



**IGNITE Student Union  
Board of Directors 2018-2019  
Fourth Meeting  
November 14, 2018  
Guelph-Humber Campus**

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**Members Present**

Shayan Shakil  
Nisha Haroon  
Christian Semerjian  
Saffiya Lulat  
Tashornna Simpson  
Rohit Sharma  
Margarita Bader  
Kevin Siery

**Staff**

Ercole Perrone  
Monica Khosla  
Maheen Nazim  
Vanessa Silaphet

**Guests**

**Excused**

Parth Amin

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**1. CALL TO ORDER.**

Chairperson called the meeting to order at 6:00pm. All Directors were present.

**2. APPROVAL OF THE AGENDA**

*Motion to approve the agenda as presented.*

***Moved by: M. Bader***

***Seconded by: T. Simpson***

***CARRIED: YES***

***“Be it resolved that the Agenda for the Fourth Meeting of the IGNITE Board of Directors 2018-2019 is approved as amended.”***

**3. DECLARATION OF CONFLICT OF INTEREST**

No conflict of interest was declared.

**4. APPROVAL OF MINUTES OF THE THIRD MEETING 2018-2019**

*Motion to approve the minutes from the Third Meeting of the IGNITE Board of Directors 2018-2019 on October 10, 2018 as presented.*

***Moved by: C. Semerjian***

***Seconded by: S. Lulat***

***CARRIED: YES***



***“Be it resolved that the IGNITE Board of Directors approves the minutes of the Third Meeting of the 2018-2019.”***

## **5. CHIEF EXECUTIVE OFFICE MONITORING REPORT**

### **a. Strategic Plan Update: Personal Life**

#### *Help improve financial security:*

IGNITE is trying to address issues in a different, destructive, and unique way while working with what currently is available and making different use of it. The SoupBar service was introduced as a means to address food insecurity and improve financial security in offering a pay-what-you-can system. Operated weekly on Tuesdays and Thursdays, IGNITE can infer that for example, if Chartwells soup sales declined on these days, the SoupBar has presented to be an affordable alternate for students to have food on campus. In turn, the intent is that Chartwells will change business practices, potential to cut soup prices in order to compete with the SoupBar. Ultimately, the recognition of business practices requiring a change will be necessary, and IGNITE will have had a positive impact on the cost of food on campus.

#### *Improve health and wellness:*

MedAvail is a prescription vending machine that would be provided by the Health Centre. The process of a MedAvail would include a prescription being issued to a student by the Health Centre or other practitioner where then the student could immediately dispense the prescription at these vending machines. These machines will be stocked with the most common prescriptions considering the demographic and will not include anything with significant strength. This is not an IGNITE initiative, however IGNITE Executives are acting as negotiators and addressing the departments to consider if this is a good use of student funds.

#### *Exposure to experiences and people that can enrich life:*

An accessibility survey was sent to approximately 15,000 students and was completed by over 500. Feedback received will be reviewed and presented to key stakeholders in efforts to implement changes for solution. A bonus of the initiative, student participants from the accessibility focus groups ultimately created a club focused on accessibility at Lakeshore campus.

M. Nazim, Vice President Guelph-Humber, presented the #VPforMe initiative. This was created in attempts to conquer the perception or belief that IGNITE does not communicate well or enough with students and is not considered a support for students. Vice Presidents will use this initiative as a vehicle to collect information informally while approaching students and speaking to a specific topic. November and December’s topic will be wellness, which is timely with midterms and exams in progress. This initiative will build rapport by leveraging the Vice President position to engage students and provide information regarding IGNITE’s strategic plan and current IGNITE services, initiatives and offerings. Board of Director Ownership Linkages can act as a multi-layered effort in talking to students about relevant topics. Anticipated costs associated include clothing to identify, swag relevant to topic, and food items.



It is important to note that initiatives may fail after a cost benefit analysis, however it takes a certain degree of discipline to acknowledge and accept failure to then pivot and find alternatives or other options to address the same problem.

b. IGNITE Contest Results

E. Perrone made note that this topic is specifically operational and is merely intended to be an update for the board. Contest result highlights include:

- Targeted toward first year students
- Survey answers will provide means of better communication with students, better insights of student opinions, and contribute to evident based decisions
- The 2017-2018 academic year, the survey received just over 13,000 student participants; Fall 2018, alone, the survey received over 14,500 student participants - represents 50% of the student body engaged with IGNITE and indicated their preferences. This information is used to target, personalize and customize IGNITE services, communications and offerings to students.
- Trigger emails are produced based on student-opted interests; click rates for these emails are higher than industry averages
- Student profiles help IGNITE understand student trends, behaviours to allow targeted, segmented, niche student communications
- Board inquired if there is a method to modify profile or email preferences, find alternate ways to allow students to self-subscribe – on IGNITE's website, there is an opt-in for students to receive IGNITE communications by subscription

c. Services Statistics (*the below is information collected during the September and October 2018 months*):

- SoupBar has served 1,760 bowls of soup
- Financial Relief Program (FRP) – nearly \$30,000 distributed to approved FRP applicants
- Games room has seen 1,765 unique users
- Sleep Lounge has seen 783 unique users
- Know Your Rights (KYR) – 8 unique requests
- Over 40 new clubs applications

d. Student Communication:

- Reviewed all methods and vessels of communication, ex: website, social media, emails, HTV/GHTV, videos, posters, banners, etc.
- Efforts are made to ensure communications are with purpose, personal, customized, and specific
- IGNITE's communication efforts are strong and done with purpose. Strategies of how to better communicate are ongoing; however, the argument more communication is required is inaccurate.

## 6. IN CAMERA

No in camera session required.



## 7. ADJOURNMENT

*Motion to adjourn the Fourth Meeting of the IGNITE Board of Directors 2018-2019.*

***Moved by:*** K. Siery

***Seconded by:*** T. Simpson

***CARRIED: YES***

***“Be it resolved that the Fourth Meeting of the IGNITE Board of Directors 2018-2019 is adjourned.”***

The meeting adjourned at 7:010pm.

\_\_\_\_\_ **Shayan Shakil** \_\_\_\_\_  
Chairperson

\_\_\_\_\_ **Vanessa Silaphet** \_\_\_\_\_  
Recording Secretary