



commerce  
undergraduate  
society

## Executive Council Meeting

**Scheduled Time: 5:00 PM, March 20, 2018 | 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 [natalie.yu@cus.ca](mailto:natalie.yu@cus.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			
Matthew Yong	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	X		
Natalie Yu	Administrative Director/ Recording Secretary	X		

Guests: Sanjay Khemani

**A. Call to Order**

*The meeting was called to order at 5:06PM.*

**B. Amendments to and Adoption of the Agenda**

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

**C. Presentations to the Executive Council**

- I. Imprint Post-Conference Presentation (5:10PM) - Rebecca and Manveer
1. Want to grow Imprint big enough to attract students to the BC: accomplished this by tailoring the brand association to “Corporate Branding and Marketing” and expand their case competition to other schools
2. Changes and Impact: CPG Networking student edition, came up with this idea by using Blue Ocean strategy. Some room for improvement would be informing the younger students more on what CPG is
  1. Increased from 2 to 4 keynotes: Evo, PepsiCo, and Nintendo
  2. Added a keynote during dinner - recommendation for incoming chairs as it saved time. If it's a less interesting speech, you should put it during dinner.
  3. Use feedback forms, had 75 responses. Nintendo had a 4.1 /5 rating
3. Expansion: 3 other schools of SFU, UofC, and BCIT
  1. Increased case submissions for junior case
  2. One problem was involvement for low turnout from 3 year students
  3. Recommend brand ambassador program and starting it earlier on
  4. Moved government and business midterm to a different day so it's not on the same day as Imprint. Wants to have a liaison between CUS services and UGO so they don't schedule midterms on the same day as big conferences
4. Newly implemented Board of Advisors: Telus, vega, Kraft, Destination BC
  1. Provide insights to incoming team
  2. During transition between last year and this year, there was a gap. The board will provide continuity across the years. They may also be able to help with monetary sponsorship, as they're more credible than just students
5. Imprint mentorship program: executives and BA's are paired together to provide growth and education
  1. Recommendation to hire people from all different years. In addition, ask them if they're going on co-op out of province or on exchange during interviews
  2. Had problems hiring creative director: ended up getting Arts student
  3. Considering asking for budget to hire videographer (\$50) because it's too hard for the marketing team to do regular marketing and create videos toO
6. Chris: for the dinner speakers, was it okay with people grabbing food?
  1. Manveer: yes, I let the hotel know. We had dinner service instead of buffet
  2. Rebecca: we made it clear to Pepsi that this was going to happen so that everyone involved was knowledgeable
  3. Chris: I think that's smart
  4. Manveer: we closed coat check during our closing keynote so that nobody could leave
  5. Rebecca: everyone really enjoyed the closing keynote. Last year, this was a problem because a lot of business professionals walked out
7. Daphne: during the midterm thing, I was in discussion with both you and Lauren. I brought it up with Lauren and she said it'd be good to know but they're not 100% sure if they can accommodate it in the future.
  1. Manveer: the reason why it could get moved was because the professors were all on board

2. Rebecca: the profs said that the UGO was aware of their events but they never heard about conferences. A recommendation for next year is declaring the dates of the beginning of each term: once in September and once in January
  3. Evan: when did you set your event date?
  4. Manveer: August - first week of September
  5. Evan: for next year, we're thinking of making a massive calendar for events
8. Matthew: which stats on the survey were significant?
1. Manveer: each of our speakers were all 3.9/5 or above. Younger students liked evo more whereas senior students loved Nintendo. Evo emphasized basic marketing skills so seniors already knew it
  2. Rebecca: we did roundtable networking with 2 to 3 rotations.
  3. Manveer: we had a booting session so students could do free-form networking with the company reps
9. Daphne: how did you decide to differentiate yourself from QMAC?
1. Rebecca: we wanted to be QMAC of the west, which is a big recruiting event. We eventually want to make ours application based, once it gains popularity.
  2. Manveer: I don't think QMAC reaches a lot of the Western schools, other than Sauder

#### **D. Personal Updates**

#### **E. Professional Updates**

- I. President
  1. Missed Town Hall yesterday, turnout was low
  2. Having 1-on1's with Matthew, cleaned out Presidential Office today
  3. Nominated for Top 3 AMS Constituencies
  4. Email from NIBC, Maddie will take care of the situation. It's more of a conflict with PVCC.
    - a. Maddie: we will recommend that they take it up with the AMS
  5. Talking to Stanley about conference affiliation, will draw up a structure
  6. At retreat conducted Year in Review to highlight our big accomplishments of this year. Everyone said that it was helpful and wished that we had one in the middle of the year too. Daphne recommends that the internal team go to the AGM, as it serves the same purpose
- II. Vice-President, Academic Affairs
  1. Last round of service check-ins last week
    - a. Class Liaison get better feedback this term than last, it'll be completely on Canvas
    - b. CCC finished their last event, Telus backed out. Mentioned that they won't be a service next year anymore
    - c. ExCo is the only service still continuing to do work, Hannah is transitioning new chair
    - d. CMP has a few more review sessions left for finals
  2. BCOM Governance meeting next week, Katherine will go
  3. Daphne: how did CCC feel about not being a service next year
    - . Saphil: they said that it made sense and that it's out of their control but they were upset
- III. Vice-President, Finance
  1. Last week met with Imprint between Kimberly, Sandy, and Ajit to go over all the budgeting miscommunications
  2. Budget meeting tomorrow
  3. Going to EMP's event so he can pay an expense with the CUS Credit Card

- IV. Vice-President, Internal Affairs
  - 1. Still need to work on informal term report with Kelvin
  - 2. Helping services with ShowPass
  - 3. Need to do Clubs Review turnover report
  - 4. Kelvin may be chairing clubs roundtable in April. If Kelvin does chair, Evan should go as well
  
- V. Vice-President, Marketing and Communications
  - 1. Promoting hiring
  - 2. Officially transitioned all marketing channels to Veronica
  - 3. Doing wrap-up with services
  - 4. Daphne: you should write about grad photos in CUSunday or post something online
  
- VI. Vice-President, External Affairs
  - 1. Stanley will talk to Albert about getting feedback on networking event
  
- VII. Vice-President, Student Engagement
  - 1. Services wrapping up, Grad Night is on Saturday: Chris will meet with him again tomorrow. If needed, he will help out at Grad Night on Saturday
  - 2. Maggie is transitioning well
  - 3. Policy Committee: Sauder student position needs to be elected by MM, MBA, and undergraduates. The MBA and MM are not in the position to hold their own elections and the senator only impacts the CUS. If we have to do a bi-election, we will push it to September. Engineering and Science are in the same position. We have already elected our Senator. Chris said that he would work on updating the Constitution. For positions outside of year reps, there is no mention of who the eligible voters are for Senator.
    - 1. Daphne: is there a graduate society?
    - 2. Chris: there is but they don't cover engineering, science, or commerce. I've been reading the University Act to find an answer. I'm also not sure how that election would run.
  
- VIII. Administrative Director
  - 1. Retreat finished over the weekend, payment has been completed for both busses and the camp itself. Went smoothly, in terms of logistics.
  
- IX. Ombudsperson
  - 1. Need to have one final board meeting, asked Katherine to chair. Kristi contacted Maddie to say that they've already invited the alumni they're nominating
  - 2. Has to meet Snigdha since she didn't come to retreat, will finish transitioning
  - 3. Working on NIBC
  
- F. Executive Business and Discussion**
  - I. Grad Gift (Daph)
    - 1. Email from Ryan from GCC. They want to purchase practical gifts for the undergraduate societies, they're considering microwaves or bean bag chairs. They will use their funds to purchase our gifts.
    - 2. Phoebe: new couches to replace the ones in the lounge

**G. Approval of Minutes**

*Moved: Chris | Seconded: Phoebe*

*That the minutes from the March 13 Executive Council meeting be approved for public distribution.*

*In favour: Phoebe, Chris, Evan, Matthew, Sapnil*

*Opposed: none*

*Abstentions: Stanley*

*...the motion carries.*

**H. Next Meeting**

**I. Adjournment**

*There being no further business, be it resolved that the meeting be adjourned at 6:30PM.*

*In favour: all*

*Opposed: none*

*Abstentions: none*

*...the motion carries.*