

Agenda

Student Life Committee
Second Meeting
Saturday, Sept 28th, 2025
In Person

Attendance:

Position	Member	Signature
Chair	Gee	Present
Vice-Chair	Zhang	Present
Vice President Student Life/ Secretary	Mclsaac	Present
Councillor	Abdulla	Proxy through E. Gee
Councillor	Louima	Present
Councillor	Ahmed	Absent
Councillor	Ojediran	Present
<i>Vice President Internal</i>	<i>Jahnelle Woldegiorgis</i>	Present
<i>Director of Student Development</i>	<i>Vacant</i>	

****Italics are not voting****

Agenda:

1. Adoption of the Agenda
2. Approval of the past minutes
3. Correspondence/Presentations
 - a. Working Group for GOTV
4. Regular Business
5. Adjournment

Meeting called to order at 12:30pm

Meeting Minutes:

1. Adoption of the Agenda

Be it resolved that, this Committee adopts the committee agenda.
Moved: C. Mclsaac **Seconded:** W. Louima

Unanimous Consent

2. Approval of Past Minutes

Be it resolved, that the minutes of the [September 12th](#) meeting of The Student Life Committee be approved.

Moved: C. Zhang

Seconded: W. Louima

Unanimous Consent

3. Correspondence/Presentations

a. Working Group for GOTV

4. New Business

5. Adjournment

Be it resolved that, this Committee adjourn until called again.

Moved: G. Ojdiran

Seconded: W. Louima

Unanimous Consent

Meeting adjourned at 3:18pm

Appendix I

CUSA Post-Event Summary Report

Event: Summer Orientation Day Tabling

Date: Saturday August 9th 2025

Location: Outside Nicol Building

Prepared by: Cass McIsaac (VPSL)

1. Event Overview

CUSA participated in Summer Orientation Day by hosting an outreach table and tent to engage incoming students, promote awareness of CUSA's services, and build our digital presence. Through direct conversation, merch giveaways, and social media engagement strategies, we interacted with a large number of students and created a welcoming presence for new Students and Parents.

2. Goals & Objectives

- Introduce incoming students to CUSA
- Encourage Instagram follows to stay connected
- Distribute CUSA-branded merchandise
- Answer student questions and offer guidance
- Create a positive first touchpoint with CUSA

3. Key Metrics

Metric	Total
Estimated students engaged	~200
New Instagram followers gained	49
Percentage of merch distributed	52%

4. Engagement Highlights

- Students asked about clubs, Frosh Week, CUSA services, and how to get involved.

- Common concerns included insurance questions, part-time jobs, and volunteering opportunities.
- Many students were excited to take merch and asked where else CUSA would be tabling.
- Some students returned later with friends to show them our table and get them to follow us too.

5. Social Media Engagement

- Strategy: Students followed CUSA on Instagram to receive a piece of merch.
- Followers gained: **+49**
- A large printed QR code on the table is something we didn't have but will have next time.
- Suggestion for next time: Incorporate a real-time social media element (e.g., live story posting or poll).

6. Merch Strategy

- Giveaway: One piece of merch in exchange for an Instagram follow
- Merch types: Stickers, Shirts, Cups (Shirts were the largest amount we gave away)
- Total merch distributed: **52%** of our available supply
- Students reacted positively to the offer, and many said they'd wear/use the items during Frosh
- Recommendation: Bring more tote bags or consider branded items with high reusability (like water bottles or pens)

7. What Went Well

- Good team coordination and strong turnout
- High student interest in both our services and merch
- Instagram follow strategy was smooth and yielded results
- Using the Tent was great for keeping volunteers cooler and for visibility
- Positive word-of-mouth during the event (some students brought others to our table)
- Setup and teardown went smoothly with no issues

8. Areas for Improvement

- Bring more merch next time, particularly popular items like shirts and tote bags
 - We had to go back to the storage room and get more medium shirts
- Also bring a wheel for us to spin so merch can be evenly distributed!
- Prep a one-pager or flyer about CUSA services to hand out
- Some volunteers needed more info about CUSA programs, consider a mini orientation or FAQ cheat sheet
 - Little hard as the event was on very short notice though



9. Volunteer Participation

Volunteer Name	Shift Time	Role/Duties	Notes
Cass M (VPSL)	9-3	Set up, supporting, tear down, talking to students	Thats me :)
Sean J.E (President)	10:30-12	Talking with students	Was great to have him talk to students
Cherry Z (Chonk Nation, Team Lead)	9-3	Set up, supporting, tear down, talking to students	Helped count merch!!
Piper J (Chonk Nation, Content Creator)	10-2	Talking with students, tear down	Super great to have 3 people support tear down

- **Total People:** 4
- **Coverage:** Full-day support with smooth transitions between shifts
- **Feedback:** Volunteers enjoyed the experience and felt it was a good way to meet new students

10. [Event Photos](#)

11. **Recommendations for Future Events**

- Keep using social media incentives to increase engagement
- Prepare a visual CUSA services sheet or “Top 5 things to know about CUSA” handout
- Use QR codes not just for Instagram, but also for club information, Student Discount Card, or newsletter sign-ups
- Create a rotating schedule with more volunteers to ensure coverage during high-traffic times
- Prep volunteers with talking points or FAQs about CUSA’s offerings if they aren't aware
- Try interactive activities like a small spin wheel or prize draw to increase table engagement