



# ANNUAL REPORT

## IN THIS LETTER,

*I will let the Annual Report speak for itself, and highlight two successes from the year that explain a lot about how the SU works.*

*This year saw the official approval of Fall Reading Week, the final step in a long, four year process. That sense of continuity from one year to the next goes very much to the heart of what the SU is.*

*On the question of affordability, one small change to the U-Pass system mean that U-Pass replacement costs are now prorated; previously, students were charged the full cost of a new pass.*

*Two very different but important achievements for the SU and for students.*

*I am proud to have served as SU President in such a tumultuous year, and I want to thank my fellow executives: their tireless efforts made everything we did possible. I also want to thank the SU staff, volunteers and the student councillors: the effects of their work can be seen throughout this report.*

*In a welcome letter that I wrote for the Student Handbook, I said "I hope your experience here will be just as transformative as mine has been." Little did I know how transformative the year would be!*

*All the best this year,*

**PETROS KUSMU**  
PRESIDENT 2013/2014

## 2013-2014

*This year's Annual Report is divided into two sections: **Priority Goals** and **Additional Operational Notes**. The first section outlines the five key goals set by the 2013-14 Executive and the progress made, and the latter section provides additional commentary on the Students' Union's overall operations for the year.*



# 2013-14 PRIORITY GOALS

## AFFORDABILITY:

Ensuring the affordability of the university experience, from tuition and food costs to textbook prices.

As our students are spending up to \$1200 a year on textbooks, the Students' Union (SU) felt the time was right to re-launch the Be Book Smart campaign, providing students with information on how to save money on textbooks, and encouraging professors at the U of A to adopt student-friendly textbook practices. As an important follow-up to last year's student-led Ignite conference, the province recently announced more funding towards open-educational resources, an initiative which will hopefully increase educational affordability in a meaningful way down the road by providing, for instance, free online textbooks.

At the start of our term leading the SU, the province drastically cut funding to the U of A, leading the SU to call for reinvestment and press the province to keep the cuts from falling on the backs of students. The SU released a report to the media and provincial decision-makers outlining student concerns with the CoSSS fee and other Mandatory Non-instructional Fees, and fought against moves by the Board of Governors to increase international student tuition.

While the tuition increase eventually passed, the SU held the University Administration to their promise to ensure that the international tuition increase would come with a tangible increase in financial aid for international students of \$125,000. Accessing student aid should also be easier in future years for all students: the SU has merged the Student Financial Aid Information Centre with the U of A's Financial Aid Office, which will bring an improved and integrated combined service to students this coming fall. The SU will continue to fight for student financial aid, such as earlier this year when we ensured that scholarships would remain unaffected by disbursement changes.

We're also excited that U-Pass replacement costs have been reduced. Where students were formerly charged the entire replacement cost of a new U-Pass, replacement U-Pass fees will now be prorated.

VALUE OF  
ACCESS FUND  
BURSARIES AWARDED

# \$511,431

## MAXIMIZING THE STUDENT POTENTIAL:

Finding ways to maximize the student experience at the U of A.

The exciting renovations to the Students' Union Building have continued, and these key changes to the most prominent student building on campus will ensure that it stays relevant and accessible to the campus population. A key part of the renovations will see the creation of an involvement centre to connect students with volunteer and student group opportunities. Alongside the renovations to SUB comes the construction of the Physical Activity and Wellness Centre, a student funded and designed initiative. The PAW Centre, to be completed the upcoming school year, will promote student health on campus and will include a teaching kitchen.

The SU has been involved in shaping the discussion around the Peter Lougheed Leadership College. After reaching out to the campus community and releasing a discussion paper on the college, the SU met with the university President to work out previous student concerns with the initiative, and create a college that everyone can be proud of. As for your student experience, the SU has been advocating for and seen a larger investment in the Centre for Teaching and Learning, which means improvements to our quality of education.

Finally, the Students' Union has completed research on Block Week Courses, research which next year's Students' Council will be able to consult while considering how to move forward on the issue.

TOTAL NUMBER OF  
REGISTRATIONS FOR EVENTS AT  
NETWORK.UASUEVENTS.CA

# 6074

## COMMUNICATIONS:

Improving communications, especially with the SU's stakeholders.

To improve communications this year, we have—for the first time ever—sent out a monthly newsletter to students, not only providing students with critical information on events happening on campus but also soliciting student feedback. This has helped to supplement the already extensive feedback we receive in the comprehensive Student Experience Survey, ensuring that communication is a two-way street. We have also expanded the SU's reach with double the number of SUTV screens—our reach now extends to Campus St. Jean and Augustana as well as North Campus.

Cherishing the U of A's diverse faculties, the SU supported the Council of Faculty Association's "Myths and Facts" campaign, which aimed to dispel stereotypes about different faculties on campus, promoting inter-faculty collaboration.

This year was also the first year that the SU has created an annual report to senior university administrators, helping to spread awareness to the campus community regarding the SU's efforts and goals.

TOTAL WATER BOTTLES REFILLED  
AT OUR REFILLIT STATIONS

# 636,645

## INCLUSIVITY:

Ensure that barriers to participation on campus are reduced, especially for those in marginalized groups, and work to have students more included in all aspects of campus—from having more students involved in the varsity-side of campus to making campus more gender-inclusive.

With the U of A's international students facing a large tuition increase, the SU spent the year assisting in the creation of an International Students' Association to represent and empower our international students. The SU has also been supporting student residence representatives who have had to deal with difficult and challenging university processes.

The SU is excited that the U of A has an expanded Compassion Policy, a policy that promotes inclusivity by making it clear that reasons related to human rights protected grounds, along with mental health hardships, are accepted for a deferral of term work.

With the SU's successful two year, grant-funded Gender-Based Violence Prevention Project now wrapping up, the SU will be rolling out a new inclusivity project next year in the form of a sexual diversity centre. In addition to the new centre, student executives are excited to take part in annual inclusivity training, where the SU will be focusing increased human resources efforts. Attention to inclusivity will also be seen in the SUB renovation, as the renovated building will include a gender-inclusive washroom.

## STUDENT HEALTH:

Continue previous efforts to combat challenges to student health, involving efforts within the SU, as well as working with both the University and the Government (federal and provincial).

In addition to the great news about the U of A's expanded Compassion Policy covering mental illness, the SU has made further achievements in promoting student health. The SU-run Student Health and Dental Plan has seen an uptick in enrollment this past year, demonstrating student satisfaction with the plan's coverage. The SU has also been making an effort to increase the distribution of microwaves on campus, so that students can bring pre-made lunches from home and eat healthy while studying.

Years in the making, the official approval of Fall Reading Week is an exciting achievement, that will contribute to improving student health on campus. The week, which will be inaugurated in the 2015-16 academic year, will allow students to take the time they need to catch up on their studies, take part in programming, work to afford school and visit family members, much in the way that students already use the spring reading week.

# ADDITIONAL OPERATIONAL NOTES

## Overall Finances

We are audited annually by an external auditor, whose work is contracted and supervised by the Audit Committee. Management does not sit on the Audit Committee. The auditor, KPMG, has approved the financial statements as a fair representation of the Students' Union's finances.

We have included here the two most important statements, the Statement of Financial Position (a balance sheet) and the Statement of Operations (a version of an income statement). These are very general overviews; the full Financial Statements contain much more detail on operational finances, and can be found on the SU website.

On an operating basis—that is, excluding the one-time costs related to the SUB renovation, but including regular capital asset renewals—the Students' Union remains healthy and in surplus. The Unrestricted Fund nevertheless did decline—not because of a loss from operations, but rather because of timing issues related to renovation expenses.

## NUMBER OF PLATES USED IN THE REUSABLE DISH PROGRAM

# 12,851

## SUB

The Students' Union Building has traditionally served as the 'living room' of campus, a place for students that is comfortable, accessible and friendly. SUB acts as a hub for student services, for student groups, and for the social and study needs of students.

Our excellent facilities staff continued to provide a clean, safe environment for students, 24 hours a day, 7 days a week. As always, when doing cleaning or maintenance, sustainability is a key consideration: we use environment-friendly cleaning products and are well-known on campus for our inventory of recycled and repurposed building materials. Much of the furniture that the SU uses is from the original building in 1967 or from the 1993 renovation: we simply refurbish and refresh it when needed.

Following a Food Court RFP in March 2013, we welcomed a new vendor into the food court. With that new vendor and the Students' Union's own new coffee outlet, The Daily Grind, record food court revenues of over \$5.7M were achieved, up 10% from the previous year.

Renovations continued apace, with the interior renovations to the lower level substantially completed in September 2014. The final renovation phase, the atrium and plaza, are expected to be complete in June 2015. The cost of the renovation cost rose slightly from initial estimates, but this difference will be covered by additional contributions of approximately \$500,000 that have been secured from the University and SU business partners.

## PAGE VIEWS ACROSS SU WEBSITES

# 1 MILLION+

## NUMBER OF VISITS TO INFOLINK LOCATIONS

# 106,000

## Business Units

Students' Union-operated businesses generate revenue (helping to keep student fees lower) and provide over a hundred part-time job opportunities for students. They also help students affect the campus market—coursepacks, which are produced by the Students' Union and sold at the Bookstore, help keep the cost of course materials down, and their currency and relevance up. In addition to its own businesses, the Students' Union leases space to a number of retail and food tenants.

Profits from business and lease operations go directly offset the cost of our advocacy, student services, and building operations. Without this contribution, providing services at the level we do would require Students' Union fees to be approximately \$50 higher than they are currently.

Overall, net revenue from business and lease operations increased 8% to just over \$1.5M.

We closed Cram Dunk and Juicy, which were underperforming, and (after failing to receive a suitable external proposal for a coffee vendor) opened The Daily Grind. These changes were a great success, and resulted in a net improvement in our bottom line of \$130K.

Bar performance suffered overall, but we did see major improvement in Dewey's late in the year—not enough to overcome earlier performance, but boding well for the future. We are confident that bar operations will move to a profitable position in the near future after two years of small losses.

Retail units (SUBtitles, SUBmart, the Postal Outlet, and SUB-print) saw a small 2% increase in revenue, but a 28% increase in profits due to improved cost control.

## Service Units

The Students' Union offers members a wide range of services that exist to support students' academic, financial, and personal needs. Our services unit also provides job and professional development opportunities to more than 50 staff and 800 volunteers. No other student association in the country offers the range and depth of services we do.

As noted earlier, the Student Financial Aid Information Centre was transferred from being operated by the Students' Union to being a unit of the Registrar. It is hoped that this change will allow for more seamless and unified access to financial aid for students.

Significant changes to University policies surrounding student groups resulted in extra work for our Student Group Services unit, which approved the registration of 372 groups. While this number is still over a 100 groups more than five years ago, it has dropped from the peak of 450 groups reached in previous years.

## EXPECTED FINAL COST OF RENOVATION: \$14M

## RENOVATIONS COMPLETE JUNE 2015

## GRAND OPENING FALL 2015

THE STUDENTS' UNION, THE UNIVERSITY OF ALBERTA  
(Incorporated under the Universities Act of Alberta)

## CONSOLIDATED STATEMENT OF FINANCIAL POSITION

APRIL 30, 2014 WITH COMPARATIVE INFORMATION FOR 2013

	2014	2013
<b>ASSETS</b>		
Current Assets		
Cash	1,663,394	3,859,517
Accounts receivable	958,594	574,648
Due from the University of Alberta (Note 3)	3,156,433	-
Accrued interest receivable	401,738	410,941
Merchandise inventories	385,257	339,816
Prepaid expenses and deposits	498,716	159,951
<b>SUBTOTAL</b>	<b>7,064,132</b>	<b>5,344,873</b>
Investments	6,296,180	6,758,561
Capital assets	12,575,911	6,963,022
<b>TOTAL VALUE OF ASSETS</b>	<b>\$25,936,223</b>	<b>\$19,066,456</b>
<b>LIABILITIES</b>		
Accounts payable and accrued liabilities	1,606,827	1,440,875
Deferred revenue and deposits	1,847,312	1,651,562
Loans payable to the University of Alberta	6,233,334	-
<b>TOTAL VALUE OF LIABILITIES</b>	<b>\$9,687,473</b>	<b>\$3,092,437</b>
<b>FUND BALANCES</b>		
Invested in capital assets	9,499,010	6,963,022
Externally restricted funds	1,916,013	1,572,344
Student Involvement Fund	3,439,144	3,303,846
Internally restricted funds	(161,262)	1,689,847
Unrestricted Fund	1,555,845	2,444,960
<b>TOTAL VALUE OF FUNDBALANCES</b>	<b>16,248,750</b>	<b>15,974,019</b>
<b>LIABILITIES + FUND BALANCES</b>	<b>\$25,936,223</b>	<b>\$19,066,456</b>

## Events and Venues

The SU also operates venues such as Myer Horowitz Theatre, Dinwoodie Lounge, and SUBstage, as well as coordinating a variety of major campus events. These events are designed to welcome students to campus and engage students in life outside of the classroom. Programming varies from entertainment to friendly competition.

The annual core events program—Week of Welcome, Antifreeze, Campus Cup, the Singer/Songwriter and Comedy series, and Movie Nights—generally saw increased participation, with WOW growing substantially, and Antifreeze and Campus Cup hitting their enrolment caps.

Gross revenue from events and venues grew 7% while expenses grew only 3%, resulting in almost a \$50,000 decrease in the net cost of SU programming.

## HOUSING REGISTRY SEARCHES

# 153,389

## STUDENTS ATTENDING ORIENTATION

# 3168

## TOTAL NUMBER OF DODGEBALL PLAYERS FOR CAMPUS CUP 2013

# 1427

## Advocacy and Governance

Following the conflict over Lister Hall in 2012, the University, the Students' Union, and the Graduate Students Association developed a 'consultation framework' to delineate appropriate guidelines for student consultation on major changes to University practices and policy.

The Discover Governance unit created GovCamp, a professional development retreat designed to help Student Council and Faculty Association representatives be more effective in both SU and University governance environments.

In addition to assisting in the creation of an International Students' Association, the SU opposed increases to international student tuition and lobbied government for improved permanent residency and visa provisions for international students.

## VALUE OF GRANTS DISTRIBUTED TO STUDENT GROUPS

# \$95,000

THE STUDENTS' UNION, THE UNIVERSITY OF ALBERTA

## CONSOLIDATED STATEMENT OF OPERATIONS

YEAR ENDED APRIL 30, 2014 WITH COMPARATIVE INFORMATION FOR 2013

	2014					2013				
	INVESTED IN CAPITAL ASSETS	EXTERNALLY RESTRICTED FUNDS	STUDENT INVOLVEMENT FUND	UNRESTRICTED AND INTERNALLY RESTRICTED FUNDS	TOTAL OPERATIONS	INVESTED IN CAPITAL ASSETS	EXTERNALLY RESTRICTED FUNDS	STUDENT INVOLVEMENT FUND	UNRESTRICTED AND INTERNALLY RESTRICTED FUNDS	TOTAL OPERATIONS
<b>GENERAL REVENUES</b>										
Student Fees	-	2,323,701	-	6,815,471	9,139,172	-	2,275,680	-	6,690,478	8,966,158
Interest and dividends	-	-	82,909	119,571	202,480	-	-	113,270	163,047	276,317
<b>SUBTOTAL: GENERAL REVENUE</b>	-	2,323,701	82,909	6,935,042	9,341,652	-	2,275,680	113,270	6,853,525	9,242,475
<b>DEPARTMENTAL REVENUES</b>										
Business Activities	-	-	-	5,492,609	5,492,609	-	-	-	5,457,013	5,457,013
Programming and Event Activities	-	-	-	740,394	740,394	-	-	-	690,582	690,582
Student Service Activities	-	-	-	716,337	716,337	-	-	-	672,262	672,262
Central Support and Space Activities (including SUB)	-	-	-	527,063	527,063	-	-	-	519,690	519,690
Representation Activities	-	-	-	60,721	60,721	-	-	-	86,005	86,005
Reserve Activities	-	545	21,500	213,458	235,503	-	-	24,750	240,087	264,837
<b>SUBTOTAL: DEPARTMENTAL REVENUE</b>	-	545	21,500	7,750,582	7,772,627	-	-	24,750	7,665,639	7,690,389
<b>TOTAL GENERAL AND DEPARTMENTAL REVENUES</b>	-	2,324,246	104,409	14,685,624	17,114,279	-	2,275,680	138,020	14,519,164	16,932,864
<b>GENERAL EXPENSES</b>										
General Amortization	775,531	-	-	-	775,531	506,247	-	-	-	506,247
Interest on Long-term debt	-	-	-	174,083	174,083	-	-	-	9,504	9,504
Realized loss on disposal of investments	-	-	-	14,471	14,471	-	-	-	12,716	12,716
Unrealized (gain) on investments	-	-	(137,487)	(76,178)	(213,665)	-	-	(104,546)	(49,230)	(153,776)
<b>SUBTOTAL: GENERAL EXPENSES</b>	775,531	-	(137,487)	112,376	750,420	506,247	-	(104,546)	(27,010)	374,691
<b>DEPARTMENTAL EXPENSES</b>										
Business Activities	-	-	-	3,989,349	3,989,349	-	-	-	4,062,576	4,062,576
Programming and Event Activities	-	-	-	748,608	748,608	-	-	-	745,821	745,821
Student Service Activities	-	-	-	1,479,335	1,479,335	-	-	-	1,387,042	1,387,042
Central Support and Space Activities (including SUB)	-	-	-	2,388,886	2,388,886	-	-	-	2,307,053	2,307,053
Representation Activities	-	-	-	616,448	616,448	-	-	-	647,295	647,295
Reserve Activities	-	1,980,577	106,597	4,779,326	6,866,500	-	1,696,037	89,943	4,555,008	6,340,988
<b>SUBTOTAL: DEPARTMENTAL EXPENSES</b>	-	1,980,577	106,597	14,001,952	16,089,126	-	1,696,037	89,943	13,704,795	15,490,775
<b>TOTAL GENERAL AND DEPARTMENTAL EXPENSES</b>	775,531	1,980,577	(30,890)	14,114,328	16,839,546	506,247	1,696,037	(14,603)	13,677,785	15,865,466
<b>NET REVENUES</b>	\$775,531	\$343,669	\$135,299	\$571,296	\$274,733	\$506,247	\$579,643	\$152,623	\$841,379	\$1,067,398