



commerce  
undergraduate  
society

## CUS Board of Directors Minutes

July 18<sup>th</sup>, 2011

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**Start Time: 6:50**

**Present: Jackie, Johannes, Chrisanne, Vitor, Klazina, Anna, Enzo, Mandy, Lilian, DavidH, Tim, (Sara), (Chris), (DavidL), (Andrea)**

**Late:**

**Regrets: (Dylan), (Julie), Jacky**

### **Call to order and adoption of the agenda**

- Attendance
- Approval of Minutes
- Adoption of the Agenda

### **Portfolio Updates**

- Chrisanne: working on feedback forms for evaluations; getting emails re: admission problems
- Enzo: will be talking to Tyler and DavidH and working with them in the near future
- Mandy: updating the Facebook page
- Lilian: building committee- Emily, David, and I are going to visit the lounge soon
- DavidH: Met up with Tyler; CSSEC meeting happened; building lounge meeting went well
- Johannes: most of my updates are in the exec minutes; working on the board reform, CSSEC, etc
- Tim: sent the AMS report to the exec and board members; met with the architects to talk about the CUS lounge; BOC- David and I talked about the clubs policy and how to address it; want to accommodate the best way to deal with clubs expecting additional funding; we're looking to formalize a guideline for this for the rest of the clubs so they can understand the rules and regulations for acquiring funding from the CUS
- DavidL: (same update as Tim re: the clubs policy)
- Vitor: MBTI training will likely be August 15<sup>th</sup>, have to confirm rescheduling a presentation for that date
- Andrea: helping the CR team coordinate the CR package; hoping to start sponsorship meetings this week; helping with Ignite sponsorship; assisting the portfolio
- Chris: getting some website development done soon; going to have photo galleries;

- CUSore coming along; going to have merchandise soon
- Sara: working with my portfolio; CSSEC is going well; recruiting writers for the survival guide; starting up a health and wellness committee, maybe would like to discuss this at the next board meeting
- Klazina: met with Anna and Alumni Relations; working on some fourth year stuff
- Anna: met with Klazina for fourth year development

### **PRICC Presentation- Justin & Peter (see last PRICC powerpoint)**

- Want to expose Sauder and demonstrate prestige; we feel an international case competition would allow us to show Sauder's prestige
- We want to give case exposure to Sauder
- Our goal is for 12 schools to attend
- We are looking at a \$69,000 budget (includes hotels, gala, etc)
- For funding, from the CUS we're looking for \$15,000; we are also looking to match the same amount from Sauder, \$9000 will come from delegate fees, \$37,500 will come from the business community
- In terms of a timeline, many things have to start as soon as possible
- We're looking to recruit schools right now- this is the biggest concern we have right now
- We are looking to recruit major schools who will attract other schools to come should they commit
- We're meeting with Ruth soon re: getting funding internally from Sauder and externally speaking with potential sponsors
- Looking to collect deposits by mid-October/ November
- We've been receiving a lot of interest in sponsorship thus far; we're confident that we're on track with this matter
- We currently have tiers of sponsorship (Gold, Silver, Bronze)
- Looking to have speakers from our sponsor companies to come in and interact with the students who attend
- As of next year, we are hoping to add this conference to the CUS portfolio; right now it is under the consulting club umbrella
- We're looking to keep it to the Pacific Rim but variations can occur each year
- Hoping to have major schools committed a month from now
- The biggest challenge right now is recruiting schools
  - Should this remain the case, the best option would be to hold this conference next year
- Our overall long term vision is to see this competition go forward and grow
- We will be able to strengthen ties with the business community, Sauder, rest of the students

### **Questions**

- Johannes: It would be great to pursue an international competition overall; the execution however is what I'm concerned about- with many of these multi-day

conferences/ competitions (i.e. Enterprize), you're looking at a budget three times as big as your budget, I'm just worried this is an underestimation. What is the most accurate number we can get when evaluating how much this is going to cost?

- we're looking at hosting only twelve students versus say, 200 students; we also are wanting to host at the school (UBC) and not a hotel
- we'd like to bring out a sponsor and take international students on a tour of the city (\$70-\$100 per person)
- all of the meal events we're hoping to have sponsored
- The first day has a tour and welcome dinner event; I budgeted that every student arrives on time for both of these and all attend these events
- Day two has a breakfast event followed by the first 5-hour case followed by a dinner event; the second day is identical to the first day
- On Friday morning the finalists will start their 24 hour case final
- After lunch the schools not in the finals would be able to explore the city
- Saturday morning the finalists will be wrapping up; other teams will have more time but will all have to go to the breakfast event
- Around noon everyone watches the final presentations, then a leisure event may take place (i.e. a visit to the Capilano suspension bridge); afterwards there would be the gala
- The night event- we won't be able to rent a place since there are fewer competitors so we'd maybe go out somewhere
- We are contemplating a farewell breakfast event and then the competitors are free to stay in Vancouver or go home on the final day
- We quoted about \$6 per person for a large group breakfast
- DavidL: where is the breakfast being held?
  - One of the conference rooms at UBC and it'd be catered
- DavidL: \$6 is including tax and gratuities?
  - Yes; this is also more of a continental breakfast
  - These meals may also be subsidized by sponsors
  - We're hoping for conference room fees and other facilities will be donated by Sauder
- DavidL: I think the budget looks good
- Klazina: have you talked about costs of the cases and their development?
  - We are hoping sponsors will donate their time to write the cases; otherwise the writers most likely would be Sauder students and faculty members
  - This estimated cost could be volatile
- Peter: we are hoping to find a website developer to do the website for less than what we have estimated in our budget
- Klazina: what's the value in doing two cases vs. one?
  - People are flying in from far away; more case exposure would add value to their trip
- Klazina: are you testing different skills, etc by having multiple cases?
  - Yes, we'd like two cases to give us room to test different things; the final case may or may not relate to the two preliminary cases
- Johannes: if this is super successful, what is the impact for students?

- A lot of prestige is coming with these case competitions; a lot of the high caliber students from international schools love these case competitions and therefore would likely attend
  - We want to capture the shift of culture to case-based learning; this allows us to teach applicable skills to students; this puts Sauder on the map
- Enzo: If I had an area of concern, it would be that this is a much smaller-scale competition with only a few people competing from each school- the purpose is to bring value to the school and students, but if there are only four people in the end, would there be enough interest?
  - I think there is strong interest in seeing this happen because there are major companies coming in, and seeing the school have such pride in being able to put on a conference such as this- we want to set the stage and see the scale of this competition and observe the speakers, etc; there is definitely more interest from the more senior students when it comes to case competitions it seems
  - There are smaller opportunities to get students involved as well
- DavidL: what kind of networking events are scheduled for competitors, students, spectators, etc?
  - While the competitors are doing their final case, the main gala sponsor is going to be briefing everyone on the scenario and what happened; this is a great time for spectators to come in and interact with the company and the judges; networking takes place during the dinner events but can work more networking into this plan
- DavidH: how big is your organizing team?
  - Three or four more will be coming on board for marketing, case writing, etc
- Lilian: are you also looking for volunteers?
  - Yes; 20 volunteers roughly
- Chris: is this a Sauder or CUS event and if it's CUS how much exposure will we get?
  - This can be discussed further; our focus is on the students
- DavidH: is this will be a long term thing, will you be proposing the same long-term commitment from the dean's office?
  - Absolutely; with the new dean coming in, we'd love to get them on board and it'd be a great way for the new dean to introduce themselves to the rest of Sauder
- Lilian: have you thought about merging with the MBAs?
  - We don't know what the MBAs are up to right now and we're very different; it's possible but right now we're focusing on this project
- Johannes: what do you want from us?
  - \$15,000 as well as marketing support from the CUS; getting contacts as well would be nice

### Discussion

- Lilian: My general thoughts- I like the concept, they were very well prepared but I am hesitant to give \$15,000 to a new venture given we gave less to other established organizations

- Sara: how much did we give to ISES?
  - \$5-\$10,000
- Sara: we want to know how this is benefiting students
- Klazina: in terms of the competition, I support it, but in terms of funding it I'm not sure if we should; I'd like to see what Sauder would give before committing to a set amount
- Chris: CUS isn't going to get the same amount of exposure as Sauder so it doesn't make sense for us to contribute the same amount as them
- Klazina: BCom students benefit, but I think it's Sauder's job first to add value before us
- Chris: adding another conference on to the CUS could put a strain on the CUS in adding finances, marketing, etc; funding is for students and we need to be able to justify why we give ventures certain amounts of money
- Klazina: As a point of interest, case competitions can carry a lot of prestige; students may fly in to watch competitions
- Chris: we'd have to do a lot of promoting to get people to come out and watch
- Anna: the issue is communicating the value
- Enzo: trying to market the event, even though it associates us with them, I think we can help ourselves if we decide to go in that direction
- Chris: this could be a huge marketing task in getting lots of spectators to come out
- Enzo: I think for 2<sup>nd</sup> years, conferences seemed to over-saturate Sauder; it'd take a lot to get my year out to watch for instance; what would it take to get a student to come out to this?
- Klazina: Enzo, would it make a difference if you heard that people had flown in to compete?
  - There haven't been a lot of case competitions for first year students, I think it could generate some interest but it'd still take a lot of effort
- Chris: I'd recommend they put together a very strong marketing team
- Lilian: they mentioned hosting a mini case competition- I think that could help with marketing
- Anna: they didn't put that in the budget
- Sara: what if we did a small inter-Sauder case competition for first and second years and then when this starts in March it could get people stoked about the major competition
- Klazina: I don't think there is any value until they take Comm 101 though
- Johannes: my biggest concern is the amount of funding- I think it's hard to make a decision today without knowing more about where this \$15,000 is going
- Tim: I think we're all agreeing that the case competition has value and the debate can be whether the value is for the Sauder vs. the CUS, I think we should make the first move- while we may not commit fully to the \$15,000, we could at least pledge support for this so they know that they can move forward and say the CUS has their support
- Sara: I'd rather they meet with Ruth first
- Chris: after the last exec meeting, it was a general consensus that they had our support; I think once Sauder makes the first move it'll be easier for us to make a decision; I think Sauder should be contributing more
- Andrea: I think they should budget more for sponsors; if they said they're having more success with them then they should look towards them more as well
- Chris: I think we should move this to the next meeting

- DavidL: I think there needs to be more for the competition- sponsors signed, case writers committed vs. just worrying about funding
- Johannes: if they can confirm that this conference is going to happen this year, it'll be easier for us to contribute

### Voting Phase

*BIRT the CUS board of directors officially commits to contribute at least \$1 to the Pacific Rim International Case Competition.*

**For: Unanimous**

**Opposed: none**

**Abstain: none**

*Motion has passed.*

### Presentation by Johannes

- *Johannes discussed the structure of the current board and its organizational strategy*
- *A new Governance Review Committee is being discussed to be put together; a terms of reference for this committee will be prepared for the next meeting*
  - *Members: Johannes, Chris, Mandy, Anna*

**Next Meeting: August 2<sup>nd</sup> , 2011**

### **Adjournment**

*BIRT the meeting is adjourned*

**End time: 9:30**