



Executive Council Meeting

Scheduled Time: 10 AM May 5th, 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			Angela Dai
Andrew Choi	Vice-President, Finance	X		
Phoebe Wong	Vice-President, Internal Affairs	X		
Evan Zhou	Vice-President, Marketing and Communications	X		
Chris Bolton	Vice-President, Student Engagement	X		
Maddie Zapach	Ombudsperson	Skype		
Natalie Yu	Administrative Director/ Recording Secretary	X		

Guests:

A. Call to Order

The meeting was called to order at 10:07.

B. Amendments to and Adoption of the Agenda

***Moved: Daphne | Seconded: Phoebe
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. BCC

- I. Developing new strategic plan and furthering collaboration with CUS
 - a. Purpose: Empower students, build meaningful careers based off of 3 R's
 - b. The BCC recognizes that undergraduates' needs are not fully being met due to proportion of students to BCC staff
 - c. BCC Changes
 - i. COMM 202: greater focus on student's identity before developing cover letter and resume, increase BCC coach presence in class, make coaching mandatory
 - ii. Service journey: develop services more catered to students' needs
 - iii. Progression: develop programs that work for all years, starting from first to fourth
 - iv. Communication mapping: be aware of wording across channels and ensure the right message is being conveyed (ex. CUSunday)
- II. Career services and programs
 - a. New case prep program introduced this year, RocketBlocks helps with consulting and answer prep
 - b. UBCSauderGo will be replacing Trek
 - c. Workshops: bring in more outside facilitators to increase availability of coaches (drop from 54% to 47% in terms of reach to students)
 - d. 1:1 coaching: establish long term connections (repeat visits), increase reach
- III. Developing workshops more relevant to students depending on which year they're in

Questions

1. Angela: What is BCOM Introductory?
 - a. For students who don't know what BCC is or what the BCC can do for them (ex. What they can do with a coach, what should they ask when meeting with a coach)
2. Sapnil: Is 1 on 1 coaching mandatory for all students? Is it feasible with the amount of BCC staff?
 - a. Just for COMM202 students. BCC has already looked into it and have confirmed it is possible.
3. Evan: What is the click rate for weekly emails?
 - a. About 50% of students click it to open but other metrics are not tracked

4. Evan: Earlier you mentioned an issue with CUSunday wording? Clarification?
 - a. Wording is more student-centric on CUSunday but BCC needs to balance professionalism with being approachable
5. Sapnil: Based off of lower workshop turnout for upper years, consider an increased focus on guidance based off of your specialization (ex. Accounting: how do I get into public practice) and help students anticipate any problems that may occur as opposed to simply providing a job description
 - a. Daphne: Older students do not only want to know how to make money but how do make a social impact (develop connections in the community). Create more workshops based off of social impact
6. Angela: For first years, it's intimidating coming into Sauder and get involved.
 - a. Sara: There's low engagement due to fear/ anxiety. BCC wants to know more about how to provide opportunities first years are interested in.
 - b. Linda: We will work with Spark leaders to develop word-of-mouth with first years. Positive word of mouth is the most powerful motivator for younger years.
 - c. Daphne: CUS can step in and help here through CUSunday. As individuals we can spread the word to younger students. Request to see data. How can we help BCC other than providing info?
 - d. Chris: What can we start that's tangible as opposed to just sending out more info from a different channel
 - i. Sara: Get access to student feedback. Looking to use focus groups for info.
 - ii. Linda: Developing frameworks or roadmaps - what can BCC give students to help visualize their career paths and goals. Feedback on right language (are we being clear/interesting)
 1. Chris: Consider talking to BOD because they are representatives of their years. Execs can help more with operations.
 2. Daphne: Discuss with BOD and get them to talk to peers within their years and pass on data to BCC
 3. Sapnil: Get students from each option in addition to each year
 - e. Angela: A big thing impacting first years' perceptions are external conferences. Consider connecting Stanley and BCC.
 - i. Get CR and BCC to work together because they work with a lot of the same companies.
7. Phoebe: 3 emails of BCOM bulletins, 360 degree, BCC - students don't know the difference between all of the different platforms
 - a. Linda: They all use the same program, same templates
 - b. Sara: Part of communication mapping - work to improve visibility and increase understanding of the different functions
 - c. Phoebe: Consider rebranding to reiterate that BCC is more career-focused
 - d. Daphne: Have first years fill out a form specifying what type of news they want to receive, such as specific workshops, info relevant to their industry. People will see what they want to see and value the information more
 - e. Maddie: Information overload, especially for younger years who haven't adjusted
 - i. Sara: Definitely something to consider reworking, it would take some time to set up

8. Sapnil: One of the workshops that was valuable was Careers in Night – consider create more workshops with alumni-student interaction
9. Evan: Students don't know about the CUS' relationship to BCC – many are unaware that we fund them

D. Personal Updates

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E. Professional Updates

I. President

1. Spoke to HR commission: change format of exec accountability reports, to be in by the end of 2nd week of May. Working on integrating HR more.
 - a. AMS ombudsperson role is being eliminated, looking to restructure BOD
 1. Only CUS and UBC have an ombudsperson
2. Conducting 1 on 1s with execs
3. Communication: don't just say things verbally or on Slack, make sure you email when you're away or regarding deadlines
 - a. Tell Daphne your communication method preference and your summer availability
 - b. Communicate your availability to your portfolio and services too: will you still be able to respond while you're away, time difference, expected response time, etc
4. Meeting with BCC
5. Internal newsletter with Natalie: transparency within organization, everyone is on same page, please fill out Google form
 - a. Evan: Will it be posted on the school's website?
 - b. Daphne: Sure, so student body can be aware of CUS internal operations
 - c. Phoebe: I don't think we should because it's only for our internal purposes. We already have meeting minutes to keep students up to date.

II. Vice-President, Academic Affairs

1. Services
 - a. JDC hired competition team, another round of hiring conducted in August
 - b. CMP had their first meeting, working on rebranding
 - c. CCC still hiring, deadline tonight, interviewing over next 2 weeks
2. First BCOM governance meeting: brainstorm ideas on how to improve BCOM program
 - a. Introduce new BCOM honours program: undergrads get to participate in PhD programs
 - b. Cohorts: when students are admitted into Sauder, they will be placed into cohorts. Still being developed, it's in place of Connected.
3. Meeting up with manager of CLC, Kalenne

III. Vice-President, Finance

1. Still doing reimbursements
2. Budgeting began May 1st, all services have been designated analysts who will give them budget templates
 - a. Projections had to be made due to insufficient information

3. Conducting 1 on 1s with analysts: discuss role on team, paperwork
4. Chantelle, AVPF, potentially going to have signing authority
 - a. Andrew and Chantelle will have to have a 2 on 1 to further discuss with AMS VPF
5. Earlier concerns over student fees addressed: they came in at the end of the year, so we are on target
 - a. AMS gives us the money when UBC gives them the money
6. Budgeting: for exec portfolios and their services, they more or less have the same budget (5-10% cut)
 - a. Currently analysts work with services 1 on 1 regarding budgets.
 - i. CC the relevant VP and president.
 - b. Deadline for first budget draft is May 20th
 - c. Budget committee will need to figure out first meeting sometime after May 20th
 - d. Evan: Some of my services may have been over allocated
 - i. Andrew: if there are overallocations to services that we observe after the first draft, we'll take them out to transfer to services that need extra money or to SPF

IV. Vice-President, Internal Affairs

1. Waiting for quote on card reader lock. Unsure about issuing keys now or just waiting until August
2. Met with Daphne to work on Clubs review: developed standardized system
 - a. Emailing committee tonight
3. Emailed Stephen about business cards being cut, deadline to order is May 15th
4. Cut locks on lockers with Kelvin
 - a. Proposal: Move Finance commission locker to fourth floor instead of second floor
5. Summer locker registration on May 15th

V. Vice-President, Marketing and Communications

1. Services
 - a. Yearbook and Prospectus: contract signed, cut amount of agendas and yearbooks ordered by about 15%
 - b. Cavalier: conducting second round of hiring
 - c. CUSVM taking CUS headshots
2. Met with Renzelle to talk about timeline, vision, will have weekly meetings
3. Public Relations: Will develop PR strategy with Fiza
4. Talk to CMP and Sustainability about rebranding

VI. Vice-President, External Affairs

1. Met with CR commission about CR breakfast and CPA pitch
 - a. Assigning each CR manager to a portfolio
 - a. They will talk to previous service chairs to compile a list of previous sponsors. Use this list as foundation for invites to CR breakfast.
2. Talking to CR director about restructuring sponsorship package and onboarding of managers
3. CR Breakfast: scheduled for July, reaching out to hotels soon
4. Services

- a. Completed goal setting with Imprint, met with NSCC, will be meeting with EMP later this week
- b. Me Inc. Co-chairs hiring deadline on May 31
- 5. CPA Pitch: NSCC, Imprint, JDC confirmed
 - a. Contacted Chasing Sustainability, EMP, Business Week, HeWe, Me Inc (tentative), CCP

Motion to add Me Inc. reopening hiring and tentative list CPA Pitch services for later discussion

Moved: Angela | Seconded: Phoebe

*Opposed: none
Abstentions: none
...the motion carries.*

VII. Vice-President, Student Engagement

- 1. Leaving on Sunday, May 7
- 2. Sauder Unlimited tomorrow, 107 sign-ups, finalizing logistics
 - a. Organizing reimbursements
- 3. Working with services on budgets and answering questions

VIII. Administrative Director

IX. Ombudsperson

- 1. Sending out summer availability soon, meeting over Skype may not be feasible
- 2. Connected Service Ombudsperson report completed
- 3. Contacted Liam about an Ombudsperson website including resources, meeting recaps, office hours
 - a. CC / loop in Evan with conversations with Liam about website
- 4. Contacted UBC Resources to better assist students, will meet in September

F. Executive Business and Discussion

I. CUSwag

- 1. As of right now we will be using same design as last year
 - 1. Daphne: Develop 2 variations of the design, let people vote on Slack

II. Service Budgeting

- 1. Chris: can execs get an overall budget for their portfolio?
 - 1. When services ask about adjusting their individual budget, how will that fit in with the grand scheme of things
 - 2. Andrew: Sure but services should try to stay within their specified budget. Take note of any concerns and discuss during presentation with budget committee. This will be completed before second budget draft (middle of June). Services can talk to their analyst and pass on info to Andrew.

Motion to add CUS Office lock situation for discussion

Moved: Phoebe | Seconded: Chris

*Opposed: none
Abstentions: one
...the motion carries.*

III. Me Inc Deadline

- 1. May 31st is the deadline for both chairs to be hired
- 2. Open discussion for interviewing dates: currently considering May 22-26

1. Evan: post event on the 11 and close on the 18 to have extra days for extensions, if needed
2. Let's table this discussion until Stanley is available in person

IV. CPA Pitch

1. Which services should be added/ cut
 1. Confirmed: NSCC, Imprint, JDC West
 2. Contacted: Chasing Sustainability, EMP, Business Week, Sauder Health and Wellness, Me Inc. (Tentative), Commerce Community Program
 3. Daphne: Why is HeWe included?
 - a. Unsure if their CPA's values are aligned with HeWe
 - b. Will discuss further with Stanley

V. CUS Office Lock

1. Quote for card lock: \$3792.68, minimum "couple weeks", CUS pays
2. Code Keypad: \$200-300, week, covered
 1. Is the card lock worth it?
 - a. Phoebe: Long term investment, will last for many years
 - b. Chris: Doesn't make sense to cut services' budgets and then spend them on the exec office
 - c. Andrew: We can afford it. Furthermore, this is a security concern because there have been thefts under the current lock system.

Motion: Be it resolved that the executive council approves the purchase of a card scanner lock, contingent on the fact that the card in question will be executive's UBC student card

Moved: Daphne | Seconded: Andrew

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

G. Approval of Minutes

Be it resolved that the minutes from the April 14th Executive Council meeting be approved for public distribution.

Moved: Daphne | Seconded: Chris

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

H. Next Meeting

I. Adjournment

There being no further business, be it resolved that the meeting be adjourned at 12:19.

Moved: Daphne | Seconded: Phoebe

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