



Location: CUS Boardroom

Present: Maria Fung, Jacky Leung, Claire Eagle, Joey Young, Riley Chow, Sean Fleming, David Pratt, (Sifat Hassan), (Alexandra Lam), Lauren Telford

Late:

Regrets: Cindy Lynn

Start Time: 8:07pm

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 Joey, SECONDED Sean

"BIRT the CUS Executive Council meeting minutes dated December 03rd, 2012 are approved for distribution."

... Carried

For: Unanimous

B) Membership: Introductions, Personal Updates

- Jacky has been doing research apparently net income does not predict stock price, EBIT predicts net income
- Lauren won another wing-off (41 wings, a noodle bowl and a salad)
- David's computer is annoying and getting ready for JDC West
- Claire has a 6-credit Chinese class. Otherwise slack.
- Joey has lots of consulting internship interviews, and getting back to school.
- Sifat is doing stuff.
- Alex is living and breathing JDC West.
- Riley's sister had a party at Alex's place in the village.
- Sean went home to Cali, it was cold of Cali weather. His cousins saw waves for the first time. He moved into a new apartment. Wrote the GMAT

C) Portfolio Updates

i. *Presidential* – Jacky

- Mentorship program, there are 21 spots left (out of 40)
- Endowment Fund coming up

ii. *Finance* – Cindy

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- iii. **External – David**
 - We have a new Alumni Relations Director, she's really cool.
 - Met with the 3 conferences, Enterprize, Me Inc, Imprint
 - Sharing Circle for EMP is coming up
- iv. **Marketing – Riley**
 - Benson moved the CUS website to a different server and it took him 60hrs
 - Campus Ambassador is doing presentations
 - Cavalier's out and with a new layout editor
 - A dinner thing for the social media awards, we want to win
- v. **Internal - Claire**
 - Pool cues are new
 - Sustainability about compost and a fair
 - Lots of bookings (high-volume)
- vi. **Engagement – Sean**
 - SoCo is getting ready for the Ski-Trip, lots of logistics pre-trip
 - POITS need to get a new license for every event and couldn't get a signature in-time
 - Health and Wellness Fair Feb 13.
 - Sauder Yoga found a room and started up.
 - First Year dance, they sold 140 tickets to a non-alcoholic event on a Saturday
- vii. **Academic – Joey**
 - Case Comp has trouble with room bookings in the evening, on track for premiere 32
 - Class Liaison – Joey wrote 140 reference letters for them, some people really appreciate it, working on the online version,
 - CMP – met with Jeff Geng wanted to help out with the videos, 294 is done, 291 and 295 are priorities
 - Exco is doing a huge marketing push, maybe work with Sauder Squad.
 - Sauder Summit is no-longer chaired by Cory. __ and __ co-chairing Peter said they have all the schools down, but need a little more help on sponsorship
- viii. **Ombudsperson – Lauren**
 - Met with the old AMS Ombudsperson
- ix. **Execs – Maria**
 - 2 presentations coming up next Exec meeting

D) Cabinet Business:

- i. **Nametags Revisited – Joey**
 - Final quote -> 500 nametags at about \$4 per unit (about \$2,000)

- Sean: would be ideal to have it for recruitment
 - Joey: and maybe for conferences/services if they want it?
- ii. *Enterprize/JDC West* - David
- Enterprize has a deal with JDC West (in the making), they want to booth at the Educational Resource Fair. JDC West wants them to give a ticket away and a round-trip ticket as well.
 - Alex: a random draw to win a ticket to Enterprize, ticket to the conference and a flight there and back
 - David; they already have a tight budget, maybe set up a CUS booth there instead and have Enterprize as our representatives.
 - The brand alignment is with Enterprize and the new JDC entrepreneur case, it made the most sense to align with the mission, exposure to 550 participants
 - The ERC is specially for sponsors, not sure what the layout/space looks like, we should talk to Patrick really quickly
 - We're just marketing Enterprize and maybe their own school will subsidize their travel
 - Enterprize and the CUS use the same pot of money, it's the same time if they have increased costs, and then so do we.
 - Claire: maybe they will subsidize a flight up to \$_____
 - David: Enterprize says that it's not worth it.
 - Jacky: schools should subsidize flights
 - Sean: we can't assume that people won't come if they win.
 - David: I'll talk to Patrick, see what deal we had in place, see if Enterprize can go on behalf of the CUS, E-prize is just worried about money.
 - Point of Record: Jacky is disappointed that there was not a sponsorship package made for the CUS, that we're not as well treated as the rest of the sponsors. Because we have no agreement, there's no preferential treatment for us since its set out in a sponsorship package
 - Alex: host student assoc. is different from sponsors, presence at the ERC is only for sponsors
 - o EDC is a recruitment fair, this offer was extended because this was something interesting to do with the new entrepreneurship case
 - Sifat: if Enterprize doesn't take up space from other sponsors, since this is our biggest conference, it would be a big boost for them (E-prize)
 - The interest for JDC West to have Enterprize there, they wanted to shake things up to reflect the change in the competition, and make thing more interest
 - Sean: Not that we're been given this opportunity, I'm wondering why there is so much push back?
 - David: Enterprize cannot afford this amount,
 - Alex: Jasmine told me that she would look for a surplus in the budget, but we'll see

iii. Merging Mentorship Programs - Jack

- We have EMP, CMP Global Connect, VBOT, and the MBA
- VBOT wants liaisons (external)
- If we combine all the programs into one umbrella, one facet to access all the mentorship programs
- We're going to need board approval
- CMP is very academic focus,
- The external ones relating to alumni looks like a good idea to merge
- Claire: can we put this all in a chart, and make a comparison and see where we can add or difference
- We should pass this before turnover so that they hire.
- EMP and then have an alumni
- We can set up a template of information that we can gather

iv. Honour Code – Riley

- Used to be on the website
- Approved by the board 2 year ago.
- Sauder PR asked for something, it's a reference guide
- It's nice to have, something that we abide to
- Claire: it's a good foundation to have, it doesn't

v. Yearend Capstone –Joey

- Brian Bommel is closing up the review process
- Want a grand finale to the BCOM degree
- Something like FROSH, but at the end of the year and academically focused
- Case competition, business simulation
- Claire: would that scare some people off? This sounds intense,
- Sean: the Dean wants to create an experience that brings the class back together?
- Claire: I worry it wouldn't be a class experience if you scare away half of the grade. Skills being tested publically.
- Sean: maybe make it worth one credit?
- David: when would you do it? But people graduate at different times.
- Claire: maybe make it something you're automatically registered for it when you apply for graduate
- David: who want to do more academic work after you're done school?
- Joey: they want to recap key learning objectives
- Sean: what if students fail the capstone?
- David: why make it a competition
- Sean: we like this idea, maybe come back with more ideas for the program,
- Jack: the ECMs/MMs have a capstone
- Joey: this would cost money, and students would have to pay

- Claire: engineers have their ring ceremony; it's a really big deal...
- Sean: have an exit exam if that what they to accomplish

vi. *Pam/Jacky/Imprint* – David

- Imprint wants help to contact a certain alumni
- Just contact the Alumni Office

vii. *Imprint/Website* – David

- Have their own website, and their upset over some plug-ins that Benson says they cannot have (social media ones)
- Riley: maybe just find out more about what they want to do

E) Other Business:

- *Please let Maria and Jacky know if you're going to be away.*
- *Joey away next week, Jacky away the week after.*

F) Next Meeting: January 2013

G) Adjournment.

End Time: 9:10pm