



## Wilfrid Laurier University Students' Union Meeting of the Board of Directors

Location: Online Via Zoom  
Date: 2021-07-26th

### The Strategic Ends of the Students' Union

The Organization exists to represent, advocate for, and support the primary stakeholders, the students of Wilfrid Laurier University, and to provide them with a holistic university experience and an enhanced student life. The costs of these benefits will be justified by the results.

**In no specific order of priority, students will benefit from:**

- An affordable, accessible, and high quality academic experience
- A safe, sustainable, and empowering environment
- Diverse inclusive social interaction
- Products and services that cater to the financial needs of students

**Land Acknowledgement**

We acknowledge the traditional territory of the Neutral, Anishnawbe and Haudenosaunee people

| Start        | Duration         | Agenda Item                                       | Type | Presenter         | Policy Reference |
|--------------|------------------|---|------|-------------------|------------------|
| 8:00 PM      | 8:01 PM          | Call to Order and Indigenous Land Acknowledgement | adm  | Chair Dang        |                  |
| 8:01 PM      | 8:02 PM          | Regrets   | adm  | Chair Dang        | GP #2c8          |
| 8:02 PM      | 8:03 PM          | Adoption of Agenda                                | D    | Chair Dang        |                  |
| 8:03 PM      | 8:04 PM          | Conflicts of Interest                             | adm  | Chair Dang        | GP #2c2          |
| 8:04 PM      | 8:05 PM          | Comments from the Chair of the Board & CGO        | fi   | Chair Dang        |                  |
| 8:05 PM      | 8:06 PM          | Comments from the President & CEO                 | fi   | President Jamalof |                  |
| 8:06 PM      | 8:07 PM          | Comments from the Executive Director & COO        | fi   | ED Champagne      |                  |
| 8:07 PM      | 8:27 PM          | Over \$10K Expenditure Discussion - Video Project | D    | Chair Dang        | EL #2d           |
| 8:27 PM      | 8:29 PM          | New Business & Announcements                      | fd   | Chair Dang        |                  |
| 8:29 PM      | 8:30 PM          | Adjournment                                       | adm  | Chair Dang        |                  |
| <b>Total</b> | <b>0Hr30Mins</b> |   |      |                   |                  |

**REMINDERS:**

- 1) The Next Board Meeting will take place in August 12th, 2021 via Zoom.
- 2) Make sure to reach out to Chair Dang & Vice-Chair Ceniti if you have any questions or require clarification!
- 3) For those Directors elected to SLL or DIC, I will be in touch regarding a training session.
- 4) If you have any suggestions to improve our Board Meetings, please let me know!

**LEGEND:**

- fi, For Information
- fd, For Discussion
- D, Decision required
- adm, Administrative task

**From:** [Pegah Jamalof](#)  
**To:** [Andrew Dang](#)  
**Cc:** [Phil Champagne](#); [Ian Muller](#); [Megan Lacoursiere](#)  
**Subject:** Video Budget Request  
**Date:** Friday, July 23, 2021 12:41:36 PM  
**Attachments:** [WLU-2021-24\\_The Student Union Story.pdf](#)

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Hi Andrew,

I am looking to meet with the Board regarding a time sensitive project myself and the marketing team want to make. The video cost is above the 10,000-dollar threshold and therefore requires board approval. The document attached indicates all the costs and highlights some of the work that they have done for our University. I ask that the document remain **private** as it is crucial for their company.

The reason that this is a time sensitive matter is that the videographer is fully booked and needs an answer by Monday in order to have the video done in time for O-week. I believe that the return on investment will be most beneficial should it be broadcasted at the welcome ceremonies of orientation week. This is because we will have the largest viewership then. However, this video is not just for O-Week or First Years. **The intent of the video is to highlight all the opportunities, services and rights students have through the Students' Union, and all the great work we do.** The video will be broadcasted and utilized throughout the remainder of my term and can be used in coming years (with minor adjustments should future presidents want). Further, it will benefit the board to have the video in early September as we must prepare for a by-election, this will engage students to get involved with the Students' Union.

The video will be on all our platforms and will remain there for the entirety of my term. If the board wishes to not move forward the only thing it will hinder is the timeline. Therefore, it is imperative, to the project being showcased at the Welcoming Ceremonies, that the board meet as soon as possible.

We have also decided to use **this service over others** as they have a working relationship with the University which means they have footage on B-Roll already of the university, saving time that other firms would use to record film of our campus. Further, because of the working relationship with the university they are doing us a courtesy by being available for this project in such a short time frame. Beyond just their service Megan, our Marketing Director, believes their service does great work, however, **she has reached out to other services** to see if they would be able to do something of the same nature but for less money. However, since we need an answer for Memory Tree by Monday end of day, and the other quotes may be below the 10,000-dollar threshold, it is still in my opinion necessary that the operations team **have the option to go forward with Memory Tree** should there be no alternative for the September deadline.

This video can really be a game changer for the Students' Union. I believe that this video will not only help us do our jobs, but also help students best understand our roles, how to get involved and **want to get involved.**

Please let me know steps forward.  
Thank you,

**Pegah (PJ) Jamalof**

President and CEO

**Wilfrid Laurier University Students' Union**

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memory tree

# Wilfrid Laurier University

## The Student Union Story

Quote # WLU-2021-24

July 22nd, 2021

### **Memory Tree Productions Inc.**

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**Contact:**

**Megan Lacoursiere**

Director, Marketing Communications  
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**Pegah Jamalof**

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Memory Tree is a 100% Canadian-owned video production company based out of Kitchener, ON, with a second location in Toronto, ON. We've been producing videos for National and International brands since 1996. Our work includes web-promotional content, national TV commercials & PSAs, documentary-style vignettes, education & awareness videos, employee health & safety training, community profiles, and product launches.

## Creative Partner: Wilfrid Laurier University

Memory Tree is a long time trusted vendor of Wilfrid Laurier University. We've produced dozens of memorable films for Laurier over the last 8 years. In 2016, Memory Tree was selected as a preferred video vendor. In working with Memory Tree, you'll have access to our extensive Laurier video library, as well as benefit from our understanding of Laurier's branding guidelines. Our crew and staff understand Laurier - we know the best locations to shoot on campus - and we've got the connections to get the shots we need when we need them. By choosing Memory Tree you'll also benefit with a 5% preferred vendor discount on your entire production.



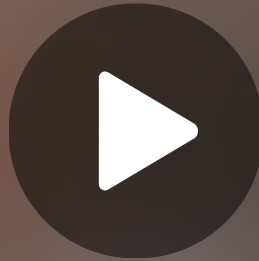


## Our Work

The video below is a good example of what we can do with a good script, a professional narration, utilizing photos from the past, and previously shot campus footage. Clearly this is the University of Guelph, but we have an really excellent library of Laurier footage to choose from.



Below is one of the dozens of Laurier videos we've produced in the last few years. Happy to send you more if you'd like to see them. :)



## Creative Theme



The creative theme will be determined during and developed after the initial project meeting with Memory Tree. Our creative team is the best! We're valued for our strong ideas - and our ability to understand the needs of our clients. We look forward to presenting our ideas to you in full if we win the job.

## Project Brief

The Students' Union is a multi-campus organization that represents 19,000+ undergraduate students on both the Waterloo & Brantford campuses at Laurier and provides students the opportunity to take their university experience outside of the classroom (we head over 300 clubs and volunteer committees) and work to represent student interests to the university as



well as the Provincial and Federal governments. The Students' Union is also responsible for Orientation Weeks for incoming first-year students coming to Laurier.

The intention of this short video is to reach those 19k students with a teaser of what the Student Union can do for them. A high energy video using some newly shot video, but mostly previously shot video, and still photos from Memory Tree's extensive Laurier library.

Keeping the video shorter (will allow us to hit your tight timeline). This could be the first video of a much longer explainer video later?

Some details/questions to provide more context/information:

- 2-minute video
- Possibly hosted/narrated by PJ?
- Some of the b-roll (footage shot for the video) could feature the 5 VP's?
- PJ to write an outline of what she'd like to cover in the two minutes. Memory Tree to write the script (optional)
- The video is to play to 5,500 students during Orientation Week opening ceremonies, taking place on September 6, 2021, and ideally use during the 2021-2022 year
- Our Students' Union President, PJ, will be away August 14th - August 23rd, and filming her scenes must happen before Aug. 14th.
- Memory Tree recommends a two day shooting schedule for this project. One day to get all of PJ's on-camera segments, and one additional day for b-roll of other things mentioned in the script that we don't have Laurier Stock Footage for. (TBD)
- Normally a project like this has a 60 day turn-around. An optional rush fee has been added to the quote if the Sept 5th deadline is critical.

## Deliverables

- One / 2-minute video 1920 x 1080 mp4
- One / SRT, AODA compliant file (closed captioning file)

## Quote

| Description | Unit | Price | Qty | Subtotal |
|-------------|------|-------|-----|----------|
|-------------|------|-------|-----|----------|