



Executive Council Meeting

Scheduled Time: 6:00 PM, May 23, 2018 | Location: UBC Robson Square

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, Pamela Liu at pamela.liu@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
Evan Zhou	President (Chairperson)	X		
Katherine Pan	Vice-President, Academic Affairs (Vice-Chairperson)	X		
Priscilla Choi	Vice-President, External Affairs		6:35pm	
Ajit Joseph	Vice-President, Finance	X		
Kelvin Tsai	Vice-President, Internal Affairs	X		
Veronica Vivero	Vice-President, Marketing and Communications		6:18pm	
Maggie Yip	Vice-President, Student Engagement	X		
Snigdha Bhardwaj	Ombudsperson	X		
Pamela Liu	Administrative Director/ Recording Secretary	X		

Guests: Ena Gan (Skype)

A. Call to Order

The meeting was called to order at 6:15pm.

B. Amendments to and Adoption of the Agenda

Moved: Katherine | Seconded: Maggie

Be it resolved that the agenda be adopted as presented.

In favour: Evan, Kelvin, Maggie, Ajit, Katherine, Veronica

Opposed: none

Abstentions: Priscilla

...the motion passes.

C. Presentations to the Executive Council

1. HR Strategic Vision (by Ena Gan)
 - A. Four Key Pillars
 - a. Influence - provide feedback
 - b. Facilitate
 - c. Coach
 - d. Enforce
 - B. Key Projects Overview
 - a. Accountability Reports
 - b. Onboarding Program
 - c. Recognition Program
 - d. Feedback Workshop
 - e. Hiring Toolbox Expansion
 - f. Performance Development Process
 - g. Transition/Turnover Process

D. Personal Updates**E. Professional Updates**

- I. President
 1. Had first year consultation focus group with Sauder
 2. One on ones with Lisa
 3. Met with Galen to talk about experience as service chair with CMP
 4. AMS council meeting - doing committee appointments
 5. Had one on ones with all VPs
 6. Had meeting with Martina from BCC
 - a. Talked about CUS, BCC and how it'd look like working together in the next year
 7. AMS president's council meeting
 - a. Talked about how they can support constituencies
 - b. Sustainability strategy
 - i. VP Admin from AMS wants a sustainability strategy from all constituencies
 - c. AMS Club fund
 - d. Time Capsule
 - i. To bury for when AMS turns 100 years old - they turned 100 three years ago
 - e. AMS Event coordinator can support us

8. Had lunch with NIBC
- II. Vice-President, Academic Affairs
1. Strategic Planning
 2. Finishing up internal audit write up
 3. Finishing up check ins and one on ones with services
 - a. Asking services how often they need to meet with them
 4. Budgeting process
 - a. Issues with budgeting as sometimes actuals haven't rolled in yet from the previous year
 5. CMP
 - a. CMP tutors are paid, conflict of interest for execs to be a tutor
 6. First VP Academic Caucus meeting with AMS this Sunday
 7. NIBC
 - a. Grabbed lunch with NIBC directors
 - i. To have more clarification on our funding
 - ii. We used to fund them in previous year, with our own financial situation, we have to make cuts and they were sent a target amount of expect and they freaked out as we cut them a lot
 - iii. NIBC focused on value they brought to Sauder students
 1. Not that they don't bring value but our financial situation isn't sustainable to fund them
 - iv. Need to talk about a way to be more sustainable on both ends for the long run
 1. Maybe we can slowly phase out our financial support
 - b. Katherine will be their main point of contact
- III. Vice-President, Finance
1. Doing budgeting and strategic planning related stuff
 2. Had meeting today with new finance administrator
 - a. Discussed CUS credit card
 - i. Have a credit limit of \$10,000 which isn't enough for our purposes
 - ii. Ran into problems with JDC's credit card
 1. If we gave JDC a \$2000 limit, our limit would decrease to \$8000
 2. Looking into it
 - iii. Looking for ways to increase our credit limit
- IV. Vice-President, Internal Affairs
1. Had one on ones with all service chairs except Elections
 2. Been working on clubs review process document
 3. Decided to hire an IT Associate
 4. Locker rentals started
- V. Vice-President, Marketing and Communications
1. Y&P has been struggling with contacting the publishers
 - a. Owen looking into getting prospectus getting printed at Staples
 2. Started talking with AVPs in regards to Bizweek
 3. Headshots will be happening on Friday
 4. Doing a website audit

- VI. Vice-President, External Affairs
 - 1. Have one on one with NSCC scheduled for Saturday
 - 2. Scheduling meetings early next week with services
 - 3. Starting strategic planning and budgeting

- VII. Vice-President, Student Engagement
 - 1. First year experience consultation with Evan and Brandon and Sauder
 - 2. Planned out summer timeline with services
 - 3. Met with Veronica to discuss student engagement events
 - 4. Mainly worked on vision planning and working on own budget
 - 5. Created communication plan for when in Kenya
 - 6. Ryan will be proxy

- VIII. Administrative Director

- IX. Ombudsperson
 - 1. Met with Board this weekend
 - a. Planning Kickoff before the school year

F. Executive Business and Discussion

Motion to rearrange Executive Business and Discussion

Moved: Maggie | Seconded by: Priscilla

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

- 1. Academic Strategic Vision
 - a. Provide greater support in regards to case analysis skills
 - i. Build a grassroots training program for first and second years to learn case analysis skills
 - b. CUS Internal Audit
 - i. Realign the CUS' offerings and operations to better serve students
 - c. Promoting Academic Wellness to students
 - i. Improving the execution, dissemination, and promotion of academic resources available to Sauder students to support them during their time in the BCom program.

- 2. Punctuality at Meetings

Katherine Pan left at 8:06pm.

Motion for a 5 minute break.

Motion: Kelvin | Seconded by: Veronica

*In favour: Veronica, Maggie, Kelvin, Ajit, Priscilla
Opposed: none
Abstentions: Katherine
...the motion passes.*

Motion to extend our break by another 5 minutes

Motion: Veronica | Seconded by: Ajit

In favour: Veronica, Maggie, Kelvin, Ajit, Priscilla

Opposed: none

Abstentions: Katherine

...the motion passes.

Motion to resume the meeting

Motion: Maggie | Seconded by: Veronica

In favour: Veronica, Maggie, Kelvin, Ajit, Priscilla

Opposed: none

Abstentions: Katherine

...the motion passes.

3. Marketing Strategic Vision

- a. Clarity and Longevity of the CUS Brand
 - i. Develop a vision and set of values to frame our Mission Statement
 - ii. Develop an in depth brand guide to ensure all CUS content is consistent and recognizable
 - iii. Use this brand guide to create templates/ infographics/videos that can be used for the current year and future years
- b. Social media channels and website
 - i. Revamp CUS website to improve user flow and ease of updating
 - ii. Revamp CUS Instagram account
- c. Use events as a means to communicate the CUS Brand in person
 - i. Use BizWeek to introduce CUS to highlight our goals/mission and support of our clubs/services

4. Internal Strategic Vision

- a. Relationship with Affiliated Clubs
 - i. Help CUS build a better relationship and a greater engagement with all CUS Affiliated Clubs
- b. Internal Culture
 - i. Help CUS build a more welcoming, united and engaging internal culture
- c. Internal Operations
 - i. Find a sustainable strategy/method for Locker Allocation
- d. Internal Portfolio
 - i. Support and empower my service chairs and portfolio members to help them succeed and gain fulfillment from their roles

5. Finance Strategic Vision

- a. Improve Rate of Reimbursement Processing
- b. Increase Quantity of Reliable and Usable Information
- c. Increasing Transparency and Accountability Internally
- d. Restructure the Portfolio
- e. Trying to see if we can move cashless as it's difficult to keep hold of all that cash
 - i. Evan: Would that be another barrier for students to participate in events?

6. External Strategic Vision

- a. Corporate Relations Manager Role
- b. Expanding Sponsorship Outreach:Mass Orders

- c. Improved Accountability Tracking Re: Sponsorship Deliverables
- d. Sponsorship Database
- e. Maintain Sponsorship Blacklist
- f. Interfaculty Outreach
- g. Transition Report

7. Student Engagement Strategic Vision

- a. Increase student participation in CUS Coffee Chats and Survey
 - i. Separate Coffee Chats from the Community Pulse program and renew purpose of Coffee Chats event to foster community in the faculty
 - ii. Provide new incentives for CUS Survey prizes to increase response rate
 - iii. Collaborate with Marketing Portfolio to brainstorm new strategies to promote the projects beyond Facebook
- b. Engage the inertia to participate in CUS events and leadership involvement opportunities
 - i. Support the AVPSE in his projects in video creation and publication on social media
 - ii. Introduce new events such as Destress with Puppies in Term 1 and CUS Welcomes You Back in Term 2
 - iii. Collaborate with Marketing Portfolio to reach a greater group of students during Business Week and introduce new ideas to promote events
- c. Support Service Chairs through mentorship, resources, and training
 - i. Have regular syncs/check-ins with each service to stay updated and provide catered support for the student leaders
 - ii. Conduct formal/informal surveys for Service Chairs three times throughout my term
 - iii. Connect Chairs and their executive teams to relevant resources, such as the UGO or Wellness Centre
 - iv. Attend or volunteer for at least one event of each Student Engagement service to show my support for the services' efforts
- d. Foster a stronger Student Engagement portfolio and general CUS culture
 - i. Organize portfolio get-togethers/socials and a Townhall x Student Engagement Retreat to strengthen internal portfolio culture
 - ii. Sustain collaboration with VP Marketing for Business Week, Meet Your CUS, videos, and most Student Engagement projects
 - iii. Collaborate with VP Internal to introduce an event for Service Chairs to foster increased interactions and connections/cultivation of supportive relationships
 - iv. Increase collaboration with Board of Directors
- e. Better define the VPSE and AVPSE roles
 - i. Create a detailed VPSE timeline for the year with clear projects and major tasks
 - ii. Complete a newly revised VPSE job description to reflect the work I've done this term
 - iii. Work closely with the AVPSE to define clear and value-adding projects and responsibilities

G. Next Meeting

H. Adjournment

Moved: Priscilla | Seconded: Maggie

There being no further business, be it resolved that the meeting be adjourned at 9:57pm.

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