

# Executive Council Meeting Minutes

Monday, November 24th, 2014 at 5:30 P.M.

Henry Angus Building, CUS Boardroom

*Note: Meetings are open to the General Membership of the Society Unless Otherwise Deemed In-Camera*

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## A. Call to Order

*The meeting was called to order at 5:36PM.*

## B. Amendments to and Adoption of the Agenda

*Moved: Will | Seconded: Ben*

*Be it resolved that the agenda be adopted as presented.*

*In favour: all  
Opposed: none  
Abstentions: none  
...the motion carries.*

## C. Presentations to the Executive Council

### 1. Top 40 Under 40 Debrief

1. Presented by Yuna Wang the Chair of Top 40 Under 40 Networking Breakfast
2. Major difference in comparison to last year was the lack of the International Business Conference attached to the Top 40 breakfast this year; in addition to an earlier event date this year
3. Yuna stated that the date was an issue as it was at an extremely busy time and people opted out of attending due to projects and exams; suggested that the breakfast occurs in term 2 or later in November next year
4. Obtained more students and delegates this year as well as sold more tickets; yet there were issues with no shows and the lack of delegates at certain tables
5. In terms of the feedback survey, due to the delay in sending it out only 8 responses were received and there was mixed reviews from the responses; people expressed discontent with the logistics of the event
6. Both the venue and the food was well received by the delegates; organization, communication, and host could be improved next year

#### Questions:

- *Summary:* From the question and answer period, there were several overarching points that arose. The first being that there were logistical issues both in terms of preparing a coat check, as well as selecting a MC for the event. There were several issues stemming from the MC, as the performance did not go according to plan due to professionalism concerns. Second, the executives suggested that the breakfast stays in the first semester due to the lack of space to host an event later in the year, as well as explaining that there will always be conflicts with the date and moving it to later November may not be the best, as people will be studying for finals. Finally, the executives acknowledged the issues with booking a hotel and understand the stress and issues that stem from such an event in terms of marketing to students and obtaining professional representation.

### 2. NSCC Debrief

1. Presented by Graeme Nixon, Co-Chair of the National Strategy Consulting Competition & Conference
2. McKinsey and Bain did not provide delegates; the date needs to be confirmed with the firms well in advance and issues arose due to the long weekend which happened to be important dates for both those firms
3. Additionally, found it difficult to engage external schools given the time constraint; still able to attract teams from Ontario, Alberta, and California along with the Sauder teams
4. Implemented an ambassador program similar to the one used by Sauder Summit in order to engage the competitors better; other improvements included changing the way in which the competition worked by better simulating a real consulting scenario and better food
5. UC Berkeley won the MBA pool and a Sauder team won the Undergraduate pool; won \$1,500 each and secured first round interviews with Deloitte which is a nice perk to competing
6. Conference was sold-out; it was stressful as most of the tickets sold in the last day and it seems to be difficult to alleviate the last minute decisions even through promotions and extensive marketing
7. Tried to engage conference students more
8. The main recommendation is that there needs to be planning started earlier if NSCC is going to continue to run in the first semester as it is extremely difficult to organize everything when co-chairs are hired in March; one suggestion to help mitigate this issue is for this year's team to front-load some of the organizing and work for next year's team

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9. Other recommendations include a rebranding for the website and logo, as well as a centralized location to keep events closer together thus minimizing walking; it was also suggested that the networking event could occur at a private venue next year and creating a central database for all past and present attending consulting delegates to make the communications more efficient

#### Questions:

- Nil: All the three BCom teams that made it to the final were from Sauder and some of the other teams expressed discontent over this. I was wondering what feedback you received from the judges in terms of how the selections were made?
  - Graeme: In an optimal situation, there should be maximum one BCom and one MBA Sauder team. That being said, we were unable to market this enough to attract as many teams from across the country and if you look at the teams this year for the BCom competition, the majority were Sauder teams. The way the pools were formatted, there were three pools for the undergrad division and the winner of each made it to the finals. This year it happened to be a Sauder team winning each pool but to be clear we made sure that none of the judges knew which school each team came from. Not ideal, but fair.
- Ben: It is realistic to have so much emphasis on the big three consulting firms when most people will end up at a smaller consulting firm? Should we look to expand the delegate pool?
  - Graeme: I agree it is a small portion of students. The vision for me is that this conference becomes an all-inclusive look at consulting including big, small, and industry. The goal is to meet people, learn skill, and network at NSCC and that should include everyone. But big brand names draw people at the same time; therefore both would be ideal.
- Will: Does the presence of the big consulting names scare off the smaller firms?
  - Graeme: We have not engaged with that many smaller firms, so that is difficult to answer. It would be nice to have a large space for networking and have all the firms in different areas but to answer your question I do not think the independent firms would shy away because they know that the big firms bring out good talent.
- Nil: The niche firms are great for running workshops and explaining what they do because it is specific. That being said, the big firms need to be there to fill the room for the networking because the independents cannot provide six representatives, as that is their entire firm for example. This year, people mentioned that there were fewer representatives than in previous years.
  - Graeme: Yes, that definitely needs to be improved. We have a lot to work on going forward and that starts with starting to plan the conference earlier. We started in the middle of the summer. We are planning to create a consulting delegate database to help front-load for next year's team.
- Graeme: In summary, I think I have explained what we want NSCC to become. We have NIBC to look at as a benchmark and we have three years to get to their level of over 700 international competition applicants. I think it is possible because we were able to stop a group from Toronto creating a national consulting conference and instead they helped send the University of Toronto and Ryerson teams to us this year. We want this to be one of the largest consulting conferences in North America.

## D. Professional Updates

### I. President

1. Giving a presentation to prospective Sauder students on Friday; currently preparing for that
2. CABS is changing several bi-laws; including their conflict of interest policy among other non-material policies
3. The UGO is hosting the Pancake Breakfast is tomorrow and the CUS will be represented by several individuals
4. Heard back from the Sauder Business Review; they have accepted the conditions that the Board put forward
5. Posted a summary of the tuition and housing increase survey results on the CUS website; submitted the results to Louise Cowin and waiting to hear back

### II. Vice-President, Academic Affairs

1. Met with JDC West last week regarding a budget change; discussions are continuing but nothing resolved to this date

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2. Meeting with Kin Lo again regarding international case competitions
  3. CMP is preparing for final review sessions; all other services are winding down due to the end of the term
- III. Vice-President, Finance
1. The AMS is extremely backed up with reimbursements; handed in 30 additional reimbursements today
  2. Need to solidify the SCMP reimbursement policy going forward
  3. The mid-year actuals are going to be sent out to services shortly
- IV. Vice-President, Internal Affairs
1. Most of the work lately has been regarding building issues
  2. Met with the CLC regarding opening the space during the exam season; insufficient staffing and security risks were the main reasons why they do not want to open the CLC for longer hours
  3. Still waiting for a response from Lauren regarding the Mini-Enterprize conference booking
  4. The puppy room looks like it will be approved; the Dean's office is the last hurdle before the event can take place
  5. EY Sustainability Case Competition is considering making the competition only for accounting students; issues surrounding that as it is a sustainability case competition as well as ambiguity surrounding the restriction
- V. Vice-President, Marketing and Communications
1. The Cavalier is working on their December edition; it is a web-based edition this month
  2. Approved the Awards Night logo; meeting during the break to go through a detailed marketing plan
  3. Wally The Bull is supposed to be at the Pancake Breakfast tomorrow handing out hot chocolate
  4. CAP touched based with Grace regarding the design of the presentation slide deck and it will be finished during winter break
  5. Vanessa and Wendy have been working on posters that will be posted around Sauder; they will consist of encouraging quotes for exams and best wishes during the winter break
- VI. Vice-President, External Affairs
1. Me Inc.'s Amplify Workshop was a success and their new website is well done; the executive team is doing a good job and has secured almost all of their speakers for their main conference
  2. EMP is doing well with several team members serving food at a homeless shelter as part of their volunteer component to the program; expecting a contract from BCIT for the EMP sharing circle soon
  3. The demand from external students has been increasing which was exemplified at the recent Build Your Brand event; working with Ben to secure speakers as there is still a concern on obtaining enough speakers
  4. NSCC and Top 40 are both coming in tonight to present their debrief reports; both services submitted their reports last night and Braeden sent out an email containing all the provided documents
  5. Prep 101 is extremely happy with the advertisement on the CUSunday; will be receiving the second cheque and 10 free coupons for Prep 101 sessions in the near future
  6. Kevin has requested that CPA provide a representative for the accounting session next term which could be a possibility; there should have been several Starbucks gift cards returned from the CPA Case Competition
  7. Have been reviewing the CPA requirements for each service and have potentially come across an issue with Business Week that will be looked into further; Chasing Sustainability and Top 40 both completed all the requirements for their conferences
- VII. Vice-President, Student Engagement
1. Faculty Cup has a participant's meeting on Wednesday; still need to transfer money to their account for the CUS registration fee
  2. Will is encompassing the role of CUS representative and treasurer of the Grad Class Council; looking for possible themes for the event
  3. CCP has filled all 40 boxes for Operation Christmas Child
  4. Interviewing for First Year Committee positions during this week; will have the team formed for the new year
  5. Grad Night hiring is on-going
  6. POITS had an event on Friday but the attendance was somewhat poor; potentially running a faculty wide beer garden in the SUB in early January and will provide more information once available
  7. Mr. Sauder was run by SoCo last week; it went decently well but there does not seem to be much of a following for Mr. Sauder anymore and one might consider dropping it next year

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8. Sauder Sports is still running their events this week but not expecting large attendance due to final exams

## VIII. Administrative Director

1. The CUS hoodies have finally arrived; will send out an email detailing the distribution plan tonight
2. Issues surrounding the booking of the Artona photos; last time was booked by another group thus will need to plan for a new date for both the meeting and the photo shoot
3. Received and distributed the reports from both NSCC and Top 40; Graeme and Yuna from NSCC and Top 40 respectively are presenting later tonight

## IX. Ombudsperson

1. Had two consultations last week; not too much activity recently
2. Meeting up with Matthew from CAP regarding the presentation slide deck in terms of assisting in the overarching design of the deck

## E. Executive Business and Discussion

### 1. CLC PA System

1. The CLC provided the circulation information of the PA systems for the last three years along with stating that the PA system would be 32% of the remaining CLC budget
2. After a brief discussion the Executive Council determined that since the CLC provided sufficient information as well as understanding the value and importance that a functioning PA system brings to CUS services and clubs for events
3. It was also proposed that the CLC begin to provide semi-annual reports on the status of CUS bought equipment as a way to monitor the status of the equipment and future purchases

*Moved: Thea | Seconded: Vanessa*

2.

*Be it resolved that the Executive Council approve the Canaccord Learning Common's purchase of the Samson Expedition XP308i public address system for \$812, contingent on the CLC providing semi-annual reports on all CUS purchased inventory.*

*In favour: all  
Opposed: none  
Abstentions: none  
...the motion carries.*

### 2. Sauder Business Review Agreement Contingencies

1. Brief discussion of the Executive Council led to the decision to include the following contingencies in the Sauder Business Review agreement that will be written by Braeden
2. The provision of advertising space including the entire back cover of the magazine that can be used at the discretion of the CUS, as well as the implementation of the CUS logo on the bottom left-hand corner of the front cover page
3. The requirement that SBR submits a distribution plan prior to the scheduled circulation of the magazine in January 2015
4. That the CUS are provided one representative seat on the SBR editorial board

## F. Approval of Minutes

## G. Next Meeting

## H. Adjournment

*Moved: Will | Seconded: Vanessa*

3.

*There being no further business, be it resolved that the meeting be adjourned at 8:10PM.*

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## Attendance:

Name	Position	Present ("X")	Late ("X")	Proxy
Niloufar Keshmiri	President (Chairperson)	X		
Thea Simpson	Vice-President, Academic Affairs (Vice-Chairperson)	X		
Ben Gardiner	Vice-President, External Affairs	X		
Jordan Hearne	Vice-President, Finance	X		
Hannah Vandenberg	Vice-President, Internal Affairs	X		
Vanessa Lau	Vice-President, Marketing and Communications	X		
William Pigott	Vice-President, Student Engagement	X		
Grace Kim	Ombudsperson	X		
Braeden Elsaesser	Administrative Director/ Recording Secretary	X		

Guests: Yuna Wang and Graeme Nixon