

# THOMPSON RIVERS UNIVERSITY

## Minutes

Wednesday, 24 April 2013, 9:00 – 10:00, HoL 402  
STUDENT ENGAGEMENT COMMITTEE OF SENATE

### Attendance:

Chris Adam	Jon Shephard
Arlene Olynyk	Glenn Read
Tracey Christianson (regrets)	Elizabeth Rennie (regrets)
Gary Hunt (absent)	Harold Richins
Sukh Heer Matonovich (absent)	Greg Link (regrets)
Marlies McArthur (regrets)	Craig Engelson
Val Peachy (regrets)	Susan Purdy

### STUDENTS

Janice Yeung  
Marylyn Simpson (absent)  
Sabina Donnelly (regrets)  
Deborah Efreteuei (regrets)  
  
Sandy Devick (Recorder)

### GUESTS

Lucille Gnanasihamany  
Stephanie Westendorp (IPA)  
Kristen Hamilton  
Acacia Schmietenknop  
Alex McLellan

### Introductions

Lucille Gnanasihamany - AVP Marketing and Communications  
Acacia Schmietenknop – Engagement Ambassador

### 1. Approval of Agenda

Motion by Arlene Olynyk to accept the agenda  
Seconded by Craig Engelson  
Motion Carried

### 2. Approval of February 27 2013 Minutes

Motion by Harold Richins to accept the minutes of the February 27, 2013 meeting.  
Seconded by Jon Shephard  
Motion Carried

### 3. New Business

#### i. Lucille Gnanasihamany, AVP Marketing and Communications

- Lucille explained that Mar Com is willing to help get the word out to students about the value of their participation in surveys and the correlation of participation and improvement of student services at TRU.
- Some ideas are:
  - \* Basing an awareness campaign on what is learned from focus group meetings with students
  - \* Creating a dedicated web site with FAQ's about NSSE

- \* Sending an email to students with a very carefully crafted message explaining the connection between what we learn from NSSE survey and the improvements to student experiences and services
  - \* Using bathroom advertising as it is very effective and free
  - \* Setting up a dedicated URL and using Google Analytics to see if people are responding to it.
  - Mar Com would like to participate in Orientation and Engagement events
- ii. Engagement Ambassadors program - Kristen Hamilton, Acacia Schmietenknap
- The program was launched this year and centers around the themes - Discover, Engage, Connect, Become
  - This program replaces the Orientation volunteers and other volunteer programs
  - There are 3 layers – Volunteers (no experience), Leaders (year 2 some experience), Mentors (year 3, most experience)
  - Ambassadors will be involved in 3 key functions of Student Engagement - Timetable Support Lab, New Student Transition, Orientation Day
  - Acacia – gave some remarks about being involved at TRU from transitioning from high school to becoming involved in clubs and to an Engagement Ambassador. Being engaged is helping her develop her own skills and helping others develop.
  - Janice Leung – gave some remarks about being engaged at TRU and wants to learn what she can do better and to challenge herself.

## 2. Old Business

- i. Update around Terms of Reference and Steering Committee reporting
- The Steering committee was agreeable to the reporting via video. The Library and Nursing will be the first to submit
  - The committee was asked to proceed with other areas
  - Kristen will report at the next meeting about the development of a template.
  - Terms of Reference – there needs to be assurance that other committees agree that Academic Integrity and Appeals Policy don't belong in the Student Engagement Terms of Reference. Any changes will have to wait until new Registrar is in place

## 5. Other Business

- None

## 6. Meeting adjourned

7. **Next Meeting:** Wednesday, May 22, 2013

**ACTION:** Sandy will send out an email requesting suggestions on who to invite to hear about student engagement activities and how they get the word out.