc.ca
- Social Committee - Wendy
Contact: Joey Fu, social@sus.ubc.ca
- Sports Committee - Tatiana



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- Contacts: Hattie Shu and Jennifer Cheng, sports@sus.ubc.ca
- Science Week - Victor
Contact: Alex Lee, vpstudentlife@sus.ubc.ca
- Elections - Bessie
Contacts: Cyndi Yan and Brendan Liaw, elections@sus.ubc.ca

Outreach/Engagement

Ideas for filler posts:

1. Pahul - Two types of contests, one with memes, another for “photo of the day”. Images receiving the most likes will be determined as the winner of a prize.
2. Pahul - Post daily snapchats to introduce events (at least once a day leading up to the event) as Facebook posts get lost.
3. Haiger - Promote events on Snapchat or Instagram to increase exposure as most first years are unaware of events until they happen.
4. Haiger - “Councillor of the Week” posts to introduce them to Science and create a more personal and approachable image.
 - a. Isla - Works for executives as well.

Debate:

1. Wendy - Contests are counterproductive to event promotion. It is more favourable to find more events and promote them; clubs and councillors will eventually come to SUS for event promotion help.

YNOTFORTOTS

1. Haiger and Pahul volunteered to be the SUS PR points-of-contact for the event organizers.
2. Three donation boxes will be placed in Ladha in support for the schools of interest.
 - a. One box to be designated for toys
 - b. One box to be designated for stationery.
 - c. One box to be designated for monetary donations; only to be put out when someone is present to supervise.



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3. Clothing and bedsheet donation bins were suggested to be placed in residences at the end of semesters.

Moved by Isla, Seconded by Haiger

"BE IT RESOLVED THAT Public Relations Committee approve the following minutes:
PR 2016 10 19"

...MOTION PASSES

Adjournment:

The meeting was adjourned at 4:54pm.

A handwritten signature in black ink, appearing to read "Caitlyn Lam".

Caitlyn Lam
SUS Public Relations Committee Secretary