



**Start: 5:05**

**End: 8:08**

**Attendance:** Thato, Laura, Chris, Kelly, Johnny, Stas, Paul, Ben, Jason, Azim, Kira, Alina, Travis, Vincent, Nathan, Pia, Dylan, Uvini, Ekaterina, Adam, COSAS team

**Agenda:**

- Introductions and general updates
- Presidential Update
- Items from last meeting
  - COSAS
  - Award - Chris, Jason & Vincent
- Contributed Surplus Committee presentation
- Style and the City presentation: Alex
- Brand Management Mentorship Program presentation
- Committees
  - Updates (progress, timelines)
  - Elections Reform Presentation
  - Honour Code Presentation
- Calendar
- Closing

**Updates:**

- Thato:
  - recognition of deceased within Sauder
  - met with friends, Peter and Jane. they would still like a continuous way of recognizing Jessica and will persue recognition within Finance Club
  - she will be recognized by a 2-3 minute presentation
- Dylan:
  - working on presentation for Charity portion of Golf Tournament
- Pia:
  - to create a package for new clubs to approach the Board
  - will be posted online
  - looking for a few individuals to assist in creating the package
    - Vincent, Thato
- Vincent:
  - working Contributed Surplus and Honour Code committee
- Alina:
  - looking for photographers and video editors
- Ekaterina:
  - working on hiring within AMS as they prepare for summer
  - voted for \$11,000 within presidents fund to fund the Great Trek
  - voted in favor of Pass-D-Fail proposal
- Ben:
  - had first official Senate meeting recently
  - Senate open to academic proposals of a broad variety

**Presidential Update:**

- request from Dean's office to meet the board and incoming execs
  - **April 9<sup>th</sup> at 1:30pm**



- **details to be emailed**
- Service council hiring almost finished
  - still a few open positions
- Me Inc and Graduation over the past few days; great events!
- Club Rep is yet to be elected to BoD

### **Executive Updates:**

- Chris:
  - monthly academic video blog up soon on CUS website
- Johnny:
  - discussing with website designers re: marketing and the website
  - large amount of hiring postings:
    - will be talking to future IT Director to create a more effective method of compiling the CUSunday
- Travis:
  - opening new positions within Finance portfolio
    - 2 Financial Systems Coordinators
    - 2 Budget Analysts
    - Financial Reporting Officer
  - Travis and Pheobe are going to the Treasury Orientation to process reimbursements
- Uvini:
  - missing Me Inc Chair
  - hiring Service Council Committees
- Missing Execs:
  - Connor and Kristin

### **COSAS:**

- Board Discussion:
  - Should we recognize COSAS as a club?
    - should encourage student initiative as a whole
      - there is crossover, however, the club will die out anyways if it interferes
    - expenditure to support the club is minimal at best
    - there is a need that has been noticed by the students organizing COSAS
      - does not necessarily have a significant overlap with BCC
    - if the BCC can provide these services and we are providing funding to the BCC already, do they necessarily deserve the "extra" funding
      - they provide the face time with real co-op students
    - BCC is working at their maximum capacity and COSAS could relieve some of the pressure
      - give Co-op students assistance during their peak seasons
    - services are similar to assistant career coaches' jobs
    - we can pass a formal motion stating that the BCC should have time to assist their students
    - unsure as to how much value the events proposed will be achieved through the proposed events



- Co-op students already pay a premium, why would they pay an extra membership fee?
- would the CUS be best able to serve marketing needs?
  - only full access to marketing channels; not specific Co-op channels
    - but the club is also looking to target prospective co-op students
  - Co-op students are not in the building when they need help
    - may not feel as attached, thus, the club could help make them feel more included
- would the club be inclusive to all co-op students or exclusive to COSAS members
- potential for COSAS to help recruit and educate students for co-op is large
- COSAS response:
  - membership fee is only \$5
  - COSAS is targeted towards both current and prospective students
  - interested in creating a co-op community through the events and assistance that they provide
- **All in favor of incorporating COSAS as an official CUS club:**
  - **Yes: 13**
  - **No: 2**
  - **Abstain: 0**
  - **Motion sustained**

### **New Award – Chris**

- Write-up:
  - This award is offered by the CUS to recognize the contributions of a student in the BCom program who has had the greatest impact on the Sauder School and/or greater community during the past year. In adjudicating the award, innovation, initiative and the quality of going above and beyond one's role will be considered.
- Criteria:
  - non-graduating, non-new, registered in at least 27 credits
- Timeline:
  - Description Sent out:
    - March 15<sup>th</sup>, 2010
  - Nomination Submission due:
    - March 26<sup>th</sup>
  - Deliberation
    - March 29<sup>th</sup> – April 2<sup>nd</sup>
- Discussion:
  - Self-nomination not necessarily to secretly nominate someone, but rather to assist in the nomination process
  - 27 credits may be too many to make a significant impact
    - Dan Gardner award requires 27 credits
    - ultimately, we are an academic institution and academics should be a focus



- 27 are normally chosen to calculate GPA, however, this award is completely for contribution and thus, GPA is not relevant
- would the lower credit requirements allow for more time to dedicate to the contribution?
- **All in favor of changing the Outstanding Contribution Award from 27 credits to full time student (18 credits)**
  - **Yes: 12**
  - **No: 3**
  - **Abstain: 0**
  - **Motion sustained**
- **All in favor of passing the Outstanding Contribution Award with the amended changes**
  - **Yes: 15**
  - **No: 0**
  - **Abstain: 0**
  - **Motion sustained**

#### **Contributed Surplus Committee:**

- Survey:
  - released in CUSunday
  - included information on costs and benefits
  - question: Do you approve of an expenditure of up to \$60,000 on this café
  - 106 responses (4% of Sauder) in 4 days
  - Yes/No = 77/28
    - lower end of the stats analysis is ~65%
    - > 50% required for support
  - 2 options for publicity:
    - information release:
      - info booth in Dlam foyer (March 31 – April 3)
      - info session in classroom or CG (April 7)
    - vote on issue
  - pending successful info sessions:
    - make a motion to add the café contribution at the next BoD meeting
    - include the contribution as a budget line item
  - no clear timeline for decision to be made
- Discussion:
  - contributed surplus issues can be very controversial
    - individuals feel that it is their money and they want their voice to be heard
  - 4% is not necessarily enough representation to use a confidence interval
    - 10% would be more reasonable
  - if the student fees are adjusted for inflation this could be used to compensate for that.
    - not adjusted for inflation; started at 250, now 266
  - costs associated with construction are going to hit the student body regardless
  - why 50,000 instead of 60,000
    - to avoid a referendum



- last referendum (constitution) there was a 13% turnout
- if a budget line item, no referendum required
- ROI is 2% and if the ROI of café is 20%, then the total ROI will be insignificant.
  - are there not student initiatives that give a greater ROI?
    - it is a gesture to the Dean and to the administration
- will the café be open to all students?
  - yes, but we do not expect large amounts of other students to use it as it is in the Sauder building
- discount for Sauder students?
  - UBC Food Services will most likely not agree to any discount beyond meal card discount
- BoD has not necessarily been in place long enough to completely represent Sauder students, and thus, lowering the cost to simply avoid a referendum is not necessarily ethical
- Table issue of café.
- Main Question: whether we base decision on current data or gather further data?
- **All in favor of the Contribute Surplus Committee consulting more with student body on the issue of the café**
  - **Yes: 15**
  - **No: 1**
  - **Abstain: 0**
  - **Motion sustained**
- **Stas to organize a doodle/sign-up sheet**

### **Style and the City – Alex Yan, Kristin Mow and Carman Fang**

- Event:
  - glamorized dinner and fashion show
  - CUS Executive Council of last year called the event into question
  - moved the event from basic interpersonal skills that now incorporates brand management and new topics in Marketing and HR
  - Sauder students need a link between brand marketing and personal branding
- The Future of Style:
  - proposing 4 main components
    - corporate branding keynote
    - dinner (dining etiquette)
    - personal branding
    - human resources
  - target:
    - all students in Sauder
      - especially those with interest in Marketing, HR and Brand Management
  - details:
    - keynote talking about building of a brand at the corporate level
    - relationship between corporate brand and personal branding
    - introducing networking components



- if budget allows, bring in over 50 professionals from industry
      - replace the fashion show portion during the dinner
    - still implement parts of fashion show into personal branding component for image consulting purposes
    - emphasis on how networking should vary across situations
    - HR panel:
      - newly introduced aspect of Style
      - work with individuals that have interviewed with countless students throughout the years
      - HR specialists from different concentrations
  - costs:
    - total expenses: \$19,129.04
    - closing surplus: -\$13,379.04
  - summary:
    - style is first and only event that looks at personal branding
    - sold all 200 tickets in first 2 days
    - put Sauder on the map in the Marketing/Brand Management field with companies that have never connected directly with Sauder
    - aspect of brand management now a greater umbrella
  - goal:
    - to become a part of the CUS
- questions:
  - common Q&A's addressed on handout
  - sponsorship revenue not listed
    - if CUS sponsors the event, money will come from CUS directly
  - clarification on excessive interest in tickets
    - based upon the survey, the "waitlist" was 150 people
  - clarification on cost-effectiveness of 3 workshops and justification of \$13,000 for the 3 workshops
    - for IBC, the workshops were \$800 each
    - different when the workshops are consolidated into one night with interconnectedness among students
    - venue increases cost
    - speakers have not come out to Sauder before, but are willing to come for such an event
  - clarification on other clubs to sponsor the event
    - only affiliation exists with BizzComm
      - they provide \$500
      - have experienced increased interest as a result of the event
    - Marketing Association and HR Club have expressed interest
  - clarification on speaker costs for \$1654
    - this specific speaker runs a school on personal branding and corporate branding
    - have already cut many of the costs to this valuable speaker
  - clarification for CR team pulling in funding for sponsorships
    - CA and CGA have strong brands, thus, interest in what Style stands for
    - both sponsored at platinum and silver level for Style 2009
    - the current sponsorships will transfer to the CR team for Style



- clarification on pricing for regular priced vs. discounted tickets:
  - clubs that offer \$500 sponsorship to event can offer their members a limited amount of tickets at the discounted price
- clarification on name change:
  - original vision centered around fashion
  - must reveal to students that the event will only simply go through a name change
- clarification on the existence of the fashion show:
  - only during one session rather than dinner
- directed to Kristin and Carman: fully aware of ramifications of being a CUS event?
  - both fully aware
- ticket selling history:
  - every year, it has sold out
- possible overlap with Me Inc and Ignite
  - HR Panel and communication of passion for job finding
  - Jenny (Outgoing Me Inc chair):
    - Me Inc is more of an introspective experience rather than one's specific brand
    - Style is more post Me Inc that builds on understanding of HR and Marketing
  - Kristin and Carmen on Ignite:
    - Ignite simply connects students with jobs, while Style connects with personal/corporate branding
- availability for more of a Fashion Show component:
  - if the support is there, it will exist
- Board Discussion:
  - ambiguity around why, with such large support (waitlist), they are changing the event
  - if Style is altered, who will cover the needs that it addressed this past year?
  - new value that is being created does overlap with current conferences (Me Inc & Ignite)
  - if there are 150 people on the waitlist, the ticket prices could easily be raised paired with cost cutting
    - purpose of CUS is not to raise prices when the demand exists
  - the experience of Style is very subjective
  - a large reason for the different viewpoint resulted from previous years' Exec.
    - Fashion Show can be confusing to business community when slipped in with the corporate relations of the event
  - while students often want bigger and better events, the focus must also be on sustainability paired with the value added
  - conflicting ideas between Fashion Show and the CR perspective of a conference-type event
  - if under the CUS umbrella, we have more control over the event itself as well as the specific cost breakdown
    - if concern for overlap, can alter this (if only with BizzComm we have no control over the overlap)



- the large costs come mainly from the dinner and networking. do they provide enough value added?
- this decision will be long-term. the vision being changed so drastically represents a risk
- Style draws a different audience than the normal Sauder audiences that attend conferences such as Me Inc & Ignite
  - while it may not have added as much value as hoped, the intangible value through the niche market it targets may outweigh the tangible value
- all CUS events will be reviewed every year
- CUS umbrella allows for a solidified, guaranteed budget
- if CUS, chairpersons will stay on. next year, it will be a Service Council position
- by accepting, we do not accept each and every detail subject to no change
  - we have room to change the details of the event
- **All in favor of bringing Style and the City under the CUS umbrella**
  - **Yes: 13**
  - **No: 0**
  - **Abstain: Stas**
  - **Motion sustained**

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

- Questions:
  - how does it compare to SCMP and EMP?
    - cost is justified based upon the other budgets
  - it will branch out alumni network outside of Vancouver
  - how many students accepted?
    - 2008: 8
    - 2009: 10
    - 5 people over the 2 years who have been hired by firms
- Discussion:
  - large amount of money going towards an elite small number of people
    - something the BCC should be funding
  - do we want value for select few students or small value for many students
  - value as a result of 15 students attaining jobs is large for only \$5000
  - programs such as this attract many talented students to Sauder
  - benefit reflected to all students at Sauder
  - cost is justified as it assists in allowing all students into the program
- **All in favor of contributing \$5000 to the Brand Management Mentorship Program**
  - **Yes: 14**
  - **No: 0**
  - **Abstain: 1**
- **Laura to sent out more information**

**Next Meeting: TBA**