



commerce
undergraduate
society

CUS Exec Council Minutes

June 9th, 2011

Start Time: 7:39

Present: Jackie, Johannes (skype), Julie (skype), Chris, DavidL, Andrea, Dylan, Sara, Chrisanne

Late: -

Absent: -

1. Personal Updates

2. Portfolio Updates

- Sara:
 - First meeting went well with CSSEC; Michael is great- did full run through to get to building the space; seem feasible
 - Michael suggests we start planning the program and will need everyone's contributions on what we need in this space (offices? Bar? Ballroom?); really need student input; probably best to get that in September
 - Try and have program developed right now; projected January when we'd get a referendum going, but dependent on our donor situation (don't know what would be willing to provide, often 50/50
 - Johannes: right now this is more to get the dean on board and then do a fuller program with more consultation
 - Chris: program is first step, have to find a location; then referendum
 - David: looking at \$180 to \$200 with no sponsor for 35 years; provided have donor and more corporate donors, will be lower but this is later into the phase
 - Depends on size of building; working with very limited space
 - Johannes: students want to see if a POITS house can be done; doing due diligence right now and seeing if can be done or not
 - Chris: if all goes through, will have to market a referendum in January
 - David: Ideally we could not have to pay
 - Sara: operating costs- deans have offered to pay in the past
 - Johannes: dealing with grad night incident; meeting with execs over skype; organizational analysis for board and decision-making process; following up with execs
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and board on various issues/ giving feedback

- Julie: submitted club budgets to David and Cindy; looking through club materials and following up with club presidents; talking to Tim re: details of the lounge (have blueprint but no details re: furniture, laptops, inventory, etc); doing some FROSH bookings; might be calling some people re: booking confirmations
- Banners are in summer storage; trying to get all of them back at LTS office so people don't have to go through storage (can just pick up at LTS);
- David: working on budgets; meeting with ExCo; budget better than last year with more people being subsidized; looking at FROSH venues; working on our budget
- Chris: not too much on marketing end right now; thinking of what marketing of potential CSSEC referendum may be like
- Chrisanne: Ombuds & Advocacy next week
- Sara: working with James Shaw for Survival Guide; looking for printing companies; hiring notice for writers and graphic designers for template; recruiting session tomorrow (put together some stuff to give to recruiters for CUS); Healthy Minds initiative working on getting involved with Thrive Week this October; working on possibly getting some presentations and possibly getting a health committee together; would like to incorporate this into the student lounge; looking at vending machines
- Dylan: received invitations from City Bank for conference; working with Seuree on academic portion on Sara's handbook- cool to present at FROSH; Case Competition club working on getting alumni to teach workshops for 1st and 2nd year students; need to market it; proposed case competition if Enterprize wasn't going to happen last year; idea has been considered and is moving along this year
- Andrea: met with Monica from EMP; wants to change to Chairperson of EMP instead of Director of EMP- said was fine; CR breakfast up and coming- many professionals coming; met with conference chairs- Style March 29, Me Inc March 16, Enterprize first 2 weeks Feb

3. Sauder Africa Initiative (SE 101)- Kathy and Stephanie- see powerpoint & attached

- Founded in 2006; goal to empower impoverished youth in Kenya, start own businesses, development, write business plans; comprised of four modules
 - SE101- core program; students travel to Kenya; teach alongside Strathmore university students
 - SE101 post-core program; after students come back, Strathmore students take over and host sessions to assist participants in completing and finalizing business plans
 - SE201- further assist newly formed businesses; offering consultation
- Focusing on SE101
- Intending to work on developing an export service; encouraging African artisans to create goods and export them to North America to sell at a profit
- Working with First Nations to do same thing in September
- Requesting \$5000 to sustain the program and assist with future rapid growth

Questions

- Johannes: you mentioned a bit about the costs- do you have any info about the revenue streams that you have?
 - each year students fundraise to raise the \$20,000
- Chrisanne: how many students usually go to Kenya?
 - Varies; this year 5 travelling members, 1 travelling undergrad, 3 undergrads on the ground
- Andrea: what's the total number students that are undergraduates that are participating?
 - 4 undergraduates
- Dylan: why is there only 1 travelling this year as opposed to 4 or 5 in the past?
 - This year our recruiting efforts were delayed which is why we've established a ground team to ensure we flow more efficiently year-to-year; by the time we recruited a lot of people had commitments (internships, etc)- ground team hopes to travel next year
- Andrea: what's the biggest difference between your program and the Arc Initiative?
 - We aim at more impoverished youth in Kenya; start from the very basics (marketing, accounting, very minimal) and from there on help them develop their skills and business plans; aiming at process
 - This program has been around in Sauder for six years now; the difference is that they're offering consulting services to established businesses and we're starting from the ground up
- Sara: since it's been 6 years, have you ever planned on attracting more people as it grows? Why is it not growing in the number of travelers?
 - Numbers have been growing for Sauder participants; incurs more costs to expand- able to sustain ourselves with \$20,000 raised but trying to build the program so we develop more stable revenue streams so we can have more participants
- Chrisanne: any way you can bring value back to students that don't go (reporting back)?
 - Helps to build brand awareness; have an annual report which is distributed through the academic community; slowly building more media attention- last year had Skate For Kenya
- Chris: how much have you currently fundraised?
 - Totals aren't in at this point; just started our efforts in the past month; have a number of events planned
- DavidL: when do you guys go to Africa?
 - (1 month)
- Chrisanne: how much was given last year?
 - DavidL: \$3000
- Chrisanne: am I correct to say most of the funding goes to the materials provided to students?
 - Yes while they're there- flip charts, workbooks, rental space for teaching; teaching at three different sites
- DavidL: where does the \$5000 come from?
 - Feel it's necessary to sustain the program this year so can go forward and build it

- for the following years; based on past requests
- David: Four people went last year, one this year, what does the ground team do?
 - Additional fundraising; preparing for future recruitment; continue to build relationships within Vancouver and gather more support and media for the program- contacting donors, keeping them updated; very important for recruiting
- Chrisanne: have you ever sought outside sponsorship?
 - More of a team/ individual effort
- Chrisanne: so you don't approach sponsors?
 - As far as corporate sponsorship, isn't the model preferred; starting to build more relationships with local businesses and really want to focus on the entrepreneurial process; haven't established long-term sponsorship
- Andrea: do you have a contingency plan if fundraising falls through and don't go through with the initiative?
 - Students commit to this program knowing if they can't fundraise they must pay for the costs out-of-pocket; some leeway with continuing fundraising afterwards and allowing it to apply to this year's team; fundraising efforts have been focused from Feb to July and now want Jan to Jan

Discussion

- Johannes: get a lot of value out of this initiative; a much different energy out of this than there is Arc; lots more voluntary- fundraising your own money I find; a lot of assumptions made, there is one undergrad going, and what type of experience are they getting? Is it adding \$5000 worth of value to students, or to the MBAs? Especially when 1/5 of the students are undergrads, I don't see why we should be paying for 1/4 of their costs
- Chrisanne: I don't think we should compare this to Arc at all; Arc goes into a town and helps established businesses; this goes to the slums and starts from the basics
- Andrea: we compare it to Arc because we ask, what are the students getting out of this? They're going somewhere to teach business skills and gain business skills
- Dylan: you're helping youth and teaching with this
- Chris: I think the precedent last year was set at \$750 per student for undergrads; I don't see why we should go away from that precedent
- David: different; not to subsidize the student
- Johannes: what are the relevant issues to look at when we're determining this?
 - Not subsidizing travel
- David: I think we should maybe give them \$1000
- Chrisanne: but last year they didn't have a ground team, and essentially the same amount of students are involved
- Chris: I think the distinction needs to be between the students going and benefiting the individuals in Kenya
- David: more of we're assisting the students and at the same time in turn assisting the individuals there
- Andrea: you can't get a "Kenyan" experience in Vancouver, very specialized experience

- Johannes: Arc- also discussion of bringing it under the CUS wing
- Chris: I'm disappointed in their lack of recruiting
- David: I think \$1000 is a good support for next year
- Andrea: the mentality is to keep it alive
- Johannes: we need to give them feedback and we need to find a principle to do the funding by; last year we did \$750 a head and I think it's fair
- Chris: I think this is a program on its last legs; perhaps they could become part of Arc?
 - Totally different programs; can't ask Arc to expand like that
- Johannes: I'm comfortable with \$750
- Sara: I wonder why they aren't marketing this as well as they could have
- David: \$750 sounds fine
- Chris: I think it's fair
- Sara: what about a smaller amount for the people here?
- Dylan: it's important before we give money to give some constructive feedback; some could be: we're not seeing the connection between student value and this program- you have 1 undergrad student and getting this experience and you have 3 on the ground and it was vague on what they were doing and how they were improving and learning from the experience from what we could tell it was mostly fundraising effort and developing the program. However, the program is very vague in itself and it would've been great if someone like Nancy Langdon could come and explain this initiative; if a student asked me why we fundraised \$5000 for one student, I couldn't explain that. I can explain reasoning \$750 based on precedent and the value; I feel good about giving that money
- Chris: must realize also haven't done much fundraising (few events coming up); great that they predict they'll make a lot of money but they're counting on \$5000 and that's scary to me; didn't have concrete income numbers
- Johannes: you're trying to make this sustainable in the long-term; if we're going to put anything more than \$750, I want to be confident it's growing and it's generating returns to the students
- David: so \$750?
- Chris: I move that we decided to fund \$750 for the Africa Initiative
- David: I second that

Voting Phase

BIRT the CUS Executive Council funds the Africa Initiative in the amount of \$750 for SE101

For: 5

Against: 0

Abstain:1 (Andrea)

4. Undergrad Constituency Training - UBC Proposal- Sara

- Training is a proposal by the Arts student development officer; Ruth wants to know what we thought would be applicable to us and what we're interested in

Discussion

- Johannes: I think the proposal looks good, I think Ruth's interested in giving good training
- Sara: this is something we discussed in our Access and Diversity
- David: do we have to pay for it?
 - No don't think so
- Dylan: I think the transition and succession portion is very important; this year we have to make it better; I think the August thing isn't really applicable to us, we get along very well; don't feel like we need to train and motivate volunteers; I would say the last two are very useful
- David: succession planning and transition is the only thing we really need

5. Grad Night Charity Contribution; Updates

Motion to move in-camera: 8:47

Motion to move out of camera: 8:51

6. Alumni Appreciation - Sara

- Ruth wants alumni to get recognized and involved; interested in setting up table for them for next awards night and recognize those who did the most to help us
- Julie: how do we determine who to invite?
 - Nomination
- Julie: I can talk to Awards Night
- Andrea: Alumni Relations can help streamline this process

7. Disabled student Discussion – Sara

- Is there anything available in the CUS to aid disabled students? Could they get involved with the CMP and have a mentor or someone to hang out with and have as a friend? It'd be nice to have a support system for individuals in this situation and introduce them to other people; talked to Access & Diversity and very limited in their funding
- Johannes: CMP ran a very successful program when I first started at Sauder; in their mandate
- Chrisanne: I'm going to the Ombuds orientation, if I find any additional help there I will let you know

8. Imagine Day- CUSpirit- towels and golf cart (see prepared budget attached)

- The golf cart is \$95; towels are same price as last year

- Potential to receive a discount since rest of UBC has been buying; didn't want to do grey would like white with Sauder logo and graduating year
- Might be able to get \$0.60 discount but unsure
- Looking for deejay and great food; getting golf cart and already getting Sauder Squad costumes this year so don't have to worry about body paint
- Very sustainable Imagine Day
- Johannes: in terms of costs this year, are these typical costs and are the UGO sponsorships the same?
 - Yes and yes
 - From 2009 to 2010 the costs of towels went up but this got to same cost
- David: motion
- Dylan: seconds

Voting Phase

BIRT the Commerce Executive Council approves funding the amount of \$2125.37 for Imagine Day memorabilia for the 2011/2012 year

For: Unanimous

Against: 0

Abstain: Sara

End Time: 9:50pm