



Location: CUS Boardroom

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

Regrets:

Start Time: 6:50pm

Song of the day:

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

MOVED Sean, SECONDED Riley

“BIRT the agenda be adopted as presented.”

... Carried

For: Unanimous

MOVED Riley, SECONDED Joey

“BIRT the CUS Executive Council meeting minutes dated November 05th, 2012 are approved for distribution.”

... Carried

For: Unanimous

B) Membership: Introductions, Personal Updates

-

C) Portfolio Updates

i. Presidential – Jacky

- Met with the UGO, most items are up for discussion

ii. Finance – Cindy

- Finance students get 1month off school during finance recruitment
- IBC is doing well
- Coffee, Will runs something coffee and we’re looking into it

iii. External – David

- Amplify is happening
- IBC ticket sales have been decent,



iv. Marketing – Riley

- Hired the yearbook committee
- Campus Ambassador training Graeme gave the best presentation ever
- Anyone on the school year can get photos.

v. Internal - Claire

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- Pool cues are getting fixed
- Looking to get new microwaves
- Strategic planning for CUS Sustainability
- Working with existing events
- Elections
- CS sustainability was a success, there was a value

vi. Engagement – Sean

- Nothing major happening
- Next big event is the ski event in Jan.

vii. Academic – Joey

- CMP is hiring for tutors
- REVEAL happened over the weekend, but it went really well, more refined and detailed next year, potential for it in the future

viii. Ombudsperson – Jasmine

-

ix. Execs – Maria

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D) Presentations to the Executive Council:

i. Strategy Consulting Initiative – Helga, Graeme Clark

- asking for 1500, 1350 budget shortfall
- SCI started last year by Jacob Gunnerson, allows MBA and BCOM students
- Partnered up teams of 5 students, 3 BCOM, 3 MBA with a mentoring company
- Last year there were 3 businesses, LUNA Pads,
- Expanding to 6 businesses, 120 UGrad application, want to expand the business
- The program lasts for 6 weeks, with 3 events. Working with their clients and mentor about their engagement/question
 - o Could be about product take-backs
- Benefits:
 - o **Students**
 - o Consulting workshops mentorship



- Work and network with MBA students
- Apply academic theory to real-life business problems
 - About 12 hours a week
- **Sauder**
- Exposure and showcase high-caliber students
- Involvement with local businesses
- Our consulting society will become well recognized
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Questions:

Riley: What does the budget look like?

Sean: Why do you need the money?

- Want to put on the program good enough
- What did you over-budget
 - Food, teaching material
 - Adding a mid-point event

What's the total revenue?

- \$1800 students, \$1100 deans office
- \$35 dinner

The extra food costs aren't even included to drawing the students since they're really there for the experience

- The show of putting that together helps

Are the business who participated coming back?

- One of them is coming back, one is coming back to give a testimonial

What kind of opportunities does it open up?

- Many of these people have wound up going into SCMP, experience to talk about during interviews

What books are you making them read? Books are a big line item and there are other ways

- Good to Great,
- We're not asking for either 0 or 1500

Where are you planning on hosting these events?

- Sauder

What are legal fees?

- We had to get incorporated as a the West Cost Consulting Club, BC Societies acts

Do you feel like the ending event

- It's like a prize, thank you for your work

Best team

- Client satisfaction and mentor feedback

What would you do if you didn't get the money?

- Cutting the books,



Did you try and get some sponsorship (external)?

- This is more a social ventures, want to work with Vancity, DAE office, want to set up some sort of scholarship
- Hopefully the clients will chip into a scholarship fund
- 30,000 to create an endowment with a 1000 payout for the scholarship, this is more of a side-project

Have you approached a restaurant for sponsorship?

- No.
 - Only a couple non-Sauder students have made it to the Interview page
- I'm more comfortable if this was registered with the AMS, acts as an insurance, there are non-disclosure acts,
- We didn't want to deal with the bureaucracy
 - Want to hire our own people.
 - We will be approaching the MBA Society

Discussion:

- -12 MBA, 18 Undergrads, so \$80+ per undergraduate
- Not sure if \$80, students are paying \$60
- It's weird paying for their books, \$900
- How about \$40 per undergraduate students?
- Can we make this reimbursement based?
- \$720
- There is room to cut from this budget, but

"BIRT that the CUS Executive Council funds the Strategy Consulting Initiative at least \$1."

... Carried

For: Unanimous

- Clients who appreciate this will take people out for dinner or find a way to express their appreciation
- It's odd that they're so far short in the first place, increase budget without increasing fee
- \$40 per undergraduate student, ask them to give us a list, max \$720

MOVED sean, david

"BIRT that the CUS Executive Council funds the Strategy Consulting Initiative \$40 per BCOM undergraduate student up to a maximum of 18 students for a maximum of \$720, contingent on the fact that they submit a list of BCOM students"

For: unanimous



E) Cabinet Business:

i. **NBSC Recap** – Joey, David, Claire

- Surplus -> Ryerson, 10% a year into CS, and they're paid, GIC, collusion of CMA, CA against the schools was across the country
Lots of schools do JDC West differently than us, they get written a cheque and the team just runs with it.
- Calgary has lots and lots of jobs, E&Y has a second round of recruiting in the summer, we really reach out to firms out there so that students
- Talked about elections lot, we're re-writing them now, really appreciate the breadth of what we do. Resume approval/have experience
- QFIN, \$375 were they were able to raise 100,000 in sponsorship. Firms were trying to sell themselves to people out there. Firms are more interested in students out East.
- Many schools out east have a much more party-focus (CEO and Party Ho's, Drinking Unsuspecting Small Towns Dry (DUSTD))
- Many other schools have a sponsorship pool system, for them it's implicitly necessary to events. Maybe reach a %-level for the event to pass.
- Postponing the next CABS awareness campaign
- Srpott is mad that no-one did the twitter contest
- No other Executives meet up once a week not even once a month. The only schools that are similar to us are Ryerson and McGill
- People are getting interested in our conferences, many irrelevant topics on the first day, more tangible changes, next year Roundtable, dividing into school size and by position. (by budget and by student size)

ii. **Policy Changes** – Jack

- Working on the Elections Policy, what else needs to be changed?
- Cole and Enzo are looking at the Executive Policy
- Clubs Policy -> year-end review
- Making ExCo more defined
- HR Policy

iii. **CUS Sustainability Recap** – Claire

- Was a success, if students are going and getting value, the people who went, enjoyed it
- Professionals enjoyed it, they liked the ratios and the interactions
- Speakers were good, financially
- Marketing workshop was cut maybe because the professional couldn't come
- Next year: probably will try and hit a 100 person target, should be more conservative next year, get more guidance



- Need 17 more people to meet their budget projections

iv. **IBC** – Jacky

- This Friday
- Hoping to end sales tonight
- Please spread the word
- Ticket sales have been very successful

v. **Surplus Discussion** – Cindy/Jack

- Have been looking into putting the \$300 000 contributed surplus into an endowment fund
- The problem with this remains that we would only be able to receive interest on it, but would not be allowed to take the principle out
- It would take twenty years for the CUS to earn the principle back through interest
- Another idea is to use all of the money at once and subsidize student fees one year
- It seems too random if one year gets a discount
- This is not our money to spend because it is students in past years who gave this money
- The interest is safe
- This money accumulated by accident
- The fairest thing to do would be to write a cheque to each student who contributed to this surplus, but that is not feasible
- Cindy and Jacky will converse with the Development and Alumni Engagement Office
- Consult Cindy with ideas

vi. **JDC West update** – Joey, Jacky

- The board obviously made their decision at the last meeting
- Should we try to find where we can get that extra money that we now need to find?
- The Finance Commission is doing midyear reporting soon

vii. **CMP, CAP** – Riley and Joey

- CMP is apparently contacting high schools to help them with their supplemental applications and saying that they are official representatives of the CUS
- The schools are turning CAP away as a result
- No past knowledge of this
- Will look into

F) **Other Business:**

G) **Next Meeting:**

H) **Adjournment.**

Dean's Office Funding Request - Proposed Budget for Strategy Consulting Initiative (SCI)

Total Program Expenses	\$ 4,250.00
Total Program Revenues	\$ 2,900.00
Total Funding Requested from CUS	\$ 1,350.00

Program Revenues

Program Fees

# of students	30
Program fee \$	60.00
Total Program \$	1,800.00
Total Revenue \$	1,800.00

Deans Funding \$ 1,100.00

Total Program Revenues \$ 2,900.00

Event Costs

Kick-Off Event

# of people attending:	60.00	(30 participants (students), 12 company
Food Cost per person	\$ 12.00	representatives, 7 members of the Board of Directors,
Total Food Costs:	\$ 720.00	6 consultant mentors, Consulting Club executives)
Flight Cost (Speaker from McKinsey & Company)	\$ 395.00	
Total Kickoff Event Costs:	\$ 1,115.00	

Mid-Session Event

# of people attending:	45	(30 participants (students), 7 organizers, 6 consultant
Food Cost per person	\$ 5.00	mentors)
Total Food Costs:	\$ 225.00	
Total Mid -Session Costs	\$ 225.00	

Final Event

# of people attending:	65	(30 participant (students)s, 12 company
Food Cost per person	\$ 12.00	representatives, 7 organizers, 6 consultant mentors,
Total Food Costs:	\$ 780.00	Consulting Club execs, 5 faculty members (Judges))
Gifts of Appreciation	\$ 120.00	(given to 6 volunteer consultant mentors)
Total Final-Event Costs:	\$ 900.00	

Prize (winner dinner)

Price per person	\$ 35.00	
# of people	8.00	
Total dinner cost	\$ 280.00	
Total Prize costs	\$ 280.00	

Total Event Costs: \$ 2,520.00

Organization Costs

Marketing Costs

Print marketing materials	\$	150.00
Business cards	\$	65.00
Website set-up/maintenance	\$	85.00
Total Marketing Costs	\$	300.00

Administrative Costs

Organizations costs	\$	150.00
Miscellaneous	\$	50.00
Legal fees	\$	120.00
Total Administrative Costs	\$	320.00

Total Organizational Costs **\$ 620.00**

Learning Materials Cost

Reading Package

# of Harvard article licenses required		30
Books		30
Cost per article	\$	7.00
Total Reading cost per person	\$	37.00
Total Reading Package Costs	\$	1,110.00

Total Learning Materials Cost **\$ 1,110.00**

Total Program Costs **\$ 4,250.00**