

PROCEDURES POLICY

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Section 1, Part A: Confidentiality and Privacy

PREAMBLE

The A.M.S. recognizes that as an organization which extensively makes use of the work of unpaid volunteers, it has a responsibility to protect the privacy and maintain the confidentiality of those students. The A.M.S. also recognizes that in representing the undergraduate students of Queen's, parts of this organization have an obligation to be accessible and available to its constituents. This policy attempts to balance these two concerns.

For the purposes of this policy, volunteers shall include: Deputy Commissioners, committee chairs, committee members, or any other person doing unpaid work for the A.M.S. or one of its Commissions or committees. The executive consists of the President, Vice-President (University Affairs). Commissioners and Directors shall include those hired at the discretion of the Executive.

The foundation for this policy has been derived from the Senate Statement on Grievance and Related Matters, specifically, Section 7 on "Confidentiality and Release of Information".

1. Public and Private Information

The following guidelines shall be used to determine the difference between public and private information.

a) Public information consists of information that is published or easily accessible to any student. For example this would include the names and office numbers of the Executive, Commissioners and Directors, as they are published in the blue pages of the Who's Where.

b) All other information is private information.

c) All information gathered by the A.M.S. pertaining to volunteers shall be kept in confidence. Private information pertaining to the Executive, Commissioners and Directors shall also be kept in confidence. The following are the only circumstances in which this information may be released:

- i) This information may become public with the express consent of the individual involved.
- ii) In the event of an emergency a member of the Executive may obtain access to this information.
- iii) In accordance with a lawful warrant.

d) In the event that private information is stored electronically, every precaution will be taken to ensure that access is limited to those with consensual access to such information.

2. Procedure and Application

The following is the procedure to be used should a member of the general public wish to contact an A.M.S. volunteer.

a) Private information, including the names or phone numbers of volunteers, is not be given out. As an alternative, a message can be left in the mailbox of the volunteer, or a name and number can be taken and a return call made.

b) Private information is not limited to names, phone numbers or addressed. Private information may also include membership in groups, regular activities, or personal relationships. This is to be kept in mind when divulging information that may be kept private.

c) If you have any questions as to whether or not information is private, contact the person in question and ask for their consent for the release of the information.

Section 1, Part B: Conflict of Interest for AMS Senior Management

1. Within the structure of the AMS situations may occur in which a conflict of interest arises. For AMS Commissioners, Directors, Secretary and Judicial Affairs Manager, a conflict of interest arises if:

- a) A member holds more than one remunerated position within the Society. The Council are considered to be holding a remunerated position by virtue of their offices.
- b) A member has any personal, financial, or business interest in organizations supplying property, goods, or services to the A.M.S. in any capacity.
- c) A member is involved with any external organization whose aims and/or mandate are in conflict with the A.M.S. Mission Statement and Operating Principles.
- d) In the execution of their duties a member accepts any gift, service, or favour from any party which occurs outside normal A.M.S. government or corporate procedures and practices.
- e) A member uses confidential information or a gift, service or favour received from any party to further his/her private interests or the interests of a person who is directly associated with him/her.

2. A conflict of interest arises if a Commissioner, Director, Secretary or Judicial Affairs Manager is a voting member of the Assembly. They must be willing to forfeit their elected position in order to hold their salaried position..

3. Membership on the Senate is not considered a conflict of interest for Commissioners and Directors, but if a decision is to be made which would constitute a conflict, the Council member must declare the conflict at the commencement of discussion and abstain from the final decision.

B. Enforcement

1. Any person found to be in violation of the conflict of interest guidelines may have their case brought before the Judicial Committee. If the Committee finds that a violation has occurred the Committee may require a respondent to:

- a) Immediately take steps to come into compliance with the guidelines.
- b) Relinquish any material benefits gained from the violation to the Society.
- c) Repay the Society if any such benefits have been derived from the finances of the Society and have (for whatever reason) been spent.
- d) Relinquish any appointed or volunteer A.M.S. position gained through the violation.

The Committee may also impose other penalties which are within its mandate and not specified in this section.

2. Any situation affecting the Corporation shall be dealt with by the Board of Directors under the Board Conflict of Interest Guidelines.

Section 2: Awards

Section 2, Part A: Teaching Awards

The A.M.S. has a responsibility to protect the interests of its constituents, and further, to recognize professors who have demonstrated an outstanding commitment to the education of students of Queen's University through excellent teaching. Therefore, the A.M.S. shall annually honour such instructors by awarding to them the Frank Knox Award for Excellence in Teaching.

Teaching Assistants (TAs) contribute significantly to the educational experience and academic development of undergraduates. In addition to their teaching/tutorial duties, TAs are generally also assigned considerable marking duties, meaning they ultimately bear considerable responsibility for a student's final grade. This contribution has traditionally been overshadowed by the professor who teaches the course and thus has gone largely unrecognized. Therefore, the A.M.S. shall annually honour such instructors by awarding them the Christopher Knapper Award for Excellence in Teaching Assistance.

In selecting meritorious TAs for an award, the AMS seeks to confer deserving recognition on those who have demonstrated exceptional and excellence in the education of undergraduates. By rewarding excellence in teaching, it is hoped that this award will reflect the AMS' continuing efforts to raise the profile of outstanding teaching, as it seeks to constructively monitor and enhance the undergraduate learning environment.

Process for AMS Teaching Awards

Any Queen's undergraduate student can submit a primary nomination. Any member of the Queen's community may submit a secondary nomination.

Any instructor is eligible to be nominated, regardless of level of appointment. Any individual who is recognized as a teaching assistant by his/her department is eligible to be nominated.

Extensive advertising for the purpose of soliciting nominations from students shall be the responsibility of the committee and should be carried out through a variety of means as deemed appropriate by the committee.

Nomination information packages will be available throughout the year.

A nomination shall include:

- i) a completed nomination form from any undergraduate student, including all relevant information on the nominee and nominator. The form will also include detailed answers to the questions posed by the committee. These questions will cover a variety of topics as decided by the committee.
- ii) at least one other completed nomination form in support of the nominated individual filled out by any other member of the Queen's community

Selection Criteria

Two awards shall be presented each year, with no emphasis on faculty-specific designation. That is, the main criterion in the selection process is teaching excellence and commitment to the educational experience of students at Queen's, regardless of the faculty to which the professor belongs.

The information provided in the nomination will form the backbone of the information to be used by the committee in making their decision. However, a short evaluation form specifically designed to provide supplemental information useful in selecting a winner will be distributed to a random sample of students in the class of each nominee. This will be employed at the discretion of the committee in order to receive non-premeditated responses from unbiased students. The committee also is able to request to see and research past evaluation forms from departments or faculties. Where available, this data will also be taken into consideration. In addition each of the nominee's lectures shall be attended by at least two members of the committee so they can observe the instructor firsthand.

There should be no fixed detailed criteria or set of guidelines which should be followed in making a decision. This is based on the fact that students are the best judge of the teaching quality to which they are subjected. In addition, such detailed criteria cannot be given in advance considering the variety of methods of instruction. Different factors should be weighed differently from case to case and from year to year as the committee members deem appropriate. The weighting used however should aim to provide a measure of the overall commitment of the individual.

Some broad guidelines in the selection of a winner are:

- a) Since the concept behind having an A.M.S. Teaching Award is not to create a mere popularity contest, it is important that the committee assess the real learning which is taking place under the instructor.
- b) Is the instructor successful in challenging students to attain a high level of scholarship?

Section 2, Part B: Agnes Benidickson Tricolour Award

1. There shall be a society called the Tricolour Society of Queen's University; hereinafter called the Tricolour Society.
2. Admission to the Tricolour Society shall be regarded as the highest tribute that can be paid to a student for valuable and distinguished service to the University in non-athletic, extra-curricular activities. Such service may have been confined to a single field, or it may have taken the form of a significant contribution over a wide range of activities. Those admitted to the Tricolour Society shall receive the Agnes Benidickson Tricolour Award. Any student at the University may submit a nomination.
3. Admission to the Tricolour Society shall be limited to students of the University. Although the number of students to be admitted to the Society each year shall be decided by the selection committee, the number shall be limited so as not to jeopardize the distinction of the Tricolour Society. Admission shall not be granted simply because a person holds or has held a certain position or office on campus.
4. The selection committee shall represent a wide cross-section of the student body and therefore no more than one (1) Executive member of the Alma Mater Society and one (1) Executive member of the SGPS may be appointed by any society as a representative to the committee. The committee shall be composed of the following representatives:
 - (i) one appointee of the Arts and Science Undergraduate Society
 - (ii) one appointee of the Engineering Society
 - (iii) one appointee of the Society for Graduate and Professional Students
 - (iv) one appointee of the Education Society
 - (v) one appointee of the Commerce Society

- (vi) one appointee of the Law Students Society
 - (vii) one appointee of the Aesculapian Society
 - (viii) one appointee of the Nursing Science Society
 - (ix) one appointee of the Rehabilitation Therapy Society
 - (x) one appointee of the Theological Society
 - (xi) one appointee of the MBA Students' Society
 - (xii) one appointee of the Concurrent Education Students' Association
 - (xiii) one appointee of the Physical Education and Kinesiology Students' Society
 - (xiv) one appointee of the Computing Students Association
 - (xv) the University Rector who shall serve as chair
 - (xvi) the Honorary President as an ex-officio adviser
5. The committee shall ensure it has established a thorough understanding of all relevant campus organizations and activities so as to establish its ability to make informed selections from among the nominations.
 6. Upon nomination, candidates will be asked to submit a list of activities that they have been involved with at Queen's University, along with a list of individuals who may comment on their performance in said activities. The committee is not limited only to contacting those references provided by the candidates.
 7. After reviewing the nomination packages for each candidate the committee will conduct formal interviews of selected candidates. Following this, if though necessary by the committee, informal contact with candidates may take place in the form of a small social gathering attended by all candidates and committee members.
 8. Students admitted to the Tricolour Society shall be awarded a plaque, emblematic of the high honour conferred upon them in admission to the Tricolour Society. Where possible, the plaque shall be presented to them at Convocation by the Rector and Chancellor. The cost of these awards shall be borne equally by the Society and the SGPS.
 9. Students admitted to the Tricolour Society shall receive the original letter(s) in support of their nomination and other supporting material after the presentation of the award, unless otherwise specified by the supporters.

Section 2, Part C: Robert Sutherland Prize

1. The Robert Sutherland Prize shall be awarded annually to a self-defined student of colour who has shown leadership and initiative at Queen's, most specifically in the areas of anti-racism and anti-oppression in the aim of creating a more inclusive campus climate.
2. The Selection Committee shall be struck no later than the second meeting of the Assembly in the Winter Term. The Committee shall select one or two recipients before the annual AMS volunteer gala/appreciation dinner where the recipient(s) shall be formally announced. The award shall be presented to the recipient(s) at their Convocation.
3. The Selection Committee shall consist of the following members:
 - One member of the Alma Mater Society Executive
 - AMS Social Issues Commissioner (Chair) Queen's
 - University Rector
 - Two voting members of the AMS Assembly
 - Two members of a cultural group on campus (to be selected by the Social Issues Commissioner and subject to ratification by the Assembly)
4. The committee shall establish and publicize a nomination period. Nominations shall include a list of the nominee's activities and a brief description of their contribution, along with a list of individuals who may comment on their contribution. The committee is not limited to contacting those references provided by the nominator. Eligible nominees and nominators shall be members of the AMS or members of the Queen's University Law Students' Society.
5. The Selection Committee may request any additional information about the nominees if necessary in its determination of the recipient (s) of the award. This may include a session in which the members of the Committee would have the opportunity to meet the nominee. Such a session should not be used as an evaluation; rather, it should simply be an opportunity for the committee to get to know the person being nominated.
6. For the purposes of the Selection Committee, a cultural group on campus shall be defined as any group which serves the diversity of Queen's students. This shall include but not be limited to groups operating out of the International Centre, the Four Directions Aboriginal Student Centre, the Queen's Native Student Association, and the AMS Committee Against Racism and Ethnic Discrimination.
7. The recipient of the Robert Sutherland Prize shall receive an award from the Society at Convocation and shall have his/her name placed on a permanent wall plaque, to be displayed prominently in the Robert Sutherland Reading Room.

Section 2, Part D: The AMS Letter Award

The AMS Letter Award shall be awarded annually to students who make an outstanding contribution to the Alma Mater Society and to Queen's University in the year that the award is granted, and who hold positions that otherwise receive little appreciation or recognition.

The selection committee shall consist of the Vice-president (University Affairs) and two members of Council appointed by the VPUA.

The nomination period shall be at least two weeks and the award shall be suitably advertised in advance of this period. The nomination process shall begin prior to Reading Week. The award shall be presented by the VPUA at the annual AMS volunteer/gala/appreciation dinner by the VPUA. The names of recipients shall be added to a plaque to be displayed in the AMS office.

The following will be considered in the selection of successful candidates:

1. Whether the candidate has have initiated a new and interesting project(s) either independently or within a group(s)/organization(s) that furthered the mandate of the group.
2. Whether the candidate has held a position that receives little recognition. A candidate who has been nominated or awarded another award remains eligible for the Letter Award.
3. Whether the candidate has fulfilled all obligations and responsibilities of membership to the group, as well as contributing above and beyond such specified responsibilities of the job description.
4. Whether the candidate has demonstrated exceptional leadership ability and an ability to work well with colleagues.
5. Whether the candidate has upheld the AMS Mission and Operating Statements.

Section 2, Part E: Alma Mater Society Staff Award

Introduction

The purpose of this award shall be to recognize staff members employed by Queen's University who consistently provide outstanding contributions, directly or indirectly, to the learning and working environment at Queen's University at a level significantly beyond what is usually expected.

Procedure

1. All Queen's University staff members, full – time or part – time who are employed on a continuing basis or on a term contract for twelve months or more shall be eligible for nomination. Occasional part – time or term employees may be eligible if their aggregate service exceeds one year. Any staff member employed by Queen's in the last twelve months shall be eligible to receive this award. AMS permanent staff members shall not be eligible for this award.
2. Two currently – enrolled students shall make the nomination. Any member of the Queen's community including students, staff, faculty, alumni, co-workers, supervisors, and members of the public who have an interest in the University may submit supporting nominations
3. A maximum of five letters of support may accompany the nomination.

4. The Selection Committee shall be chaired by a member of the AMS Executive or their delegate. In addition to the chair, the composition of the Committee shall include:

- Staff member of Queens University (may be an AMS permanent staff member)
- 3 Students who are voting members of the AMS Assembly

5. Co-ordination of the selection of the committee shall be the responsibility of the chair.

6. The committee shall be struck no later than the end of the fall term and shall complete its selection process prior to the AMS General Meeting.

7. Factors considered by the committee shall be:

- * Nature and type of contribution significantly beyond what is usually expected
- * Breadth of impact over and above what is usually expected including activities outside specific job responsibilities.
- * Evidence of initiatives to develop and / or upgrade work skills over and above what is usually expected
- * Strength of support in nominations
- * Range of nominators
- * Length of service

8. The committee may award a maximum of three Staff Awards per academic year.

9. This process shall be confidential

10. Announcement of Awards

Each winner shall receive a framed certificate presented at the AMS Annual General Meeting. Candidates shall receive their original letters and other supporting material after the presentation of the award unless otherwise specified by the supporters. Names of the winners shall be published in suitable campus media.

Section 3: Office Guidelines

Section 3, Part A: Use of the AMS Logo

1. The AMS logo and related visual identity standards shall be determined by the Marketing and Communications Officer. Changes to the design of the logo and visual identity standards are subject to approval by the Board of Directors.

2. All Committees and Commissions under the AMS, in recognition of their being sponsored and/or funded by the AMS, shall ensure that the AMS logo appears on all their advertising and correspondence. Any exceptions to this shall be expressly permitted by the Marketing and Communications Officer.

3. The AMS runner (containing the words “Alma Mater Society” and the AMS emblem) shall appear on all posters, pamphlets, and print advertising produced by the AMS. The AMS runner will suffice as inclusion of the AMS logo in this case. Any exceptions to this shall be expressly permitted by the Marketing and Communications Officer.

4. All Committees and Commissions shall ensure that the AMS logo appears prominently at all events and displays. Any exceptions to this shall be expressly permitted by the Marketing and Communications Officer.
5. All Committees and Commissions shall ensure that the AMS logo appears on their website and social media profiles. Any exceptions to this shall be expressly permitted by the Marketing and Communications Officer.
6. The AMS logo and society visual identity standards shall not be altered in any way for use in printed and online materials, unless expressly permitted by the Marketing and Communications Officer.
7. The use of the AMS logo, whether it be on a display, advertisement, clothing, or correspondence, shall be reviewed and approved by the Marketing and Communications Officer.
8. In the case of a disagreement between the Marketing and Communications Officer in approving an exception to policy on the use of the AMS logo, the party seeking an exception may ask the Executive to make the final decision.

Section 3, Part B: Conferences

General

1. The AMS shall fund attendance at conferences only where there is a reasonable expectation that genuine benefit shall accrue to the individual's portfolio development or more broadly to the AMS undergraduate student population.
2. Attendance at conferences shall require approval by the appropriate/supervising member of the AMS Executive at least two weeks prior to the conference start date.
3. A conference proposal form shall be completed and submitted the appropriate/supervising member of the AMS Executive for approval.
4. Conference attendance shall normally be limited to one (1) person per conference unless the conference demonstrates a genuine benefit to more than one portfolio, or has multiple sessions running concurrently that prove beneficial to one or more portfolios.
5. Projected/budgeted expenses shall reflect due consideration to a responsible expenditure of student funding.

Expenses

1. The conference proposal shall include a full listing of all anticipated expenses including transportation, accommodation, food and any officially scheduled recreational activities.
2. The attendee(s) shall be expected to find the most affordable accommodation option that does not limit or otherwise negatively impact the benefits associated with the conference.
3. Food costs, within reasonable limits, shall be entirely covered by the AMS.
4. Unscheduled recreational activities and any associated costs shall not be funded by the AMS.
5. All receipts, particularly for food, shall be submitted to the appropriate/supervising member of the AMS Executive prior to submitting a voucher for reimbursement.

Reporting

The attendee(s) shall submit a written report, normally within two weeks of their return. The report shall consist of the following:

- a) A summary of the conference sessions, themes and activities.
- b) A description of any new ideas or different practices relevant for the improvement of existing AMS programming and services.
- c) Any literature or written materials/ reports made available at the conference.
- d) An assessment of how informative or useful the conference was and a recommendation as to whether future attendance by the AMS is warranted.

Conference Proposal Form

Name of Conference: _____

Host Organization: _____

Location: _____

Date/Duration of Conference: _____

Proposed Number of Attendees: _____

Cost Per Attendee: _____

Accommodation + Transportation Breakdown Per Attendee: _____

Food Allowance Per Attendee: _____

Other Costs: _____

Describe the purpose and scope of the conference. Include conference agenda items if possible.

How does the conference relate to your position or portfolio?

What potential benefits do you expect to be derived from the conference? Specifically, how will these positively impact the long-term development of your portfolio and serve the undergraduate student body?

Briefly outline why you have recommended the number of attendees listed above.

Section 4: Society Relations

Section 4, Part A: Crest Painting

- 1) Any group wishing to paint or repaint a crest will be required to fill out an application form to be approved by the Campus Activities Commission. A copy of this application will be sent to Campus Services and can be picked up in the Campus Activities Office.
- 2) A meeting will be held at the commencement of the fall term to inform and enhance all interested parties on crest policy, safety and liability. Presidents of first year classes are particularly encouraged to attend this meeting
- 3) A period of at least one week is required for notification of intention to paint crests. This is so as to eliminate security problems, date conflicts, etc.
- 4) No crests shall be painted forty-eight (48) hours prior to a Board of Trustees meeting, Homecoming Weekend or any other large scale event held in Grant Hall (i.e. Science Formal).
- 5) Faculty Societies will be responsible for the costs of sandblasting the crest of the preceding graduated year. Thus, every year the Faculty Society will be responsible for the sandblasting of one crest. For instance, in the spring of 2014, the 2013 crest will be sandblasted.
- 6) The University reserves the right to sandblast the crest of any group at the group's expense if the following conditions are not met:
 - i) adequate anti-skid grit sprinkled on wet surface
 - ii) neat and adequately painted with exterior grade latex
- 7) Painters are encouraged to stay with the crest as the only fool proof way of preventing traffic jams from passing over a drying crest. However, a limited number of barriers are available at the Parking Garage which may be obtained by leaving a name and a student card. Barricades should be booked in advance as there are not enough to go around should several groups be painting at once. Failing this, DO NOT use bicycle stands as barricades. They do not serve as any adequate deterrent and are difficult to remove. Any substitute barriers must be approved by the Campus Activities Commission.
- 8) Individual groups remain financially liable if they do not follow the instructions set out in the AMS Crest Policy and University Policy on the Painting of Crests

The painting of year and faculty crests on the sidewalks of the University campus have become a tradition at Queen's. While not wishing to dampen student enthusiasm for this activity, the University does not consider it necessary to control the painting and repainting of crests in an effort to avoid personal injury and to ensure that the painting of crests proceeds in an orderly manner.

The AMS as Overseer of the University Crest Policy

The Campus Activities Commissioner of the AMS will be responsible for regulating the painting and repainting of crests on any walkway on Queen's campus and must first obtain written permission from the Campus Activities Commission who will ensure that such a crest will be located in an area acceptable to the University and that the organization complies with the University's regulations concerning crest painting.

Who Can Paint Crests

Year and faculty societies are the only organizations which are permitted to paint a crest on any campus walkway. Any other group wishing to paint their crest or logo on a campus walkway must apply to the Campus Activities Commissioner for special permission. Any crest painted on a campus walkway without permission from either the AMS or the University will be removed by the University and the associated costs will be billed to the offending organization.

Application of Crests

Any person or group authorized to paint or re-paint a crest on a campus walkway must comply with the requirements set out in applicable University Safety Policy. In the interests of safety, the University in consultation with the AMS reserves the right to remove any crest which does not comply with this instruction. In addition, any paint on a vertical surface or paint splashed or spilled on the surface surrounding the crest will be removed by the University. In all cases the offending organization or groups will be billed for the clean-up costs.

Removal of Old Crests

All year crests will be removed one year after the graduating year of the class which it represents (e.g. the crest of Arts '13 will be removed in the spring of 2014 in order to provide space for the upcoming years.

Section 4, Part B: AMS Space Designation

1. This part shall govern the designation of all AMS exclusive space within the Student Life Centre.
2. AMS exclusive space shall be designated for use by the Executive, in consultation with the Student Centre Officer and Facilities Officer.
3. Designation of space shall remain in effect until amended otherwise.
4. AMS exclusive space shall be designated for purposes such as, but not limited to:
 - a) AMS Salaried staff offices
 - b) AMS Commissions
 - c) AMS Offices
 - d) AMS Services
 - e) AMS Committees
 - f) Club Space
5. Allocation of club space to individual groups shall be conducted annually in accordance with Club Space Allocation.

Section 4, Part C: A.M.S. Society Policy on Sponsorship

Preamble:

The A.M.S. recognizes that corporate sponsorship can generate external revenue to reduce the costs of offering extra-curricular activities. Through these cost reductions, the AMS can increase the quality and diversity of extra-curricular activities offered at Queen's. The following document is intended to set guidelines under which corporate sponsorship can be sought, accepted and implemented.

1.0 General:

- 1.1 Sponsorship is defined as any funds, goods and/or services received by the Alma Mater Society from external sources.
- 1.2 This policy further attempts to ensure appropriate sponsorship arrangements are consistent with the A.M.S. Mission Statement and the guidelines set out in this document.
- 1.3 All sponsorship arrangements must also comply with the regulations of the Queen's University Trademark License Review Board.
- 1.4 All sponsorship arrangements must be in accordance with existing municipal, provincial and federal laws.
- 1.5 It is recognized that the Office of Advancement is the primary point of contact in the pursuit of corporate sponsorship at Queen's University. Out of this recognition, a reasonable effort shall be made to consult with the Office of Advancement to avoid conflict and competition within the university community.

2.0 Exclusivity:

- 2.1 The A.M.S. will not offer exclusive rights to a single corporation to sponsor all events for a given year.

3.0 Signage/Props:

- 3.1 It is understood that sponsoring corporations may require signage as part of their agreements.
- 3.2 At alcoholic events, signage will be permitted in accordance with the Liquor License Act.
- 3.3 Signs and props will be erected by the A.M.S. unless they defer this task to the sponsoring agent who will act under direct supervision of the A.M.S. and who will when necessary comply with Campus Engineering specifications, and university signage policy.
- 3.4 The A.M.S. reserves the right to take steps to ensure its role as promoter and organizer of these events is clear to participants.

4.0 Advertising

- 4.1 Sponsors will be permitted to put logos on promotional materials.
- 4.2 The most significant exposure that will be offered is a co-billing arrangement where the name of the sponsor is subsidiary to the name of the A.M.S. who will act as a lead presenter in all cases, unless special permission is granted by the VP(Operations) or his/her delegate.

5.0 Approval Process:

4.1 All non-alcoholic sponsorships are subject to the approval of the relevant commissioner/services director.

4.2 All alcoholic sponsorships must be approved by the VP (Operations).

5.3 Sponsorship income which is not designated to a specific event and/or project shall be allocated at the discretion of AMS council. If the donation exceeds \$10,000, council's decision(s) must be approved by the AMS Assembly.

Section 5: Surveys

1. General

The AMS recognizes the importance of regularly collecting survey-based information and data to ensure that its services, programing, events and advocacy efforts are guided by student priorities and preferences. In support of this objective, the AMS Marketing & Communications Office shall conduct two comprehensive sets of annual surveys.

2. AMS Brand Perception Survey

In order to collect student feedback on the AMS' performance across a number of characteristics that have been identified as fundamental to the operations and conduct of a successful student government, the AMS shall conduct annual AMS Brand Perception surveys. There shall be a survey conducted at the beginning of each academic year during October/November, and again at the end of each academic year during March/April.

This survey shall seek to use the same set of core questions from year to year in order to maintain consistency in the benchmarks being used and to allow for longitudinal study.

3. Winter Term Commission Survey

A set of surveys, one for each AMS Commission, shall be conducted at the end of each academic year, normally during March/April. The surveys shall be designed to collect student feedback and priorities regarding significant Commission projects and potential initiatives in order to better inform summer goal planning for the incoming Commissioners.

Each survey shall be created jointly by the applicable outgoing and incoming Commissioners, in conjunction with the outgoing and incoming Marketing & Communications Officer and Marketing Research Coordinator.

4. Records Retention

Surveys and all data and information collected shall be kept on file in the Marketing and Communications Office and also maintained separately as part of the AMS permanent records.

- END -