

WLUSP Board Meeting

Virtual Conference: Wednesday, Oct. 25, 2023 | 3:00 p.m.

Secretary: Maryka Van Wyngaarden

Attendance:

Serena Austin, President & Chair

Shelby Blackley, Community Director

Rosalind Horne, Community Director

Madalyn Mostacci, Treasurer

Kurtis Rideout, Advertising

Jacob Segal Rice, Vice-Chair

Maryka Van Wyngaarden, Secretary

Jack Vrolyk, Student Director

Aaron Waitson, Executive Director

Gallery:

Kurtis Rideout, Advertising Manager

Guests:

Jacob Tuckey, LBER Co-editor, guest

Jaskaran Dhaliwali, LBER Co-editor, guest

Blake Schriver, LBER VP of Outreach, guest

Graeme Stover, Lifetouch National Sales Executive, guest

Absent Membership:

None (Rosalind had to leave at 4:05 p.m.)

1.0 Call Meeting to Order

- Meeting called to order at 3:07 p.m.

2.0 Approval of Agenda: October 25, 2023

- Motion: Jack Vrolyk
- Second: Rosalind Horne
- Motion Carries: 3:08 p.m.

3.0 Approval of Meeting Minutes: September 22, 2023

- Motion: Jacob Rice
- Second: Jack Vrolyk
- Motion Carries: 3:08 p.m.

4.0 Chair Report Presented by Serena Austin (President/Publisher)

- Hiring and onboarding process for the Keystone Editor-in-Chief position completed, Martina Boakye-Gyan hired, who is also the Visual Content Manager for Blueprint.
 - Focused on building up Keystone social media presence and reaching out to campus clubs and organizations to introduce herself.
- Radio Laurier's Dirty Bingo event this Thursday at Revive.
- All publications except Radio Laurier and Keystone will be in production next week.
- All welcome to attend Blueprint's launch part on Thursday, November 2.

4.1 Comments

- Aaron: For purpose of discussing LBER and Lifetouch after their presentations, may have to turn cameras on.

5. Lifetouch Presentation by Graeme Stover

- Introduction: National sales executive for Lifetouch. Strong connection to Laurier, and local to the KW area.

- Background: Lifetouch was photography provider for Laurier for number of years. Four main components of issues: composites, studio, convocation, and customer service. Lack of leadership and investment into the right resources.
- Since Laurier's departure from Lifetouch a couple years ago, Lifetouch now has a dedicated post-secondary representative. Lifetouch team has completed a 180, complete overhaul on their backend, brought security and functionality dramatically up, implemented number of up-to-date electronic communication services. Confident that team is now willing and equipped to come to the table and serve Laurier even better than previous years.

5.1 Comments

- Aaron: Comprehensive communication with students is a need. What would Lifetouch be able to offer?
- Graeme: We will make sure we have a well laid-out communication and marketing plan that suits your school's needs from the start.
- Kurtis: The post-secondary rep, how many schools are they dealing with?
- Graeme: The rep and myself ("white glove service") would be a point of contact, but the rep wouldn't be only dedicated to Laurier.
- Kurtis: One problem in the past was there weren't consistent photographers available on the ground.
- Graeme: We can make sure that we're not only providing long-term photographers, but also a dedicated, local, Lifetouch-run location available for students to come to and get photos taken.
- Aaron: What locations does post-secondary rep cover?
- Graeme: Will have to come back with specific number of schools, but current rep probably has about 20% capacity left. Geographically, current rep deals with London,

Tri-Cities (KWC), some of Hamilton, and Windsor areas. Ballpark 15-20 accounts.
Would be able to take on 2-3 Laurier locations at this time.

- Graeme: History of Lifetouch—90 years in operation, perfected brand-specific lighting to capture “gold-standard” detail and ultimately create happy customers.
- Serena: Will the tech bursary/subsidy be available?
- Graeme: Yes, that would be honoured, as well as the 50/50 profit share.

6. LBER Presentation by Jacob, Jaskaran (co-editors), Blake (Vice President of Outreach)

- We are a student-run and student-focused business publication. Have been in operation for about 5 years. This year would like to move to digital from all-print publication.
Focus is creating wide-ranging content on business and economics.
- LazSoc is a Students Union association, LBER is club under LazSoc.
- Connections with external organizations, startup organizations throughout KW region.
- Largest challenge is financial, as funding currently comes from Students Union umbrella.

6.1 Comments

- Aaron: What are the fundraising mechanisms that your publication has access to?
- Jaskaran: Having to focus on external financing has in the past distracted, and might continue to distract, from the more important goals of our publication. We’ve had to dedicate more time and effort to securing external funding than we’d like.
- Serena: How would relationship with LazSoc change?

- Jaskaran and Jacob T: We would still like to rely on them for hiring and student outreach/recruitment, event processes, and overall direction of publication, as well as maintaining connections with our faculty review board.
- Aaron: Since WLUSP is only university affiliated, not a part of the university or an academic body, your team would have to work out a collaboration with LazSoc instead of being directly under them, if LBER wants to join WLUSP.
- Jacob T: As an alternative, could we establish a proxy organization? Could we carry on a Laurier-faculty review board for LBER?
- Note: Rosalind stepped out at 4:05 p.m.
- Aaron: Regarding the above logistics, both WLUSP and LBER have some homework to do.

6.2 Discussion

- Shelby: I would suggest we wait to discuss the presentations as a board, because I'm curious about Rosalind's thoughts. Aaron and Serena what are your general thoughts?
- Serena:
 - Re LBER: Interesting opportunity worth exploring, bit of sticky situation if they're no longer allowed to be a part of LazSoc.
 - Re Lifetouch: We don't see any reason to not work with Pegasus. Graeme had all good things to say, but I don't know if it's necessary to switch back to Lifetouch when our experience with Pegasus has been positive.
- Aaron:
 - Re Lifetouch: Kurtis' question about local representation seemed to stump Graeme a little. Maybe we can turn down Lifetouch's offer for now, but let them know that we might return in the future if we run into problems with Pegasus.

- Re LBER: Worried that their team seems a bit green. Don't want them to be too ambitious about timelines. Don't know if they're ready to have to cut off their connections to the Students Union and distance themselves from LazSoc. There are a lot of unknowns on legal and logistical perspectives. Would also like to hear Rosalind's thoughts on this.
- We can table these issues for our November meeting.

7.0 Adjournment

- Motion: Madalyn Mostacci
- Second: Jack Vrolyk
- Motion Carries: 4:18 p.m.

WLUSP Board Meeting for Wednesday, October 25 is adjourned at 4:18 p.m.