



*University of Alberta Students' Union*

# **STUDENTS' COUNCIL**

**Tuesday, April 11, 2017**

**6:00PM**

**Council Chambers, University Hall**

## **LATE ADDITIONS (SC 2016-24)**

**2016-24/1      SPEAKERS BUSINESS**

**2016-24/2      PRESENTATIONS**

**2016-24/2c**      The Gateway's 2016/17 UASU Council Awards, sponsored by VP PACHES

This presentation will unveil the recipients of numerous high-prestige awards that recognize highlights from this year's UASUSC.

**2016-24/3      EXECUTIVE COMMITTEE REPORT**

**2016-24/4      BOARD AND COMMITTEE REPORT**

**2016-24/5      OPEN FORUM**

**2016-24/6      QUESTION PERIOD**

**2016-24/7      BOARD AND COMMITTEE BUSINESS**

**2016-24/8      GENERAL ORDERS**

**2016-24/9      INFORMATION ITEMS**

**2016-24/9l**      2016 - 17 SU Executive Highlights and Goals Summary

Please see SC 16-24.18

**2016-24/9m**      Budget Principles 2017/18

Please see SC 16-24.19

**2016-24/9n** Report from the Vice President External

Please see SC 16-24.20

**2016-24/9o** EMP Fest Impact Report

Please see SC 16-24.21

SC 16-24.18

2016/17

## STUDENTS' UNION EXECUTIVE GOALS SUMMARY

The University of Alberta Students' Union is a student-directed organization, with its executives elected annually to steer the \$11 million organization to serve students best. As the 2016 - 17 executive complete their term, here are a few highlights from the year. A significant amount of progress can be seen under these three pillars of the student experience: respecting student agency and autonomy, building foundations for success, and aligning with student needs. Here is a brief snapshot of our successes this year, as they relate to these core pillars.

### RESPECTING STUDENT AGENCY AND AUTONOMY

- Seeing the Board of Governors continue the Declining Balance Lister meal plan over the Anytime Dining version
- Giving students improved oversight over Mandatory Non-Instructional Fees (MNIFs) through a new reporting structure on student fees
- Recognizing Departmental Associations and supporting their role as student representatives
- Bringing back the Lister Hall Students' Association
- Ensuring students have more autonomy on student group discipline and recognition

### BUILDING FOUNDATIONS FOR SUCCESS

- Giving students a better learning environment, with investments of over \$149 million to address deferred maintenance in campus buildings
- Advising the provincial government directly on post-secondary mental health, including a continued \$3.6 million towards campus mental health support
- Keeping post-secondary more affordable for students through an extension of the tuition freeze
- Running the InterD Conference in collaboration with the Provost's Office, investigating ways of integrating interdisciplinary learning across our university
- Supporting Indigenous learners' access to post-secondary education across Canada with over \$90 million in funding support for the Post Secondary Student Support Program

### ALIGNING WITH STUDENT NEEDS

- Launching the first ever GovWeek, highlighting pathways for diverse representation
- Releasing the first season of the Students' Union Podcast, The Voice of the Union
- Updating the identity of RATT, alongside significant renovations
- Conducting studies on the feasibility and impact of the Myer Horowitz Renovations
- Continuing to give students affordable transportation by renewing and expanding the U-Pass

Fahim Rahman  
PRESIDENT

Marina Banister  
VP ACADEMIC

Michael Sandare  
VP EXTERNAL

Robyn Paches  
VP OPERATIONS & FINANCE

Francesca Ghossein  
VP STUDENT LIFE

March 17<sup>th</sup>, 2017

**To:** Finance Committee

**Re:** Recommended Budget Principles 2017-18

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## **Budget Principles 2017-18**

This is intended to serve as an outline of the fiscal priorities of the University of Alberta Students' Union for the fiscal year beginning May 1, 2017 and ending April 30, 2018. This document is legislated under Students' Council Standing Orders, and is mandated as a responsibility of the Vice-President (Operations and Finance) under Bylaw 1100.

### **Preamble**

The Students' Union is guided by our Strategic Plan. Our mission is to serve, represent, and engage students. The four pillars that support our mission are:

- Services and businesses
- Events and programs
- Building space
- Advocacy

Our guiding values are:

- Do what's right, not what's easy
- Inspire change for the world
- Act with unbridled compassion
- Always keep moving
- Plan for tomorrow

Our critical success factors and goals are:

- Supporting students
  - o Student opportunities
  - o Governance support
  - o Inclusivity
  - o Mental health
  - o Social needs
  - o Just treatment
- Increase our relevance to, and connection with, our members
  - o Focus on social media
  - o Mobile-friendly communication
  - o Alumni connection
- Collaboration
  - o Credibility and stability
  - o Unique systems and expertise
  - o Active collaboration
  - o Research leadership
- Build organizational capacity
  - o Non-student revenue
  - o Business improvements
  - o Capital asset maintenance
  - o Staff restructure
  - o Advocacy resources
  - o Human capital
  - o Sustainability

The Students' Union consists of the following departments and units:

- **Students' Council**
  - o Speaker of Students' Council, Council Administration Committee
- **Executive Committee**
  - o VP Academic, VP External, VP Operations and Finance, VP Student Life, President
- **Discover Governance**
- **Elections Office**
- **Research and Political Affairs**
  - o Council of Alberta University Students, Canadian Alliance of Student Associations
- **Services: Operations**
  - o InfoLink, Student Group Services, Jobkin, Renting Spaces, InfoLink registries
- **Services: Leadership and Recognition**
  - o SU Awards, Alberta Student Leadership Summit (in conjunction with the University of Alberta), Student Group Granting, Co-Curricular Record, Emerging Leaders Program
- **Services: Involvement**
  - o Safewalk, Sustain SU, Peer Support Centre, Orientation
- **Businesses**
  - o SUBmart and SUBtitles, SUBprint, Canada Post Outlet, Room at the Top, Dewey's, L'Express, L'Express Catering, The Daily Grind, The Undergrind
- **Entertainment: Programming**
  - o Week of Welcome, Antifreeze, Campus Cup, other programming as needed
- **Entertainment: Venues**
  - o Myer Horowitz Theatre, Dinwoodie Lounge, SUBstage
- **Marketing and Communications**
  - o Student Handbook, Design Studio, Sponsorship, SUTV
- **Facilities and Operations**
  - o Facilities and Maintenance, Room Rentals, SUB Tenant Leasing
- **Administration**
  - o Administrative Support, Accounting, Human Resources

### Fiscal Considerations

Budget principles shall outline the basic direction for creation of the budget. The following adjustments lie outside of budget principles and, while they should be considered in the submission, are at the sole discretion of Students' Council and/or any other legislative body outlined in Bylaw:

- Alberta Consumer Price Index (ACPI) calculations for 2016-17
- Total membership revenue based on enrolment estimates from the Office of the Registrar
- Changes to the Post-Secondary Learning Act by the Government of Alberta
- Students' Union Membership Fee increases (beyond inflation) and decreases
- Students' Union Dedicated Fee increases (beyond inflation), decreases, creation, and/or elimination

## Principles

1. In the event that a section of this document conflicts with any other section, the Finance Committee shall identify such a conflict and propose any necessary changes in the presentation of the final budget.
2. Total operating and capital expenditures will not exceed the amount of total operating and fee revenues. The only exception to this would be council-approved capital purchases that do not cause a deficit on an accrual basis.
3. Capital budgeting shall be apportioned at the discretion of the Financial Controller and Vice President (Operations and Finance) after the operating budget has been created. Using the set amount of capital funds allocated, decisions for use of capital funds shall be made by the Core Manager responsible for each unit.
4. The Students' Union shall not budget for a deficit in its operating and capital budget. Growth in a department shall be offset by a variety of strengthened revenue streams in that department, where possible.
5. All departments must work within the mandate of the Students' Union; activities or operations deemed to be beyond its scope shall be eliminated. The 2015-2018 Strategic Plan shall be used as a guide to assess relevance and value prior to such decisions.
6. External entities such as dedicated fee units and operating grants shall be managed as per existing Students' Union Bylaws and applicable contracts.
7. Unless otherwise noted, operating and fixed costs increase at a rate relative to the previous fiscal year no higher than inflation for the province of Alberta; activity of the Students' Union will continue in a manner consistent with the precedent set in previous fiscal years.
8. The Students' Union shall implement all necessary financial restraints and audits as required by the Post Secondary Learning Act and its own Bylaws and Standing Orders.
9. Unionized staff costs shall change as specified in the CUPE (Canadian Union of Public Employees) collective agreement. Managerial and other union-exempt staff who are not term staff are entitled to a merit increase in accordance with their respective employment agreements, appraisal outcomes and cost of living adjustments (based on ACPI). (Edited)
10. Operating and dedicated fees shall increase in accordance with the Students' Union Bylaw 3000, as set out in the 1992 referendum approving increases based on the Alberta Consumer Price Index. Based on estimates, ACPI for 2017-18 will be approximately 1.5%. (Edited)

11. In addition to ACPI increases, the Students' Union's Membership Fee shall increase by no more than an additional 10%, as approved by Students' Council, in direct response to the Alberta government's long-term plan to increase minimum wage. (**Edited**)
12. Resources shall be made available for recurring projects of the Executive Committee, provided they can show need for such resources and consistency of such projects.
13. Resources will be made available for the Executive Committee to build positive relationships with important stakeholders. Examples include Faculty Associations, Residence Associations and members of the University of Alberta Board of Governors. (**New**)
14. Resources shall be made available to promote and enhance visibility and constituency engagement for members of Students' Council.
15. Recurring, annual expenses of Students' Council shall be budgeted for outside of resources made available to promote and enhance visibility and constituency engagement for members of Students' Council. (**New**)
16. Resources will be made available for the translation of all Students' Union bylaws and policies into French. (**New**)
17. The Students' Union shall allocate resources to provide sufficient staffing to support student governance objectives.
18. The Students' Union shall allocate resources to increase the salary of Executive elected positions to bring the remuneration in line with the provincial average. (**New**)
19. The Students' Union shall allocate resources toward professional advice and services as they relate to advocacy.
20. Resources shall be made available for increased administration of student groups, should the Students' Union need to increase capacity in Student Group Services.
21. The Students' Union business units shall not budget for a deficit prior to cost apportionment allocations. All reasonable attempts to maximize the profitability of these business units, consistent with the mandate of the Students' Union as a service provider, shall be made.
22. The Students' Union shall allocate resources toward customer experience & retention improvements in its licenced establishments. (**Edited**)
23. The Students' Union shall allocate additional resources and staff towards the promotion of its business units.

24. The Students' Union shall allocate additional resources toward front-facing visual and operational improvements for its businesses and venues. (**Edited**)
25. Where possible, all entertainment units shall plan to recover all costs. Admission sales, sponsorship, and donations are acceptable sources of revenue.
26. The Students' Union shall make resources available towards a renovation to the Myer Horowitz Theatre and its corresponding capital fundraising campaign. (**Edited**)
27. Costs associated with Marketing and Communications, Facilities and Operations, and Administration shall be apportioned to all departments of the Students' Union based on usage.
28. Resources will be made available to provide honorariums for Elders to attend relevant meetings and events of the Students' Union. (**New**)
29. Resources will be made available for piano and microwave repairs that fall under Students' Union responsibility. (**New**)
30. Steps shall be taken towards the creation of a client services program for the purpose of creating efficiency and value for the booking of conferences and other multi-step events in the Students' Union Building.
31. Resources shall be allocated towards improving the audio and visual components of the Students' Union's venues.

Removed - 2017/18

1. In line with Operating Policy 5.12, non-academic materials offered for sale shall have price increases approved by the Core Manager responsible for that unit when necessary to balance annual expected revenue with expected costs. Where costs have increased in academic material areas, there shall be a marginal increase to compensate. (**Already in Operating Policy**)
2. The Students' Union shall allocate resources toward professional advice and services as they relate to advocacy. (**In the SU structure**)
3. New lease space shall be available in the Students' Union Building and may need to be funded accordingly. (**Completed**)

Apr. 11th, 2017

To: Students' Council  
Re: Report to Students' Council

### **Council Report #23: Season Finale: Gone But Not Forgotten**

Hello Council,

I hope you have been well. As we all know this is the final council meeting of the 2016-2017 year. It has been a pleasure working with you all over the course of my term as Vice-President (External), we've had ups and downs, but most of all we have moved forward. It has been incredible working to improve the student experience, step by step, over this past year. We have seen some big wins in the provincial and federal budgets, and the ground has been set for bigger and better wins in coming year (grants I am looking at you)! I feel absolutely blessed to have been apart of such a driven and passionate executive team, as well as provincial and federal advocacy teams over the course of my term. Through this portfolio, with the help of all of you, we have seen the first iteration of *EMP FEST*, an *extended tuition freeze* acting as a springboard towards a new tuition model, increased *deferred maintenance funding* for buildings and labs in need of repair, federal investment in *indigenous education*, huge steps towards a *new mental health funding model*, increases in *Student Financial Aid*, among other massive changes through government to the post-secondary system. Advocacy is a team sport played by individuals in a ring, we push as hard as we can to move the dial, then we tap out and swap places with someone just as strong to move the dial forward again. I am proud of this year, our year. We have carried the spirit of 36,000 students (see: DBZ Goku v. Frieza) to our nation's highest structures of power and influence, and made change at its highest levels. Because of us post-secondary education for our fellow students has been left in a better place, and I leave happen knowing it will only go up from here. So here's to us - students and leaders - I am proud of all that has been done this year, and I know you are too. Together, we've worked to make things better.

Here is a quick recap of the past couple weeks before we go:

#### **CAUS - Advocacy Week**

Over the past week Fahim and I, along with your incoming representatives Reed and Marina, have been busy participating in the last Advocacy Week of the 2016/2017 term. Over the course of the week we discussed improvements to post-secondary education such as: new *Tuition Models* (Domestic and International), *Market Modifiers*, *Mandatory*

*Non-Instructional Fees (MNIFs), Increased Student Financial Aid (ON/NB “Free Tuition Model” of grants, and student loans), Changes to University Governance (the Inclusion of more student voices on Boards and Committees), Mental Health Funding Models (per-student funding), as well as the Importance of Student Employment (extensions to the Summer Temporary Employment Program [STEP], among others).*

I had a very busy week having met with the Minister of Advanced Education, the Leader of the Liberal Party, the Wildrose Caucus, the Progressive Conservative Caucus, as well as a number of New Democratic Party MLAs. We had very productive meetings with members from all sides of the house, as well as all sides of the province. A truly spectacular way to finish off the year.

### **EMP FEST Impact Report**

Attached to this agenda is the EMP FEST Impact Report: an overview of the Students' Union's very first employment festival. A quick overview of the report is as follows:

EMP FEST was an incredible successful first time event planned and organized by the Students' Union Vice-President (External) it had:

#### Events

- **24 events** held throughout the week by *Student Clubs/Organizations, University Bodies (Career Centers, UA International, Alumni Relations, eHUB), as well as the Students Union*

#### Attendees:

- **731** in-person students attend (averaging to ~30 students per event)
- **1,234** individuals interact with EMP FEST, *when counting Facebook Livestreamed Keynote Events* (averaging to ~50 individuals interaction per event)

#### Student Feedback on Events:

Throughout the festival, in-person attendees were given surveys to fill and the results are as follows:

- Of the 731 attendees - **139 students** filled the survey. The averages on their answers to questions (out of 5) are:
- *How would you rate the event content: 4.27*
- *How prepared were the presenters: 4.60*
- *How much did the [event attended] help with employment: 3.86* - (note\*: many stated it was too early to truly know the answer to this question)
- *How was the overall event [you attended]: 4.32*
- Of the respondents **92%** surveyed said they *would attend more EMP FEST events*

#### Festival Financials:

Due to changes made to reduce the cost of the event, as well as to accommodate for delays in marketing due to capacity constraints in the department - the festival came in well under-budget.

**In fact, EMP FEST made the Students' Union Money.**

Due to a mix between fundraising efforts and Alumni Sponsorship, the Vice-President (External) was able to ensure that a employment festival for students, by students, did not cost the student body a penny.

The Financial Break-Down is as follows:

*(\$5000 Alumni Grant + \$728 earned from Networking Night) - \$4,903.98 festival cost  
= \$824.02 Revenue*

Total Cost of the Festival: \$4,903.98

57.9% in Venue Costs | 13.9% in Marketing Costs | 28.1% in Miscellaneous Costs

When organizing the festival the Vice-President (External) wanted to ensure that the festival would be able to take place at the lowest cost to students. Because of this he sought out sponsorship funding to help hold the festival, in addition he charged employers attending the Networking Night to *offset the costs* of venue and catering for the event.

#### Summary

Over all the first ever EMP FEST was an absolute success. With **92%** of student attendees wanting to attend more EMP FEST events, as well as having **earned revenue** from the festival (without charging students a penny) - EMP FEST has proven itself to be a sustainable festival with great interest. Mike Sandare has begun talks on ways to ensure the festival continues on into the foreseeable future.

#### The “Farewell”

A wise man once said “Advocacy is a Lifestyle” - and it truly is. A key component to ensuring changes are made is that we have a diverse representation of students at the table. This means People of Colour, Women, Indigenous, Non-Binary, Low Income, Working Class, Rural, International, Domestic, Religious and Non-Religious (the list goes on) students alike are necessary in the creation of the changes that we make. The most interesting part of being a student advocate is representing all of the voices in our community, and I am happy to say that the policies recommendations put forth this year on the institutional, municipal, provincial and federal levels reflected that. I am excited to see what next year’s Executive Team, Students’ Council, CAUS and CASA members put forth as their priorities - and I have faith in their decisions.

This year has been exciting. Filled both with wins and difficulties to surmount. I am proud of the work I have done, and more so, I am proud of the work **we** have done, as an Executive Team, as a Council and as a Collective. We strove to go above and beyond, and we did. We strove to extend our reach to the stars above; Council my Council; we pushed to blast off at the speed of light. Thats right! But in all honesty, it has been a pleasure working with you. I have learned much and grown more, thank you for your hardwork and dedication! But we’re not finished yet! I look forward to being your Board of Governors Representative.

“To grow is to change, and to change is to perfect.”

-Mike Sandare (Vice-President (External) 2016-2017)

# EMP FEST IMPACT REPORT

How the Employment Festival Fared on Campus

# Vision Of EMP FEST

- EMP FEST is a weeklong festival aimed at addressing student employment by encouraging students to think about employment
- **5 Pillars of EMP FEST:** showcase the diversity of employment, help students define a career path post Post-Secondary Education, to ensure students are aware of resources available..., provide access to professionals in diverse range of fields, highlight versatility of skills and how they can apply to other career fields
- **Three Target Audiences:** Early, Middle and Late Career Development

# Timeline of EMP FEST

- Initial Ideal for EMP FEST - *Early June 2016*
- Festival Ideation - *July 11th, 2016*
- Festival Marketing Conversations begin - *August 8th*
- EMP FEST Advisory Committee Applications - *October 23rd*
- EMP FEST Event Application Form Release - *November 28th*
- EMP FEST Events Finalized - *January 15th*
- EMP FEST Marketing Finalized - *January 20th*
- EMP FEST Festival - *Feb 6th-10th*

# EMP FEST Events

- EMP FEST had a total of **24** events throughout the week
  - Organized by: Students' Union, Alumni Relations, Career Centre, University of Alberta International, Human Ecology Students Association, eHUB, Engineering Career Centre, Arts Career Centre, UAHRMA, AlbertaSat
  - Diverse range of events allowed groups to showcase forms of employment, skills building and connection to professionals in various fields
- EMP FEST saw a total of **731** in-person student attendees (this averages to ~**30** students per-event)
- The Keynote EMP FEST events were **livestreamed to Facebook** adding the number of views recorded at the end of the week EMP FEST interacted with a total of **1,234** students over the course of the week (averaging ~**50** individuals interacting per event)

# Student Feedback on Events

Of the 731 attendees - **139 students** filled out the survey

The questions (asking about events they attended) with averages out of 5 are:

- How would you rate the event content: **4.27**
- How prepared were the presenters: **4.60**
- How much did the [event attended] help with employment: **3.86**
- How was the overall event [you attended]: **4.32**
- Of the respondents to the survey **92%** said they would attend more EMP FEST events

# Festival Financials

One of the key goals of EMP FEST was to ensure that an employment festival for students - organized by students - required little or no cost for students to attend.

Throughout the festival changes were made to ensure that the initiative was as **cost efficient** as possible.

- This was done through **sponsorship**, as well as **charging professionals** to ensure high cost events such as the Networking Night were **free for students**
- The **Students' Union events**, like most others, came at **no cost**. However hosts/organizers were given the opportunity to **choose** to charge for their events.

# Cost Breakdown

In the final weeks of the event the festival organizer made changes to reduce the cost of the event, as well as to accommodate for delays in marketing due to capacity constraints in the department. Because of this, the festival came in well under-budget.

In fact, due to last minute changes, EMP FEST made the Students' Union money  
*( $\$5000$  Alumni Grant +  $\$728$  from Networking Night) -  $\$4,903.98 = \$824.02$  Revenue*

Total Cost of the Festival: **\$4,903.98**

57.9% in Venue Costs | 13.9% in Marketing Costs | 28.1% in Miscellaneous Costs

# Festival Feedback

To ensure that critical feedback on the festival was gathered from individuals in all aspects of the initiative, we sent out a survey to all of the host/organizers of the EMP FEST events to see what could be improved. I am glad that the survey received useful critiques and ideas on areas of improvement.

The survey collected responses through: *Likert Scale*, *yes/no/other*, and *long answer*

These have given me great insight into what can be improved upon

# Festival Feedback Cont. (Likert Scale)

The **Likert Scale** asked participants to rate three areas: Festival Organization, “Fit” of event into EMP FEST, and rating the festival as a whole.

The averages to the responses (out of 5) are as follows:

Organization of the festival: **2.80**

“Fit” of event into festival: **4.00**

Rating the festival as a whole: **3.00**

# Festival Feedback Cont. (Yes/No/Other)

To build on the questions in the area above there were a few **Yes/No/Other** questions to gain more insight into the Likert Scale responses - these touched on the utility of the festival and whether it helped encourage overall participation.

The responses are as follows:

- Would you have hosted your event without EMP FEST(...): *40% Yes/40% No/20% Maybe*
- Do you think EMP FEST helped increase the number of attendees to your event: *10% Yes/ 60% No/ 30% Maybe*
- Do you think EMP FEST helped increase the visibility of your event: *20% Yes/ 40% No/ 40% Other*

# Festival Feedback Cont. (Long Answer)

The final section of the survey involved a **Long Answer** section. This section was meant for respondents to provide more in-depth criticism of the festival in order to both expand on their previous responses and provide the organizer with areas of improvement.

The long answer feedback fell into three themes, seen below:

Larger Timeframe | Stronger Marketing + Communication | Coordination + Organization

**Larger Timeframe:** Many identified the timeframe for events and outreach was too small

**Stronger Marketing + Communication:** Many noted a lack of marketing and visibility

**Coordination + Organization:** Many recommended more centralized coordination of marketing and registration before and during festival

# Festival Summary

Overall the inaugural EMP FEST was a **success!**

The response from **students** was **overwhelmingly positive**. With the majority of them **looking forward to attending future events.**

Though the organizer would have preferred for the festival financials to stick more closely to the initial budget, he is happy to report that the festival was **cost effective**, and **easy on the student dollar** and made **\$834.09 in Revenue**.

The festival received *very insightful criticism* from its hosts and organizers. This feedback has outlined three areas of improvement: Larger Timeframe | Stronger Marketing + Communication | Coordination + Organization. This helpful feedback is being taken seriously, and will ensure future initiatives run more smoothly.