



commerce
undergraduate
society

Executive Council Meeting

Scheduled Time: 6 PM, July 31, 2017 | Location: Henry Angus 239C/CUS Board Room

Open to the General Membership of the Society Unless Otherwise Deemed In-Camera

Note: presentations and/or proposed motions should be requested to be included on the agenda at least three (3) days in advance of a meeting by contacting the Administrative Director, Natalie Yu, at n.yu@hotmail.ca— materials received past this point may be considered for the subsequent meeting’s agenda at the Administrative Director’s discretion.

Attendance:

Name	Position	Present ("X")	Late ("X")	Proxy
Daphne Tse	President (Chairperson)	X		
Sapnil Mohanty	Vice-President, Academic Affairs (Vice-Chairperson)	X		
Stanley Yu	Vice-President, External Affairs	X		
Andrew Choi	Vice-President, Finance	X		
Phoebe Wong	Vice-President, Internal Affairs			Albert Cherng
Evan Zhou	Vice-President, Marketing and Communications	X		
Chris Bolton	Vice-President, Student Engagement	X		
Maddie Zapach	Ombudsperson			
Natalie Yu	Administrative Director/ Recording Secretary	X		

Guests: Matthew Chiu

A. Call to Order

The meeting was called to order at 6:04PM.

B. Amendments to and Adoption of the Agenda

Motion to move CMP Rebranding further up in discussion

Moved: Evan | Seconded: Andrew

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

Motion to add VP Finance matters to Executive Discussion

Moved: Andrew | Seconded: Stanley

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

Be it resolved that the agenda be adopted as presented.

Moved: Daphne | Seconded: Sapnil

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

C. Presentations to the Executive Council

1. Emerging Markets - Chris Carpini (6:10PM)
 1. Wanted to meet with CUS to discuss potential partnership - CUS is the type of business association they typically like to partner with
 2. Nation-wide program where students travel to a country with an emerging market for 2 weeks to better develop their understanding of different economies. While there, they also take them into international companies such as BMW, local tea plantations, etc
 3. Overall goal for their students is to understand what it's like to live in countries such as South Africa, China
 4. Chris C: Is there anything similar to what my organization does?
 - a. Daphne: I believe that Arc Initiative is similar, however, it is on hiatus
 - b. Stanley: SauderGo or Trek might be more similar to Emerging Projects
 - c. Andrew: Sauder Social entrepreneurship program allows students to go to Kenya and Asia. It has a social impact focus where the main goal is to educate locals on entrepreneurship
 - d. Daphne: I will send information on the 3 initiatives that are similar to EM to Chris after the meeting

5. End goal is for the students participating in emerging markets to use this as a concrete experience for their resume, especially for students who do not have the means to do so on their own
6. EM mainly works with business student associations. Usually propose to have an emerging markets project for that respective association (ex. CUS emerging markets project to China 2018). This originally started at Concordia and is now expanding to other schools.
7. It will be branded as our own CUS initiative but EM would help us with the logistics and planning of the project
8. Daphne: as a service, it is out of CUS scope. The earlier-mentioned initiatives are run by Sauder, not CUS. This would take more time and consideration to figure out how this would work with the CUS. As it is August, a lot of our initiatives are already planned out
 - a. Chris C: many student organizations also had issues with this idea on their own but that's why EM will take care of most of the planning
9. Andrew: to clarify, what is EM looking for from CUS (as monetary support was not requested)?
 - a. Chris C: it is difficult for these initiatives to be launched by student clubs but they want students to be passionate about opportunities outside of Canada
 - b. Student associations have a lot of reach with students and can promote student involvement opportunities like EM
10. Daphne: who else/ what other schools is EM in partnering with
 - a. Launched 3 years ago, idea developed through case comps andn JDC West. In their first year, it began at their own school. In the second year, they expanded to Ontario and Quebec. Now they are expanding further into northern Canada and UBCO, some smaller schools out in PEI
11. Daphne: could more details be provided on how this would work
 - a. Chris C: allow CUS pick the destination, dates, number of people. Create marketing plan together. EM works around CUS' marketing schedule. EM will also help with promotion on social media and paid advertising. Branded specifically for UBC or Sauder students. Students apply to go.
 - b. Daphne: How much will it cost for a typical trip?
 - c. Chris C: average from BC is \$3,000-3,500. All-inclusive with company tours, guides, taxes, accommodation
 - d. Daphne: How many people have been sent so far?
 - e. It started out as 25 then 30. Approximately, now it's over 100.

2. CMP Rebranding (6:40PM)

1. CMP caters to lower-year students to provide academic assistance/ course resources through review sessions, office hours, tutorials
2. Values: academic achievement, accountability, accessibility
3. Want to emphasize mentorship: students helping students to provide advice, in addition to course review
4. Representation: old logos unclear and not professional. They did not define CMP accurately nor reflect their values.
5. Changes: redefining marketing (increase social media engagement) and providing more academic value
6. New logo: reflects professionalism, modernism, and a fresh outlook
 - a. Minimalistic, modern, representational of values
 - b. 3D book - shows they're academic, the orange is staying the same
7. Feedback: first logo preferred. It will also be easier for printing merch.
8. Evan: why did you get rid of the bookmark?

- a. Claire: messed with the minimalistic design and the lines make it clear that it is a book
- b. Evan: I feel that it's too minimalistic. It adds depth to the design
- c. The bookmark doesn't take away from anything
9. We all agree that this new design is better than previous ones. Additionally, the first one logo is better than the second one shown.
10. Stanley: this new logo emphasizes academic more than mentorship. How do you plan on incorporating more of the mentorship side of things?
 - a. Galen: many mentorship logos involve people. In our previous logo history, it has already been done where two people holding hands formed the M in CMP
 - b. Academics is the primary focus anyways so this is representative of CMP's values
11. Evan: is there a secondary colour in mind?
 - a. Claire: orange will be the primary colour scheme, in addition to white and black
12. Stanley: I see where Evan is coming from as this may not stand out on large banners

3. Spark SPF (7:10PM)

1. Mission: every student will feel a sense of belonging to the Sauder community
2. Overview: 3 day weekend orientation, 2 keynotes (Drew Dudley and Matt Corker), 1 DJ, 500+ attendees, 200+ leaders
 - a. Opportunity to connect with friends outside of class, build relationships with upper years
3. Partnership with CUS and Spark: verbal recognition, logo on promotional material, event participation, social media promotion
4. Requesting \$4,000 from SPF: additional \$1,000 on top of last year's budget is going towards AMS Nest rental fees, travel costs for Drew
5. AMS fees go to Great Hall rental, catering - they also need to meet minimum catering fee requirement
6. Chris: it would be interesting to see if CUS can book some of these rooms on your behalf
 - a. Alice: if we got it for free, then AMS would choose to rent it out to someone else where they'll make a profit

D. Personal Updates

E. Professional Updates

I. President

1. AVP 1-on-1 schedule sent out
2. Meeting Bonnie and Lauren Wednesday to discuss tracking student involvement
3. Dean's excellence fund and SPF working group meeting with Lauren, Pam, and Natalie
 - a. Want to discuss the criteria for dean's excellence fund and what it will be used for

- b. SPF should not be used for expenses that we are expecting that have not occurred; a working group will be formed, spearheaded by Nat
 - 4. Met with Kevin to discuss BOD job descriptions
 - 5. Went to AMS meeting, Daniel resigned as AMS VP Academic
 - 6. Budgets completed
 - 7. Sarnil: with 22.5k going to Spark, why can they not take the 4k requested from SPF from there?
 - a. There is not an increase in funding with the reallocation. They are simply getting the funding from different parties.
- II. Vice-President, Academic Affairs
 - 1. Working with service chairs for accountability reports
 - a. Meeting up with HR specialist to go over ExCo's report
- III. Vice-President, Finance
 - 1. Budgeting concluded, it was approved by BOD
 - 2. Submitted CUS approved budget to AMS, received confirmation
 - a. Has not sent out it out to services yet, will distribute to analysts
 - 3. Training with analysts: will need to reschedule as many of them were unavailable
 - 4. Making a training doc for future VPF to use with their FinCom
 - 5. Project: Making videos with the intention to train analysts and also to help service chairs with reimbursement and invoice process
 - 6. Meeting with Chantelle and AMS: Alim (AMS VPF) and Linda (AMS AVPF) reached out
 - 7. Intends to distribute survey on Budget process to chairs
- IV. Vice-President, Internal Affairs
- V. Vice-President, Marketing and Communications
 - 1. Met with Julyna to discuss how he's doing in his VP role, managing team
 - 2. By next exec meeting, hoping to discuss PR policy and Business Week
- VI. Vice-President, External Affairs
 - 1. Services: dealing with NSCC's email issue, talked to Liam about it
 - a. Imprint: meeting with Manveer Thursday, budget approved
 - b. EMP: finished meeting and went over accountability report. Working with Bonnie to contact mentors but still working on video which will give intro of the program, interview past mentors. Will hire once school starts, may need additional marketing help
 - i. Will get Evan's help with the video
 - 2. CR Breakfast is cancelled, will do a Thank You event at the end of the year
 - 3. Will do CR Forum in August (tentatively 26 or 27): gather as many service chairs as possible and Bonnie to talk about the resources available
 - a. This will give CR team a better understanding of the type of support needed from clubs and services
 - 4. CPABC: will be giving sponsorship to CUS but Jennifer is also interested in working with specific CUS services (ex. Speaking at events or having CPABC merchandise at Business Week)

- a. Will talk to Evan about coordinating CPABC marketing. They are interested in first years in particular (Spark), would provide keynote for Sustainability, interested in CMP and CUS Sundays
- b. Evan: regarding CPABC's interest in first year marketing, something to consider would be the first year survival package
- c. Will implement more accountability checks with pre-event checks to help with final accountability reports

Motion to amend agenda to move VP Finance matters to first in Discussion

Moved: Andrew | Seconded: Evan

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

VII. Vice-President, Student Engagement

1. Concerns with SPF may be fixed with working group
2. Many areas of overlap with CUS policy and would like all VP's to read the areas of policy relevant to their roles
3. Engagement syncs missed this week but will be working with them more in August
4. CUS Survey will be implemented soon
5. First year survival guide will be ready for review soon by Evan and Chris
6. Policy: implement retrospectives - to wrap up your committee and group, read through document, write a retrospective (include members of group and stakeholders)
 - a. Use template provided
7. HeWe may be involved with AMS Wellness week
8. Sapnil: are you looking to change constitution or code of procedures?
 - a. Chris: both. Referendum also needs to be discussed. It will need to be approved by BOD.
9. Daphne: considered creating a Google Hangouts where service chairs can understand why budget commenced this way this year. It will be an internal forum.
 - a. Chris: provides a positive way to air feedback
 - b. Press release or formal report does not enable 2 way discussion
 - c. Evan: when would you like this to happen?
 - a. Daphne: soon, Chris also mentioned he would be willing to be in the Hangout too. If Andrew and Stanley are interested too, they are welcome to join.
 - b. Survey on budget and Hangouts could be incorporated into one package; if people have not had their concerns addressed in the Hangout, they can write their comments in the survey
 - c. Evan: I like the idea and can we include Fiza in the Hangout
 - d. Stanley: should we make this in person and people who are not available to come in can be called

VIII. Administrative Director

IX. Ombudsperson

1. Executive Business and Discussion

I. VP Finance Matters

1. Andrew recognizes importance of VPF role and would like to see it performed well. He will be resigning due to personal matters that are hindering his capacity to perform, but will ensure that his successor will have a smooth transition into the role.
2. Daphne has been working with HR to potentially re-structure/ re-design the role of VPF. A hiring timeline will also need to be set up in the event that the AVPF, Chantelle, is unwilling to replace Andrew for the VPF position.

II. CUS Sustainability Rebranding

1. Changes to logo: keep the first logo shown but use the thumb and the leaf from the second draft. Revert back to the original blue used.

Motion to allow executive council to approve the CUS Sustainability rebranded logo over Slack

Moved: Evan | Seconded: Sarnil

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

III. CMP Rebranding

1. Include the bookmark but make it shorter

Motion to have CMP Rebranding approval voted on Slack

Moved: Evan | Seconded: Stanley

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

IV. Commerce Week

1. Commerce Week wanted to appeal their final budget although it has already concluded. Jocelyn removed commerce day from the budget but added in additional events instead.
2. If needed, we can recommend that she apply for SPF to cover Commerce Day
 - a. Will talk to Phoebe
3. Proposal: if they put the CPABC logo on Business Week volunteer shirts, they can be given the shirts that were otherwise cut through sponsorship

V. Kite SPF

1. Although they are on track with their timeline, their timeline is still not feasible. Their timeline mainly outlines the expenses being incurred. They have not made any indication of revenue.
2. We are also not allowed to rent rooms for free

VI. Emerging Markets

1. Out of our scope and it overlaps with past Sauder initiatives. Sauder has already tried to do this and it wasn't successful
2. Proposal: create a document providing reasoning why we are unable to support this initiative. We can bring it forward to the BCC, in case they want to partner

3. There's no way of knowing if they are credible/ met people's expectations. If we do decide to do this, it is very risky as we would be co-branding
4. We would need to ensure that this is legitimate before partnering.

Vote to support/ collaborate with Emerging Markets

In favour: none
Opposed: all
Abstentions: none

Be it resolved that the CUS will not collaborate with Emerging Markets, as their initiative is out of scope of the CUS.

VII. Spark SPF

1. They justified the case for SPF

Vote to provide Spark with \$4,000 of SPF

Moved: Stanley | Seconded: Chris

In favour: five
Opposed: none
Abstentions: one, due to conflict of interest

Be it resolved that the CUS will provide the Spark \$4,000 of SPF.

VIII. Dean's Excellence Fund

1. Lauren and Daphne would like to see this work in conjunction with SPF. Implement an application process where it needs to be applied for once a term, not on rolling basis. Dean's Excellence Fund will be under UGO's jurisdiction (\$50,000 with \$22,500 going towards case competition). It will not serve as a scholarship but rather a grant.
2. Consider combining Dean's excellence fund application with SPF where you only need to apply for one to be considered for both. Dean's Excellence Fund is another opportunity for students to get funding instead of SPF.
3. Increasing perception that certain services are expecting to receive a certain amount of SPF based off of past years. The majority of this funding goes to recurring events - conference affiliation can be used to set aside a certain amount of funding. The rest of the money can be SPF and used for it's original purpose of funding special projects.

IX. SPF Working Group

1. Could be used with Dean's Excellence Fund, would like help from Chris
2. How would membership to this group be determined?
 - a. Daphne: more BOD members, as this is more strategy than operations
 - b. Stanley: with BOD members, they may not understand how the changes affect services.
3. Working groups allow interviews from stakeholders so they can provide input
4. Can standardize SPF: SPF Request Context and SPF status tracker
5. Sarnil: is this something that can be a part of policy committee?
 - a. Daphne: it may be outside of policy's scope
 - b. Chris: the working group is not as formal as a committee but any policy changes the working committee has would be turned over to policy committee.
6. Budget committee gave realization that many decisions were completed without taking into consideration the general student populations needs.

G. Approval of Minutes

Moved: Stanley | Seconded: Sapnil

That the minutes from the July 17 Executive Council meeting be approved for public distribution.

*In favour: five
Opposed: none
Abstentions: one
...the motion carries.*

H. Next Meeting

TBD

I. Adjournment

There being no further business, be it resolved that the meeting be adjourned at 9:10PM.

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