

CUS Executive Council Minutes

Jun 05th, 2012

Location: CUS Boardroom - HA 293C

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Present: Maria Fung, Jacky Leung, Claire Eagle, Cindy Lynn, Riley Chow, David Pratt, Joey Young, Jasmine Jan, (Sara Hladun), (Alexandra Lam)

Start Time: 7:05pm

A) Call to order, adoption of the agenda and approval of minutes:

MOVED JACKY, SECONDED SEAN

“BIRT the agenda be adopted as presented.”

... Carried

For: Unanimous

MOVED SEAN, SECONDED CLAIRE

“BIRT the CUS Executive Council meeting minutes dated May 22nd, 2012 are approved for distribution. “

... Carried

For: Unanimous

B) Membership: Introductions, Personal Updates

C) Portfolio Updates

i. Presidential - Jacky

- WCLR talked about our future membership and what we want to get out of CABS
- We added a new member to compete in JDC West – Winnipeg
- Hashing out a template of the Commerce Endowment Fund

ii. Finance – Cindy

- Mostly budgeting, lots of new events, want people to have more plans before submitting budgets,
- Working on the regular stuff

iii. Academic - Joey

- Working with Ruth on Case Competitions to commit joint funding to, last year there were 9, (1/3, 1/3, 1/3) we're changing some.. one in Texas (MCombs) and maybe Netherlands. Good representations in Asia – Singapore,
- Getting rid of RoadRoad and John Molson and Manitoba,
- Maybe Apex (last year they said only MIS students, but now their opening to more equitable hiring.
- Working with Kiran Mahal, heard about early feedback forms and implementing that with the other USs, will be talking at the academic caucus

- Talking to Ruth about exam dates, if portfolio wants the info, then ask me (Joey)
 - o So no release to all students?
 - § Maybe sensitive info, will ask Ruth
 - Will also be talking about early release of exam dates during the academic caucus
- iv. *Internal* - Claire**
- Meeting with Business Week and building admin, layout a tentative timeline, looking pretty smooth, contingency planning for rain.
 - Damian is looking into rentals for Term 2 of Summer.
 - o Do we get revenue for lockers? One issue that is people have just taken lockers... but building may be cleaning them out. We may be doing signage, but need approval first...
 - CUS Sustainability meeting with conference chairs and club presidents coming up next Tuesday.
 - Clubs are being silly, and asking me about AMS stuff
- v. *Engagement* - Sean**
- Trying to meet with Ruth regarding FROSH, talked to her about Health and Wellness and Yoga, and may get some money for H&W
 - o Application are going okay, Yoga is okay, H&W we're still waiting.
 - o Due Thursday
- vi. *External* - David**
- All on the agenda, below
- vii. *Marketing* - Riley**
- Cleaned out the Office
 - Campus AmbaSauder hiring, one very eager student coming from high school
- viii. Ombuds – Jasmine**
- Sean didn't bring us McDs {jokes}

D) Presentations to the Executives:

i. *eProjects* – Steven, Diane, Edward

- new club started in Sept 11, it helps assist, guide entrepreneurial minded students..
- main focus is to create real businesses, start-ups
- Services 1. education and mentorship 2. Create synergy (connecting people and talent pooling) 3. Facilitate Action (Guide them in taking their ideas to the next level and maybe even finance the idea)
- How we're different. 1. Continuous support system, being there to help students take action on their ideas, 2. Variety of Events, targeting students at different levels 3. Quality over Quantity, ie CEO dinner, want to connect properly (will even pre-screen individuals)

- First club event – Speaker Event at the Abdul Ladha, there was an overwhelming demand (Arnold from Appnovation was the speaker)
- Future Plans : company visits, speed networking, coffee motion – weekly meetings with the team, speaker event, mentorship program, idea jam – get together and make new ideas, industry events

Questions:

- Claire: what is the attendance make-up of your events?
 - o Over 75% from Sauder
- Claire: what were your marketing channels like this year?
 - o Had a social media team, posters, and word of mouth, boothing as well
- Claire: have you thought about collaborating with e@UBC
 - o We want to work together, not one people or entity can over encompass everyone and everything
 - o We want to create synergy, we want to let other people know there are other things other than going into accounting, marketing
- Joey: you wanted to finance ventures; do you have any other revenue streams?
 - o We had 2 fundraising events, crispie creams,
 - o Will charge membership, applying for government grants,
 - o Work with e@UBC and interested Angel Investments
- Joey: Have you funded any projects?
 - o Yes, one (my own)
- Jacky: How many new start up ideas do you anticipate
 - o Our goal is 2 , form the business plan stage
- Cindy: You did well before, what do you hope to gain?
 - o Since our membership base is so close to Sauder, we want to be affiliate, and leverage the huge member base, and
 - o More support to grow
- Claire: How many members do you have now?
 - o It was on a per-event basis
- Sean: how did you market? I'm having trouble finding it...
 - o We had an events pages,
- Cindy: how much is each event?
 - o The first was \$10 for the speaker
 - o The CEO dinner was \$30
- Claire: you were successful without our help, since there is such an interest in Computer Science and Engineering, which this will detract from that?
 - o I don't think it'll detract, it'll only enhance
 - o I think that it'll
- Joey: last year 15 Execs, are you hiring?
 - o This year expecting 17,
- Jacky: how many were from Sauder, what was the range?
 - o 60-70% from Sauder, but different faculty reps.
 - o 2-3 years, and now their moving up...

- Sean: what do you do differently than all the other resources
 - o The focus on quality over quantity, like the CEO event 1:3 ratio
 - o Things like company visits, that give them a first-hand event
 - o We're here to create a continuous service
- Sean: is the continuous service, that big of an idea?
 - o e@UBC is focussed on established ideas
- David: what the difference between this and going directly?
 - o We're the in-between,
- Joey: Quality over Quantity is a big thing right? Membership will want to increase? Do you expect that people you had in the past year will be back? Will you be able to maintain that good ratio?
 - o Yes, and more maybe not CEOs but people who are entrepreneurs
- Joey: leverage human capital right?
 - o Yes
- Joey: do you know if there are other school who are have something similar
 - o Not sure,
 - o David: not out here, but out east.
- Claire: I'll email you with some next steps and recommendations

Discussion:

Joey: I think they can use our marketing channels, but they shouldn't need our money

Sara: I wonder about their contacts, and how well they maintain that

David: they can't have the mentorship

Claire: {sorry I didn't catch this} things Claire is going to get back to them..

Cindy: I don't think they'll really benefit from our support since they're doing

Sean; I think the idea is worthwhile,

David: the money won't really help them

Riley: their supposed to go to the Execs (policy), but last year they just always went to the Board

E) Cabinet Business

i. *Enterprize*

- awesome meeting with Jasmine, told her about the 60k, and the goal 55net. And cannot go over 60grand.
 - We cut down the meals and the prizes, she should know now that the base is 55, she would talk to her team and get back
 - Talked to her about that high school student, and told that person had to be relieved of her position and Enterprize will be hiring.
 - Cindy: she wants to make her own adjustments (on the budget)
 - Riley: is that range good?
 - o It was pretty hard cutting it down ourselves,
 - Joey: how many ticket sales anticipate?
 - o 200.
- Sean: have we talked about making the conference better? Since we can't cut

costs any more.

- It's national, this is a big national conference,
- We reached out last minute,
- That's the next step, after the budget...

ii. Commerce Student Endowment Fund – Jacky

- I'll email and get feedback
- Some of the options into setting up such a fund, and a compilation of past data, and a possible timeline, some governance, stakeholders,
- Will be talking to Katrina MacDonald and Pam Lim

iii. Cavalier Editorial Board - idea by Jacky but run through Riley first

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iv. Domain name updates? – Jacky

- It's taking a while
- I told the president of Calgary :P

v. Welcome Dean package - Jacky

- We don't know who it is yet, but we should make him something
- **Frosh and POITS, conferences -- to do list for new dean**
- Tell him a little bit about what we do.

vi. Sauder, UBCO, SFU and UVic Mix and Mingle in late August

- Will be happening in Vancouver
- BTW no more affiliation with Sauder and management degree from UBC-O

vii. CUS Sustainability – Jacky

- Suggestion that the conference as a standalone under David,
- Status quo, separating, change the reporting structure
- For the team that conference is their baby, it would dishearten them, and but would benefit from being under external
- Everything would be the same structureally , but would just go under conference,
- If there was a way we could keep them under CUS Sustainability, but connected with
- We wouldn't change anything, but I would just include them in everything David is doing.
- Jacky: strengthen the communication lines

viii. Service Council Meeting – Jacky

- We're going to try and keep it relevant to service council
- Hopefully H&W done hiring by now

ix. Rezgo – David/Claire

- clubs wanted to access Rezgo, but if they're in the AMS they should have access to that

- x. **Mentorship** – Jacky
 - Sent out an email, and I'll keep you updated.

- xi. **Summer event for conferences** – David
 - Nil had an idea for a conference event, where all the conferences have for students
 - This is before school starts, they usually pretty well attended.
 - There would be no cost, get a space
 - Joey: now every club will do their own thing
 - Claire the clubs that want to do that

- xii. **CR Breakfast/discount card** – David
 - Breakfast moving to July, instead of cards having little tabs
 - Send a list to Cindy
 - The Breakfast is being moved after the presentation
 - Its sponsor relations,
 - Discount card is a good idea, wasn't marketed much
 - Wanted to change it to keythings, and having a CUS logo, and a website link
 - What do we get from it? It's pure benefit for the students... this is their type of in-kind sponsorship.
 - Does it cost us anything to make the cards?
 - o Budgeted a few thousand, it would cost less,

- xiii. **Discount conference package** – David
 - May be tough to implement, that could increase the numbers (participants), but lessen the price
 - Some kind of bundling thing. (if you go to all 5 conferences...)
 - It would have to be a total discount on the total conferences,
 - You could also give them priority for workshop conferences
 - Is the goal to move up cash flow? Or get more people to go?

- xiv. **Awards night** – David
 - What other schools do is invite big sponsors to their awards night, if we could incorporate them in some way. Just keep Claire updated.
 - Is there a CR breakfast kinda thing?

- xv. **IBC Career Fair** – David
 - IBC wants to incorporate a new idea into it.
 - The BCC gives them professionals, make sure they do it better
 - It was good for a marketing students, but if you put it in IBC, that might not be a good fit

- xvi. **Case Competitions** – Joey
 - Mentioned above

xvii. AMS Academic Caucus – Joey
- mentioned above

xviii. Election Schedule – Claire

- Wanted to see if there are any conflicts
 - o Maybe referendum for CSSEC
- Wanted to see elections earlier, and higher turnout
- Maybe before reading break
 - o Lots of midterms though...
 - o Get the midterm schedule
- The voter's guide was stupid

xix. Budget tracking – Cindy

- There a column for services to track their actual spending, it the one they send back to us, it's just sent back to us.

MOTION TO MOVE IN-CAMERA: Sean 8:38pm

MOTION TO MOVE OUT-OF-CAMERA: Jacky 8:53pm

F) Other Business:

- **Constituency Mix and Mingle**
 - o Probably in 2 weeks' time.
- **Photos next meeting?**
 - o Are you available on the weekend?
 - o Usually do it outside,
 - o Free most board meetings? For Artona photos (GDoc for ideas)
- **Hike**

G) Next Meeting: June 19th, 2012

H) Adjournment:

MOVED SEAN, SECONDED CLAIRE

“BIRT there being no further business, the meeting be adjourned.”

End Time: 9:00pm