



Board of Directors Meeting Minutes February 7th, 2011

Board of Directors Meeting-Friday February 7, 2011

Mimi Corporate Relations Manager-Motion for corporate relations team to pursue application to transition into Salesforce (sales database program).

In favour: 12
Opposed: 0
Absentions: 0

Motion Carries

Questions:

Q:Johannes-How will Salesforce transition from this year's CR team to the next.

A:Mimi-This year's team will move this year's excel files and google documents into the database. Next year's team will do the same for their year.

Q: Lucas: Does Salesforce require a contract?

A: Mimi: Salesforce salesperson did not specify. It will be fine for this year.

Derek from Student Experience Research Advisory (SERA)

Main Objective: Research group on student concerns in Sauder. Give students a voice. A multi-faceted avenue for learning.

Can we get \$10, 000

Questions

Q: Veronica: How many grants have you applied for and how confident are you that you will get money?

A: Derek:

Q: Daria: How do students join SERA?

A: Students apply online through workstudy/worklearn

Q: Daria: Other techniques outside of focus groups you use for research?

A: We also implement surveys

Q: Lucas: If we give you the money, how much of your services could we get?

A: We would do quite a bit of work, in proportion to amount of money given?

Q: Connor: Where would our money go to outside of wages?

A: CUS would support would go towards UBC Work Study Subsidy

Q: Paulina: Is there something that could be done to address potential email overload?

A: We will only send emails when absolutely needed and adjust frequency as needed



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Q: Johannes: If we didn't fund you what would happen?

A: We would have to hire less people. Would decrease quality of research

Q: Connor: Can you do this for free or cheaper?

A: Workstudy requires that it's paid at such a level

Q: Chrisanne: Have you been doing projects for any other faculties?

A: No

Q: Lucas: What if you partner with bigger marketing agencies. Doing so would benefit students better through the potential connections made

A: There is intrinsic value in that system as well as the value in getting paid for work.

Discussion:

Lucas: I really liked SERA. But I don't see the money returning enough value to the students. I don't see how much they would value from this directly.

Dylan: I have never heard a proposal to contribute our money to student wages in an initiative.

Daria: I really like this initiative. We normally give large amounts of money to conferences that take up one or two days. Whereas this program spans the year. I like that.

Connor: People I know in SERA have never said they need money.

Chad: Funding SERA is only putting money into pockets of students who work at SERA. I do not see value in this.

Jacky: I believe the wages may be inflated.

Johannes: I have not heard enough proof that they need our funding.

Be it resolved that the CUS BOD sponsors at least \$1 towards SERA.

In favour : 3

Opposed : 7

Abstentions: 2: Chad, Tim

Motion does not carry. CUS will not sponsor SERA.

Dylan presents for Sauder External Case Competition

-Case competition, not done on a large scale, large enough for yearly continuation



-Case competition focused on current issues in BC

Questions:

Q: Lucas: Is this purely a case competition or will it include a conference?

A: Dylan: Take a key firm in a case and get them to speak and create a conference

Q: Daria: You say that you want the competition to be on an international level, however, how is this done with a competition based on BC issues?

A: Dylan: We will use BC issues that resonate on a worldwide level. I don't want to give Sauder an upper hand through BC issues.

Q: Veronica: Will BC issues be marketable throughout the world?

A: Dylan: BC deals with issues that the rest of the world deals with. I think it will be interesting.

Connor: This will kill JDC West. Unless we have a solid idea, sponsorship lined up and faculty support, we should not vote towards this.

Daria: Will this happen instead of Enterprize?

Dylan: If it means that some of the funding comes from what would be Enterprize funding, that would be unfortunate but I am not intending on taking money from Enterprize

Discussion:

Lucas: If you talk to Sauder students who have done international case competitions and get them to speak to faculty at those schools, the word will spread and people will come. I think we should only have one team per school at this point.

Klazina: You should solidify which issue you want to address. I'm not sure if there's a way to merge the plan for a senior and junior division.

Alex: Without a major corporate sponsor there could be a detrimental effect on student interest

Lisa: It may be hard to attract 1st and 2nd year students because you are competing against every pre-existing service at UBC

Connor: You should focus on one topic. I encourage you on trying not to be everything to everyone.

Chad: Narrow the scope. You said that you didn't compete with JDC West. But you could. You also can't make a prestigious conference in a year. It takes a long time to gain prestige.

Chrisanne: You could start with the conference being international now. But the last thing that you want is a huge international conference in its first year of running that fails.



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Klazina: Why are you set for November?

Dylan: I feel that September and October does not give adequate time to prepare students. December has exams.

Chad: The CUS Constitution

-Referendum passed

Discussion about Associate Vice Presidents in portfolios for next year

Lucas: Do we need more positions?

Chad: We're not making more positions, just merged and dropping preexisting positions.

Connor: Can you create job descriptions to have a detailed description of roles?

Chad: Yes I can do that.

In Camera