



**Attendance:** Thato, Kira, Pia, Tina, Kelly, Uvini, Laura, Vincent, Daniel, Griffin, Paul, Chad, Kristin, Chris, Alina, Moses Ekaterina, Connor, Ben, Dylan, Azim, Johnny, Robert, Adam (Cavalier), UBC Consulting Club

**Start:** 7:03

**End:** 10:05

### **UBC Consulting Club - West Coast Consulting Case Competition (WCCC)**

#### **Proposal:**

- see powerpoint presentation
- March 6<sup>th</sup>, 2010
- Asking for \$5,706.07 from the CUS
- Questions:
  - What relationships do you have with the Big 3 firms as of now?
    - Most offices are on the East Coast with the closest being in Calgary
    - The Big 3 have expressed interest in UBC students but there is no incentive to come out to the West Coast
    - They are looking to build on the UBC momentum
    - By bringing the top University students all in one day it will generate a lot of interest among the Big 3
  - What relationships do you have with your sponsors as of now?
    - Accenture, Deloitte and other local firms
    - They want to see their money going towards something specific
    - As the plan formulates further they will be willing to discuss
  - How confident are you in their sponsorship?
    - Not necessarily monetary, but rather, in-kind sponsorship via professionals at the event
    - They will push as hard as they can to find financial funding from these firms but it needs to be established first
  - Who is picking the students from the 2-day tryouts?
    - Executives from the firms and then professors
  - Would this conference be primarily Sauder students or open to everyone on the UBC campus?
    - Primarily a Sauder School conference and marketed within Sauder, but it will be open to the UBC Campus
    - It needs to be established before it can move elsewhere
  - How are you going to entice those that may not have heard of consulting to go to the Case Comp?
    - That is the purpose of the Junior/Senior level
    - The Junior level will allow for that that are interested to look into the possibility of the career
  - How will you ensure the quality of the applicants from both UBC and other schools?
    - Trying to develop the foundations for this process right now
    - Other schools will likely go through a try-out process as well
    - The schools will want to send the best students to drive the opportunity
  - What is the difference between this and other established case comps as a recruiting ground?
    - Have not been a lot of established Case Comps on the West Coast



- Instead of sending a team of 4 to Queen's University, we can showcase 20 students here
- It is serving a specific niche of people, much like the iBanking Competition
- Trying to build a venue for students to develop that interest
- Case Comps generally charge a lot more, why is the price so low?
  - Trying to generate interest right now
- Have you considered AMS Catering rather than Wescadia?
  - Want to brand it as a professional event and are searching for the highest quality catering
- Will this actually be an incentive for the Big 3 to come out to the West Coast?
  - UBC has strong potential, but the firms will not come out without some structured event to cater toward their filtering process.
- If the top people are already being filtered through SCMP, why will the firms come out?
  - The firms do not believe that all students are being filtered through SCMP and want to branch out to other students
- Board Discussion:
  - Some great effort has been put into developing this Case Competition that will no doubt be successful
  - The price point is too low and too heavily subsidized
    - For a 1-day event to cost \$5000 and only charge students \$20, it doesn't quite make sense
    - A higher price will also help find those premium candidates and allow for a more sustainable event
    - However, it is an internal case competition at UBC and there is no precedent to rely on
  - At \$45 a person, Wescadia catering is quite expensive in relation to AMS Catering
  - JDC does incorporate the West Coast schools in a case comp already
  - An international case competition held in Vancouver may be on it's way in the near future
  - If they did charge a higher price, they could save \$4000 and the CUS would only have to fund \$2000
  - Bringing something like this under the CUS umbrella could be a good thing to ensure the budget does not go out of line
    - However, giving it more flexibility to those that have more knowledge in that sense could improve and promote the brand
  - Identifies a gap between SCMP and other Sauder students
  - Can we get 80 students to this event?
  - Will this conflict with a lot of other events in February and March? We need to ensure it is successful the first time around
  - Opening up the case comp to the Junior students may not be the best branding of the conference, especially with the Big 3 coming out to the event. May take away from the "elite" status of the event.
    - They are working with CCC – their full level of involvement is unknown at this time
    - This aspect will build up their interest towards the SCMP program



- There is currently no quota on the SCMP and the consulting firms may feel that they are already seeing the best Commerce students through this program
  - It seems as though the Big 3 are looking to target more students from other faculties
  - Is it really targeting Sauder students directly
- It is a tough struggle now that there may be an international competition on the table in the future.
  - There are opportunities to work together in the near future. We are voting on funding the competition in March, nothing in the future
- **Given the written and oral presentation, the CUS Board of Directors resolves to fund at least \$1 towards the West Coast Consulting Case Competition presented by the Consulting Club**
  - **Yes: 14**
  - **No: 0**
  - **Noted Abstention: Laura, Daniel, Azim**
- Continued Board Discussion:
  - There are many opportunities to cut down on costs and give it a jump start of \$1600 in the future
  - It is not our place to tell them how to balance their budget
  - Will they consider looking more into their costs?
    - Yes
  - How many members in the Consulting Club?
    - 86 this year
  - What is the purpose of the dinner?
    - An opportunity to network with the local firms to build incentive for the Big 3
  - An lower end amount makes more sense for the sustainability of their event
    - If we fund a smaller portion there is a higher incentive for the club to look for sponsorship elsewhere
  - If we sponsor a smaller amount and they find they cannot run the event they can always increase ticket prices
  - We need to give them an amount that is sustainable so they can fully build the brand. That way, in the future, they can increase ticket prices and decrease the CUS contribution
  - There are a lot of case competitions that are happening on campus like ICBC and JDC, but there is nothing that is necessarily in between these levels
  - It is also possible to pursue a two-part sponsorship with both fixed and variable portions
  - If the CUS contribution was on the lower end, where would the group seek more funding?
    - Conservatively, increasing ticket prices rather than
- **All in favour of contributing the asked amount of \$5,706.07**
  - **Yes: 0**
  - **No: 12**



- **Noted Abstention: Tina, Laura, Rob, Kat, Ben**
- **Motion falls**
  
- Continued Board Discussion:
  - It may be attainable to receive \$3500 in sponsorship with a \$27.50 subsidy and \$2200 contribution from the CUS
  - A subsidy is our way of allocating value directly to Sauder students. It was already mentioned that most of the students attending will be Sauder students, thus, a sole sponsorship will be more effective and more value-added
  - Having the group present again if they need more funding would allow for the CUS to understand the progress and encourage more sponsorship searching
  - \$3000 would be around 50% of the ask. The rest could be made up of increased ticket prices and sponsorship
  - \$4000 would be providing the full amount with a better model and lower costs
  - **All in favour of contributing the asked amount of \$4,000**
    - **Yes: 6**
    - **No: 6**
    - **Noted Abstention: Laura, Tina, Daniel, Griffin**
    - **Vote to speaker: No**
    - **Motion falls**
  - **All in favour of contributing the asked amount of \$3,000**
    - **Yes: 15**
    - **No: 0**
    - **Noted Abstention: Laura**
    - **Motion carries**

#### **AMS Rep Updates:**

- All council members voted to ask Tim and Blake to resign
  - They stated they will not
- Meeting last night (Wednesday) went through policies and motions
- Meeting this coming Monday will ask for recall of Tim and Blake
  - Recall will allow them to stay on the Board and have a vote, but will strip them of their council position
  - A legal opinion is being gathered before Monday
- Council meetings are streamed online
- **Strawpoll of Board re: recall is unanimous in favor of recall of Blake and Tim**

#### **Brand Management Mentorship Program:**

- Similar to SCMP for Brand Management
- running for past 2 – 3 years and has seen a lot of success
- Helps the candidates prepare for the interviews necessary to get into the Brand Management field
- The program is looking to have the \$5000 as a line item in the budget for the next 3 years



- The long-term sustainability of the program and incorporation of feedback will involve more students into the future
- If costs were ever to rise, the BMMP would have to come to the Board again. The \$5000 would be automatic and any other funding would have to come to the Board
- Is it possible to have a report forwarded to the Board to show what has been done with the money?
  - That would be something that the CUS President at the time could look into and gather the information to compile a report.
- How does this compare to other programs in terms of funding?
  - SCMP receives \$6500
  - The budget reveals that the program are almost equal in funding. The \$1500 extra for SCMP goes to help students pay for their flights
- How many students participate?
  - Around 30 and then students get through for interviews with around 5 offers every year
- **The CUS Board of Directors resolves to include the Brand Management Mentorship Program as a budget line item of \$5,000 for the next three (3) fiscal years starting 2010/2011 with the CUS President submitting an annual report on behalf of the organizers.**
  - **Yes: 15**
  - **No: 0**
  - **Noted Abstentions: none**
  - **Motion carries**

#### **Investment Banking Competition:**

- Discussion:
  - Can they not bring in more funding/sponsorship?
  - It is part of the The Finance Club – would they go into deficit as a result?
  - We have already allocated \$10,000 and we need to gauge whether or not we are interest in funding them further.
  - We need to be cautious around setting a precedent for organizations and events to return to the Board for more funding
  - By saying yes to their presentation, it is not encouraging them to search for sponsorship.
    - CR has been tough all around this year
- **The CUS Board of Directors resolves to invite the Investment Banking Competition executive back to present to the Board for further funding.**
  - **Yes: 6**
  - **No: 9**
  - **Noted Abstentions: none**
  - **Motion falls**

#### **CABS:**

- see supporting document
- It was great for UBC to have a say on behalf of Western Canada at Roundtable
- There are some important strategic reasons as to why we need to be a part of CABS



- allowing for another organization to push for the quality of conferences will ensure that Roundtable, West Coast Leadership and August Meeting are of the highest quality
- If UBC were to not attend these conferences, it would look poorly upon our CUS
- There are 3 more western schools on board as of recently and it is moving in the right direction
- Laura has spoken on behalf of UBC in support of CABS
- Costs include the \$1000 fixed contribution
  - One of the main CABS cost is the development of the website with all of the contacts
  - Database for all major conferences and events
  - Executives from CABS travel to conferences to help maintain the quality
- Questions:
  - How can CABS influence JDC West?
    - It will have a positive impact as JDC is a traveling event. This body can look at inter-school events and improve their quality.
  - Have there been recent leadership issues?
    - That was CBSC that was quite sketchy in the past
- **The CUS Board of Directors resolves to have the CUS join CABS for the period of 2009/2010**
  - **Yes: 15**
  - **No: 0**
  - **Noted Abstentions: none**

### Enterprize Strategy:

- see supporting document
- Upcoming Enterprize President will be hired by the current Executive
- The Board should have some weigh-in on how they view Enterprize moving forward
- The binding decision will be made next year when the Board is setting the Enterprize decision
- It is important for the upcoming Enterprize President to understand the strategic direction and have a sense of where the CUS stands on Enterprize
- This will not affect Enterprize this coming February (2010).
- Questions:
  - What is the current prize pool?
    - Down from \$50,000 last year, the plan was to reduce the prize pool to \$35,000. It is now at \$27,000 of cash and in-kind prizes.
    - There is a large focus on non-monetary (in-kind) sponsorship.
    - CUS sponsorship covers the Business Plan prize pool.
  - What is the current sponsorship level?
    - Of signed and sent-in sponsorship, \$0
    - Of almost confirmed, \$20,000
    - Target was \$35,000
  - How important is the prize pool for those winning the competition?
    - It definitely attracts people to come. The competition is directed to those wanting to start businesses and thus, they are looking for money.



- It is the main attraction for those outside of BC
- Early-bird ticket sales are finishing in 2 days time and they are at 50 tickets.
  - That was around the same number last year
- Conflict of Interest:
  - Those Board members that are involved with Enterprize may participate in discussion as these decisions affect Enterprize for the following year.
  - If one feels they cannot be unbiased in their decisions, abstain.
- Discussion:
  - Conference:
    - If the conference were be opened up to international delegates, there are many individuals from Washington and California looking for funding.
      - It would also be possible to get VC's from Silicon Valley to bring a lot more funding and power to the conference
    - Should international delegates be charged more?
      - Our student fee pays for this – they should be charged what an external delegate is charged.
    - Looking at past and current ticket sales, the numbers have been historically low. Going international would require a huge marketing campaign
    - There were students from all over the country at the LIVE conference and the Enterprize knowledge and presence was not high.
    - The fee at this conference was \$150 for the one-night stay at the hotel and a two-day conference
      - The conference was sustainable with a break-even budget
      - Is Enterprize effectively meeting their mandate as a national conference?
    - A lot of other schools do not have subsidies for other conferences or provide the information on those events
      - There does need to be a lot more progress made
    - Vancouver does cost a lot more
    - It is possible to build Enterprize up locally and make it a strong initiative in Vancouver and in BC
      - Could look at bringing it into a domestic level
    - Of 180 delegates last year, around 30 were non-UBC delegates
      - A lot more effort is put in to reach national delegates in terms of marketing materials and promotions
    - Enterprize seems as though it has been established for quite some time – it seems as though it can be a lot larger with a bigger scope
    - Based upon the current success of PNEC, it may make more sense for the event to go South
    - The current model of Enterprize is unsustainable.
      - If it does not go well, it will always come back to the CUS
      - The current discussion is around small tweaks. The discussion needs to be framed around a grassroots discussion of the fundamental framework.



- It is a major weakness working through Enterprize and the model when the Board is quite uninformed
- Look at venues again and search on campus for locations for the event
  - It is valid that the hotel adds a certain amount of class to the event, however, it may be possible to spend that money elsewhere on a world-class speaker, etc.
- Re-look at the hotel model
  - That evaluation is very important.
- It is possible to privatize Enterprize and encourage them to break-even and move forward (financial stability)
- Competition:
  - Enterprize could be broken down into many smaller events and competitions
  - SEE was very successful and VCPE has a great competition in partnership with Enterprize
  - The national scope of the conference is what brings about sponsorship
  - Those that are not competing in the competition are not engaged in the competition
    - The Enterprize committee needs to look at how they are going to engage the students in the entrepreneurial process
  - If the Business Plan competition is scaled down, the Conference could be scaled down as well
  - What has been tried to receive sponsorship from big firms such as Google and Microsoft?
    - It is normally an immediate shut-down
  - What is the deterrent for sponsors?
    - Venture Capitalists and Angel Investors and not willing to jump on board in a recession, as well as for the big firms such as BDC, BCIC, RBC, etc.
    - Effort has been put towards monetary sponsorship from the big firms and the Sauder and Enterprize brand
    - If Enterprize isn't what is driving the sponsorship, there needs to be a way to entice sponsors to the event.
  - The competition is no longer open to MBA students
  - It may make more sense to break down the business plan competition into different specific areas
    - There is no strict buy-in from particular firms as the competition is extremely broad
- Community:
  - Allowing different people to become more involved in Enterprize and its events
  - Added a lot of value in terms of SEE and other events
  - Needs to be connected more with the Enterprize brand name
  - Recommending to Enterprize Community branch to stay on the core brand (LifePilot does not necessarily connect)



- It is not the job of the BoD to make Enterprize healthy again, rather, it is the BoD's role to ensure that the funding model is healthy and that the Executive committee relates correctly to Enterprize
- Many Service Councilors feel that Enterprize is treated as a special organization and that the monetary contribution is disproportionate
- There needs to be another session dedicated to Enterprize of 2 hours before Christmas, as well as student input, fully-formed ideas and an Executive Discussion
  - Documents:
    - Budget
    - Sponsorship from the past
    - Branding guidelines (mission statements, value statements, brand personalities, internal strategies)
    - Strategy from Enterprize Team
    - **Current document from minutes to be paired with Laura's notes and sent out to the Board**
  - **Nathan will send out a doodle for the 2 hour discussion**

#### **Sauder Tech Services:**

- CUS' booking privileges for all bookings have been suspended
- Beyond Pink borrowed laptops and projectors. Items went missing/lost – total value was \$3100. This was the tipping point for this decision.
- CUS Clubs and Services tend to take advantage of the system
- We are very lucky to have a great relationship with the Dean and Tech Services
- This could also be included in the Honour Code and Marketing Policy
- The CUS is not liable in any way for this money – Beyond Pink is a separate legal entity.
- **All in favour of moving into an in-camera discussion with the inclusion of the Executive:**
  - **Yes: 15**
  - **No: 0**
  - **Noted Abstention: Alina**

#### **\*\*\*IN-CAMERA DISCUSSION w/ inclusion of Executive\*\*\***

- **All in favour of moving out of the in-camera discussion:**
  - **Yes: 15**
  - **No: 0**
  - **Noted Abstention: none**
- It is advised that the CUS put out a statement that explains to Sauder in a professional and legal way that we are not Beyond Pink.
- There also needs to be a policy that explains what will happen to organizations that do damage or lose equipment.
  - Sauder Tech would like a Memorandum of Understanding between both the CUS and Sauder Tech
  - There also needs to be policy



- **Be it resolved that the CUS is not obliged to provide Sauder tech department privileges to external groups. CUS groups include: CUS Services, CUS Events, CUS Programs, CUS Governing Bodies, and CUS Clubs**
  - **Yes: 13**
  - **No: 1**
  - **Noted Abstentions: none**
  - **Motion carries**

### Updates:

Executive Updates – on behalf of Kristin:

- Uvini is working with ExCo to decide on a policy for conferences
- Johnny is meeting with the UGO to discuss emails coming from the UGO
- Sauder IT is starting to collect content for the new TVs in the new building
- Academic Wish List happened yesterday
- Pick-up newspapers at all doors
- Elections system is being designed for December
- Snack Bar cooler broke and is now being fixed
- Preliminary conference model is completed
- Functional Financial Reporting system
- Processing reimbursements for IBC and Ignite!
- CCP has been doing some awesome stuff in DLam foyer
  - Received about 70 presents
- 1<sup>st</sup> and 2<sup>nd</sup> year council doing various spirit events

Presidential Update:

- Café Contribution is being wrapped up
- Johnny and Laura had a great meeting with Coca-Cola
  - They went and did research on student societies and selected the CUS
  - They are looking for volunteers for their Coca-Cola pavilion
  - It is full-time for the 2 weeks
  - They require commitments for the full 2 weeks
  - This will be broadcast to the full student body and will select a some students from there
  - How will this reach students?
    - CUSunday and Website as of now
  - They are not looking to do direct sponsorship, but they may be willing to provide speakers and in-kind sponsorship.

Building Update:

- Everything is on schedule
- Full downstairs will be open by next semester
- Room 421 will be closed as of tomorrow
- The tower will be open as of next semester
- Next term will be fully construction free

Speaker's Corner:

- The CUS has traditionally put money behind ICBC
- There were some problems last year



- Will probably in the area of \$5000
- The reason this could go to Exec is because of the funding amount and the precedent
- The two Exec members that are going to ICBC (Uvini and Kristin) would be abstaining from the vote
- It is odd that Sauder is not paying for these students to go to the event as many other Universities do so.
  - This is a part of the long-term strategy for next year
- **If anyone has concerns or comments for this motion for Exec, send Kelly an email to bring up the points during the discussion.**