



AGENDA (UPDATED)

<https://us06web.zoom.us/j/84624989602>

Meeting ID: 846 2498 9602

A. CALL TO ORDER

B. MEMBER RESIGNATION

1. Ran Keren

C. APPROVAL OF AGENDA

- **Motion:** THAT the Committee approve the December 7, 2022 agenda as circulated.

D. APPROVAL OF MINUTES

- **Motion:** THAT the Committee approve the October 25, 2022 minutes as circulated.
- **Attachment:** Draft Minutes (October 25, 2022)

E. ITEMS / REPORTS

1. Recreation Program Review

- i. **Introduction** (Glenda Ollero, Staff Liaison)
- ii. **Presentation** (Jennifer Siddon, Siddon Strategic Communications)
- iii. **Discussion**
- iv. **Motion:** (if any)
 - **Attachments:** Project Brief, Briefing Note for CEAC Recruitment

F. ADJOURNMENT

- **Motion:** THAT this meeting of the CEAC be adjourned.



MINUTES

PRESENT:

Jane Kang, Chair
Alexandra Bailey (arrived at 4:07 p.m.)
Alice Bradley

Michelle Niu (departed at 4:52 p.m.)
Nidhi Raina (arrived at 4:07 p.m.)
Matthew Ramsey

REGRETS:

Ran Keren, Vice-Chair

STAFF:

Glenda Ollero, Communications Manager

RECORDING SECRETARY:

Debbie Reimer, Mosaic Writing Group

A. CALL TO ORDER

Jane Kang, Chair, called the University Neighbourhoods Association (UNA) Community Engagement Advisory Committee (CEAC) meeting to order at 4:02 p.m.

B. APPROVAL OF AGENDA

Draft agenda of the October 25, 2022 UNA CEAC meeting was provided with the agenda material.

It was moved (Jane Kang) and seconded (Alice Bradley)

THAT the University Neighbourhoods Association Community Engagement Advisory Committee approves the October 25, 2022 agenda, as circulated.

Carried

C. APPROVAL OF MINUTES

Draft minutes of the August 23, 2022 UNA CEAC meeting was provided with the agenda material.

It was moved (Jane Kang) and seconded (Matthew Ramsey)

THAT the University Neighbourhoods Association Community Engagement Advisory Committee approves the August 23, 2022 minutes, as circulated.

Carried

Members Arrived

Alexandra Bailey and Nidhi Raina joined the meeting at 4:07 p.m.

D. ITEMS/REPORTS

1. For information: Campus Vision 2050, Community Fund, RCMP, Block Watch

i. Introduction

Jane Kang, Chair, reported:

- The Campus and Community Planning provided input to the UNA Board regarding Campus Vision 2050
- The Community Planning Department suggested that additional information regarding the community plan be provided to residents
- Residents reported security concerns following an incident at the UBC Golf Course
- The Block Watch program is requesting volunteers
- The CEAC participated in Neighbourhood Day and promoted a QR code for residents to provide feedback regarding community engagement at UNA
- Information regarding the Community Works Fund.

ii. Discussion

Discussion ensued on:

- Funds are distributed to the Community Works Fund yearly
- Suggestion that the UNA CEAC work in conjunction with the Community Works Fund Committee
- The Newcomer Club provides engagement for new residents.

Action Item (01): *The Communications Manager to provide the UNA CEAC with information regarding the Community Works Fund.*

iii. Motion

It was moved (Jane Kang) and seconded (Matthew Ramsey)

THAT the University Neighbourhoods Association Community Engagement Advisory (CEAC) instructs staff to liaise with Madelaine Zammar to schedule a meeting with the CEAC.

Carried

2. Revisions to the Work Plan Based on Survey Results

i. Motion

It was moved (Jane Kang) and seconded (Alice Bradley)

THAT the University Neighbourhoods Association Community Engagement Advisory (CEAC) defers this item to a future CEAC meeting.

Carried

3. Initiatives to Help New Immigrants

i. Introduction

The Chair referenced a Board presentation regarding new UNA residents and highlighted:

- Suggestion to combine resources to support new residents at the UNA
- Suggestion that the CEAC provide engagement ideas specific to new residents
- Suggestion that a new residents' guide be developed about facilities at the UNA
- Suggestion that a bus tour be provided for new residents.

ii. Discussion

Discussion ensued on:

- The UNA Welcome Centre provides multiple resources for new residents
- Concern regarding the expense of a bus tour:
 - Concern that a translator would require multiple languages
 - Potential for a walking tour as UNA is walkable
- Language barriers are an impediment
- The Newcomers Club provides resources
- The UNA website is translated through internet browsers
- Suggestion that a social evening be implemented for new residents.

iii. Motions

It was moved (Jane Kang) and seconded (Alice Bradley)

THAT the University Neighbourhoods Association Community Engagement Advisory (CEAC) investigate a potential bus tour for new residents.

Defeated

Member Departed

Michelle Niu departed the meeting at 4:52 pm.

It was moved (Jane Kang) and seconded (Matthew Ramsey)

THAT the University Neighbourhoods Association Community Engagement Advisory (CEAC) recommend the organization of a monthly social event for new residents.

Carried

iv. Discussion

Discussion ensued on:

- Suggestion that the UNA Newcomers Guide be translated into multiple languages
- Suggestion that the current UNA and UBC Properties Trust material be translated
- Suggestion to distribute welcoming material to surrounding stratas
- Suggestion to distribute information through a QR code postcard
- Suggestion to provide a new resident link on the UNA website.

It was moved (Matthew Ramsey) and seconded (Nidhi Raina)

THAT the University Neighbourhoods Association Community Engagement Advisory (CEAC) instructs staff to create a preliminary concept for a new resident guide to be posted to the UNA website.

Carried

F. ADJOURNMENT

The next UNA CEAC meeting is scheduled to be held on November 23, 2022 at 4:00 p.m.

The University Neighbourhoods Association Community Engagement Advisory Committee meeting adjourned at 5:02 p.m.

Project Brief
University Neighbourhoods Association Recreation and Culture Programming Review
Project Overview
<p>The University Neighbourhoods Association (UNA) Recreation and Culture Programming Review (Review) is aimed at ensuring UNA recreation and culture programming is meeting the needs of the community. The Project includes but is not limited to communications and engagement activities, research into best practices and current trends, and a review report which will include recommendations for activities/programs and services, over a five-year period.</p>
Goals & Objectives
<p>The UNA requires a recreation and culture programming review that:</p> <ul style="list-style-type: none"> • identifies the current programming needs of the UNA community • identifies what is working well and opportunities for improvement • identifies current trends in recreation and cultural programming • results in an Action Plan that includes recommendations for activities/programs and services, over a five-year period
Project Scope
<p>Project Management</p> <ul style="list-style-type: none"> • Project Schedule/Work Plan (includes communication and engagement calendars) • Project Brief • Weekly touch base meetings <p>Communications & Engagement Plan</p> <ul style="list-style-type: none"> - Key Messages - Stakeholder Identification - Branding/Templates - Q&A for UNA Employees - Media Relations Plan - Develop information and promotional materials e.g., website, social media, email blasts, posters, poster boards, direct mail, and presentational materials - Surveys: Employee, Community & Stakeholders Groups, Public/General) <p>Engagement Activities</p> <ul style="list-style-type: none"> - Community Advisory Committee Meetings - Board Presentation - Employee meetings - Community Meetings (3 to 5) - Stakeholder Small Group Meetings (3 to 5) - Virtual Open House (1) - Pop-ups (3) <p>Research & Report</p> <ul style="list-style-type: none"> - Recent Trends - Best practices - Supplied research - Final Report

Key Audiences	
<ul style="list-style-type: none"> • UNA Board of Directors • Community Advisory Committee • UNA staff • UNA volunteers • UNA Program Instructors (contractors) 	<ul style="list-style-type: none"> • UNA neighbourhoods/buildings <ul style="list-style-type: none"> • Central Building • Chancellor Place • East Campus • Focal Building • Hampton Place • Hawthorn Place • Wesbrook Place • Other
Success Criteria	
<p>A recreation and culture programming review that:</p> <ul style="list-style-type: none"> • identifies the current programming needs of the UNA community • identifies what is working well and opportunities for improvement • identifies current trends in recreation and cultural programming • results in an Action Plan that includes recommendations for activities/programs and services, over a five-year period 	

BRIEFING NOTE: UNA Recreation and Culture Programming Review Community Member Recruitment

Purpose: Preparations are underway for the launch of the University Neighbourhoods Association (UNA) Recreation and Culture Programming Review (Review) in early 2023. As part of this Review, the UNA will be undertaking communications and engagement activities to ensure community members have ample opportunities to participate. Specifically, the Review Project Team is seeking input from the UNA Community Engagement Advisory Committee on a proposed plan aimed at recruiting volunteers to participate in Community Group meetings.

Background: The Review, which is being led by Dave Gillis, Recreation Manager, in partnership with Siddon Strategic Communications and Neilson Strategies (Review Project Team) is aimed at ensuring UNA recreation and culture programming is meeting the needs of the UNA community. The Review will:

- identify the current programming needs of the UNA community
- identify what is working well and opportunities for improvement
- identify current trends in recreation and cultural programming
- result in an Action Plan that includes recommendations for activities/programs and services, over a five-year period

A detailed project schedule is being finalized and will guide the Review Project Team's work. Among the deliverables: a variety of communications and marketing materials, digital and print, online surveys and in-person and virtual activities including small group meetings, community meetings, virtual open house and pop-ups.

Approach: Review communications and engagement activities will be guided by Four Principles:

1. **Communications and engagement with a clear purpose**— The Review Team is committed to communications and engagement with clearly defined scope and objectives. We will provide clear information about the scope and objectives of our communications and engagement, who the decision makers are, the expected timing of decisions, and what criteria will be used to make these decisions.
2. **Fact-based and transparent**— The Review Team believes meaningful communications and engagement comes from sharing fact-based information in a transparent manner. We will share accurate information in a variety of formats and respond to questions in a timely manner.
3. **Inclusive and accessible**— The Review Teams knows how important it is to feel safe, and be valued and respected. We will provide a range of opportunities for engagement in a variety of formats including but not limited to small group meetings, community meetings, a virtual open house, print and digital media and surveys/research.
4. **Comments as advice**— The Review Team works hard to create an equitable environment where people feel a sense of belonging and are empowered to express themselves and their ideas. We

bring people together. When we listen and learn from each other, we make better decisions and create a better place for everyone to live, work and play.

Options and Recommendations: The Review Project Team is proposing UNA launch a recruitment campaign to encourage UNA community member to participate in a series of Community Group meetings. The recruitment campaign will encourage UNA community members – even those who may not utilize UNA recreation and culture programs and services – to participate. The anticipated start date is XXX

Website Copy	
We're Reviewing Our Recreation and Culture Programming	
If you love to hit the gym at Wesbrook Community Centre for a friendly game of pickleball or you would rather meet-up with friends for a boardgame in the Living Room of the Old Barn Community Centre, we want to hear from you!	
We're looking for some volunteers, ideally one or two per UNA neighbourhood/designated building, to participate in some small group meetings (focus groups) to provide feedback on our current recreation and culture program and make any recommendations on possible changes. We also want to hear from you if you don't currently access UNA recreation and culture programs or services.	
The small group meetings will take place in late January / February 2023 and last about 1.5 hours each. Don't worry if you can't commit to a meeting – there will be plenty of other opportunities in the new year to provide feedback about our recreation and culture programming. Stay tuned for more information.	
Website Form	
Secure your spot	
To volunteer to participate in a small group meeting, please fill out the form below. Please note that seating is limited so please secure your spot today!	
First Name	Last Name
Address	Phone
Email	
<p>Our aim is to ensure we speak to community members who represent the diversity that makes UNA so special. If you don't mind sharing the following information with us, please let us know which of the following apply to you (choose all that apply):</p> <ul style="list-style-type: none"> • Member of a family with a child/children under 5 years of age • A member of UBC Faculty/Staff • Instructor for UNA Recreation • A current or former UNA volunteer 	<p>Which neighbourhood/designated building do you live in?</p> <ul style="list-style-type: none"> ○ Central Building ○ Chancellor Place ○ East Campus ○ Focal Building ○ Hampton Place ○ Hawthorn Place ○ Wesbrook Place ○ Other (Please specify)

<ul style="list-style-type: none"> • A senior (aged 65 and over) • Recent immigrant to Canada (in the last 5 years) • Identify as BIPOC (“Black, Indigenous, and People of Colour) • Identify as LGBTQIA+ (lesbian, gay, bisexual, transgender, queer or questioning, intersex, asexual...) • Speak a language other than English and/ or French in your home • None of the above • I'd rather not say 	
<p>In the last six months, have you participated in a program or activity at the following:</p> <ul style="list-style-type: none"> ○ Wesbrook Community Centre ○ Old Barn Community Centre ○ Both ○ Neither ○ I've only ever attended outdoor events ○ I've never participated in a program or activity from UNA Recreation ○ Other (please specify) 	<p>In the last six months, have you participated in or volunteered at any of the following UNA Community Centre Services:</p> <ul style="list-style-type: none"> ○ active recreation programs, both organized and unorganized (e.g., drop-in <ul style="list-style-type: none"> ○ basketball, volleyball, table tennis and pickleball ○ martial arts programs ○ fitness classes and personalized training programs ○ dance, music and other performing arts classes ○ board game and social programs ○ cultural and educational programs and events ○ ESL and other language classes ○ arts and craft instruction ○ early childhood (i.e., preschool) education programs ○ various types of yoga classes ○ other ○ none

	<p>I would like to participate in an in-person small group meeting:</p> <p>(BOX) Yes (BOX) NO</p> <p>Disclaimer By checking yes, you submit your information to the small group meeting organizer who will use it to communicate with you regarding this event and their other services.</p>
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General REPLY:

Thank you for volunteering to participate in small group meetings as part of the University Neighbourhoods Association's review of recreation and cultural programming.

We anticipate finalizing the dates, times, and locations of the small group meetings by mid-January 2023 and will reach out then to finalize your participation.

Please note that seating at these small group meetings is limited and we may not be able to accommodate everyone who expresses interest in participating.

Thank you again for helping the UNA foster unique and thriving neighbourhoods through community engagement and service delivery.

<p>Once guest list is confirmed ... YES REPLY:</p>	<p>Once guest list is confirmed ... NO REPLY:</p>
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Thank you for volunteering to participate in small group meetings as part of the University Neighbourhoods Association's review of recreation and cultural programming.

We have tentatively booked you to participate in a small group meeting at (insert date, time, location).

Please confirm your participation by (insert date and time) by emailing (insert address) with the subject heading "Small Group Meeting."

If you are not able to attend, could you kindly let us know as soon as possible so that we can fill your seat with another volunteer.

Thank you again for helping the UNA foster unique and thriving neighbourhoods through community engagement and service delivery.

Thank you for volunteering to participate in small group meetings as part of the University Neighbourhoods Association's review of recreation and cultural programming.

We have added your name to our waitlist - as do to an overwhelming number of volunteer participants, our small group meetings are already full.

We'll let you know as soon as possible if we are able to accommodate more people in the small group meetings.

In the meantime, we hope you will join us on (insert date, time location) for an Open House as well as participate in our online survey (insert link).

Thank you again for helping the UNA foster unique and thriving neighbourhoods through community engagement and service delivery.