



## Commerce Undergraduate Society of the University of British Columbia, Vancouver

Board of Directors Meeting | 6:30 PM, Tuesday, June 19th, 2018 | Henry Angus Building, Room 339

*Open to the general membership of the Society unless otherwise deemed in-camera.*

**Note:** presentations and/or proposed motions from parties other than the members of the Board of Directors should be requested to be considered for inclusion on the agenda at least seven (7) days in advance of a meeting by contacting the Chair, Priscilla Chan, at priscilla.chan@cus.ca – materials received past this point will be considered for the subsequent meeting's agenda at the Chair's discretion.

### A. Call to Order and Adoption of the Agenda

The meeting was called to order at 6:42pm.

- I. Attendance and Confirmation of Quorum
- II. Amendments to and Approval of the Agenda

*Motion to amend the agenda to move N. Other Business to be before item D. Presentations to the Board of Directors.*

*Moved: Evan | Seconded: Suprabhe*

*In favour: all  
Opposed: none  
Abstentions: none*

*... the motion carries*

*Motion to amend the agenda and strike items E to H.*

*Moved: Evan | Seconded: Brandon*

*In favour: all  
Opposed: none  
Abstentions: none*

*... the motion carries*

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

### B. Membership: Introductions, New Members, Declaration of Vacancies

### C. Chair's Remarks

- I. Thank you all for being here

### D. Presentations to the Board of Directors

- I. Strategic Plans: Overview of Process (6:45pm)

1. Evan: The CUS planning process is something we're doing this year in order to be more accountable
2. I told the execs to try to encompass 5 overwhelming themes

## II. Strategic Plans: Academic Affairs (6:50pm)

1. Plans on focusing on three areas
  - a. Academic wellness
  - b. Organizational realignment
  - c. Case competition development
2. Internal Audit
  - a. For us to really look at what we're offering as an organization and realign our services to better serve our students
3. Case Comp Revamp
  - a. Looking to provide resources for those who have no case competition experience
  - b. Looking to revamp CCC into a grassroots development program for those who are less experienced to learn some skills
    - i. Put AVP in charge of spearheading
4. Student Services Objectives
  - a. Provide more tailored support to all services
    - i. Goals for academic services
      1. JDC
        - a. Alleviate financial burden
        - b. Lookout for wellbeing of captain(s)
        - c. Lay groundwork for Sauder/CUS to host JDC West before 2023
      2. CMP
        - a. Provide workshops to support students in being academically well
        - b. Introduce additional peer program training for CMP tutors
        - c. Continue to improve quality of review packages and strengthen faculty relations
      3. EXCO
        - a. Review and improve External Conferences Policy
        - b. Provide greater communication between Exco and the CUS Marketing Portfolio when required
      4. Class Liaison
        - a. Move towards fully digitizing the Class Liaisons program
        - b. Work closely with the UGO to provide improved and more timely information/feedback
      5. CCC
        - a. AVPA in charge of revamping it and creating a grassroots development program for those who are less experienced but want to gain case competition knowledge and skills
5. Katherine: Any questions
6. Jenna: You talked about putting things online for class liaison, do you mind talking a bit more about what's digitized?
  - a. Katherine: It's already been digitized but it's been going back and forth between digital and paper but hoping to make more consistent and make it completely digital for the foreseeable future.
  - b. Priscilla: I understood that the reason some of it is on paper is because some classes haven't switched on canvas. This past year if you were on connect, you were not allowed to do it digital.

## III. Strategic Plans: External Affairs(7:10pm)

1. Sustainability Planning
  - a. Focus on legacy and consistent standards
    - i. Sponsorship database
    - ii. Accountability reports for corporate sponsors
    - iii. Ongoing tracking of sponsored deliverables
    - iv. Sponsorship package
      1. Revamping with the idea of making it more mix & match as a lot of corporations don't need to reach out to all of our services
    - v. Blacklist and reasons why

2. Expanding CRM Responsibilities
  - a. Student empowerment: focus on younger years
    - i. Training to include
      1. Support for CUS services
      2. Individualized sponsorship packages
      3. Record keeping
        - a. Accountability reports with services
        - b. Sponsorship database
    - ii. CR Forum
      1. Will be open invite to all external reps of CUS services and clubs
      2. Mid-late September to accommodate hiring schedules
      3. Will include access to templates
3. Interfaculty Outreach
  - a. Establishing interdisciplinary collaboration early; build a UBC-wide community
    - i. Co-host interfaculty events
      1. Concerns: financial burden on CUS
    - ii. Cross-promote other faculties' events that are open to all students
    - iii. Promote interdisciplinary projects and competitions
4. Deal Negotiation
  - a. Consolidate common suppliers and demands to reduce overall costs
    - i. Common Supplies
      1. Poll services, source bulk order deals, purchase and distribute
        - a. Concerns
          - i. Adequate and secure storage space
          - ii. Resources allocation
          - iii. Accurate budgeting
    - ii. Catering and Printing
      1. Poll services, create calendar, negotiate deals with secured business plotted through the year, ensure deliverables
5. Passion Projects
  - a. Project that are not particularly related to my portfolio
    - i. Mental Health Workshops
    - ii. Creation of a LGBTQ+ rep and a sexual assault support rep
    - iii. Introduction of StartProud
6. Any questions
  - a. Jacob: Can you go more in depth with your catering plan?
    - i. There's lots of services that offer meals and snacks during their events. I'm hoping to get an idea of what they're looking for and hoping to talk to catering service to see if we can get food for cheaper.
    - ii. Veronica: Since the amount you're presenting are fairly dependant on the actual service, if the service doesn't plan on going through with the event, how do you plan on mitigating this with the caterer?
      1. Priscilla: What we've decided is that if we agree to go through with it, they sign a contract but we're not too concerned about cancellation as they did budget for it. The risk is if these services cancel a whole event, which on the whole is very irregular.
  - b. Brandon: Could you explain more about the LGBTQ+ and sexual assault reps and the interest / involvement of students?
    - i. Priscilla: I'm surprised given the size of UBC Sauder, we don't talk about it at all, so I can't tell you percentage of students interested or involved. Both representatives are there as a point of reference, as a symbol of the CUS' support for LGBTQ+ students and of survivors. Both reps would work on education and outreach workshops or programs, LGBTQ+ rep would work on bringing StartProud to UBC. They serve as the initial point of contact for students in need, to put them in contact with resources available on campus (such as the SASC, or SVPRO).

#### IV. Strategic Plans: Finance (7:30pm)

1. Issues with CUS Finance

- a. High rates of turnover
- b. Poor tracking and subsequent poor reporting
- c. Lack of consistency
- d. Lack of information
- 2. Focuses of Financial Strategy
  - a. Financial systems and training
  - b. Reporting and standards
  - c. Team development and wellness
- 3. Strategic Goals
  - a. Improve reimbursement processing rate
    - i. Will be working with AMS VP Finance to identify ways to make it electronic
    - ii. Make more resources available for analysts
  - b. Increase quantity and quality of reliable information
    - i. Move CUS service budgets and overall budget onto Google Drive
    - ii. Link the service budgets and overall budget for automatic tracking
    - iii. Develop additional systems to extract and present information from CUS budget tracking
  - c. Increase accountability and transparency
    - i. Produce and annual/quarterly report template and utilize it
    - ii. Establish internal audit functions to increase reliability of annual/quarterly reports
    - iii. Establish internal and external accounting standards. Publish external standards.
  - d. Restructure the portfolio
    - i. Identify ways to involve AVP finance and financial analysts in the strategic and tactical planning processes
    - ii. Identify ways to delegate tasks to AVP finance and financial analysts
    - iii. Establish a comprehensive transition package for the finance portfolio
- 4. Any questions
  - a. Brandon: Do you anticipate a high volume of questions from the quarterly report and how do you plan on dealing with them?
    - i. Ajit: Haven't thought about it in depth but maybe having an avenue for questions to be answered or a system set up
  - b. Jacob: Do you think the reason that there's a high turnover is because
    - i. Ajit: I think it's one of the primary reasons as there are times when it's almost turning into a full time job. It makes your life more difficult and not everyone may be ready for that level of workload.
  - c. Jacob: Do you think the analysts have the capacity to take on more work.
    - i. Ajit: Yes, currently their work doesn't exceed 5 hours a week. It's also a way to engage the analysts to provide them with more strategic ways to be involved

*Motion for a 10 minute break*

*Moved: Jacob | Seconded: Brandon*

*In favour: all  
Opposed: none  
Abstentions: none*

*... the motion carries*

*Katherine Pan was excused at 7:50pm*

*Motion to resume the Board Meeting*

*Moved: Priscilla Chan | Seconded: Jacob*

*In favour: all  
Opposed: none  
Abstentions: none*

*... the motion carries*

## **V. Strategic Plans: Internal Affairs (8:00pm)**

- 1. Overview of areas of focus
  - a. Relationship with Affiliated Clubs

- i. Actions
  - 1. Clubs review process document
  - 2. Clubs memorandum of understanding
  - 3. Clubs kickoff
  - 4. Roundtable discussion
  - 5. Year end report
- b. Internal Culture
  - i. Actions
    - 1. Team building events/socials for service chairs
    - 2. Roundtable with service chairs
    - 3. Services kickoff
- c. Internal Operations
  - i. Actions
    - 1. Work with AVPI and IT Associate to improve locker allocation process
- d. Internal Portfolio
  - i. Want to support and empower service chairs
    - 1. Actions
      - a. Evaluate and restruce the roles of operations coordinator and AVPI
      - b. Monthly social within the portfolio
      - c. Recognition program within the portfolio
- e. Any questions
  - i. Veronica: Why did you choose those dates for the phases for the operations coordinator and why are they in different terms?
    - 1. Kelvin: I put it in December so Josh would have an idea as to whether he has the capacity to take on more things. By March he could tell me the feedback.
  - ii. Jacob: Can you go more in depth with the recognition program within the portfolio?
    - 1. It's very casual within the portfolio, just trying to build up encouraging culture.
    - 2. Snigdha: What if services do their events every other week, how would you make sure which services to give cards to.
      - a. Our plan is to give opportunity for everyone to receive recognition.

## VI. Strategic Plans: Marketing and Communications Portfolio (8:20pm)

### 1. Overview

- a. Clarity and longevity of the CUS Brand
    - i. To create a unified CUS brand that is clear, consistent and easily replicable for future years
      - 1. Action Items
        - a. Brand Guide
          - i. Established set of fonts, colours, logo usage to be used in all promotional material
          - ii. Will be developing systematic designs while designing templates
        - b. Informational Content
          - i. Content showcasing information that can be reused for future years
            - 1. le. infographics, intro video
        - c. Values
          - i. Defining our CUS brand in addition to the visual components
- b. Social media platforms and website
  - i. To assess existing platforms and ensure a distinct function/purpose for each one
    - 1. Website
      - a. Central hub for all Sauder students and external parties
      - b. Reorganize tabs, posting system, update information
      - c. Link detailed information onto our website
    - 2. Instagram
      - a. Community based platform
        - i. Highlight individuals, services, clubs
      - b. Encourage participation on this channel by holding seasonal

- campaigns
- c. Online Student Engagement
    - i. To implement social media campaigns and practices to encourage a two way conversation between the CUS and Sauder students
      - 1. Seasonal Campaigns
        - a. Used to gain traction on Instagram
        - b. Introduce a personal component to our channels apart from promoting events
      - 2. Ongoing series
        - a. Series will cover a variety of topics including student life, governance, recaps
        - b. Will be in the form of videos, blogs, graphics
        - c. Frequency will depend on the type of content
        - d. Importance of implementing a series will allow future years to build upon brand recognition of series
  - d. Governance Transparency
    - i. To provide students with information/updates about governance in a condensed and easily digestible format
      - 1. Governance Series
        - a. Similar to series mentioned previously
        - b. Video frequency will be once a term
      - 2. Board Meeting Live Streams
        - a. Include an intro and outro for board live streams
        - b. Inform students of Board Meeting agenda items in a visually striking manner
      - 3. Support Office Hours
        - a. Leverage office hours as a way to promote other ongoing CUS initiatives
        - b. Promote office hours alongside random acts of kindness
  - e. Promotion of CUS Events
    - i. To work alongside executives and board to execute CUS wide events as a means to communicate CUS brand on a personal level
      - 1. Integrate
        - a. CUS visuals into event equipment and decorations
      - 2. Internal Collaboration
        - a. Work alongside other relevant parties within the CUS to marketing initiatives
        - b. Conduct 2 rounds of consultations between each term to assess desired impact and marketing intensity
          - i. Review marketing project evaluations with relevant parties
  - f. Integration of Marketing Services
    - i. To provide marketing services and marketing commission with a unified directions
      - 1. Identify and address portfolio-wide needs
        - a. Marketing checklist - completed before marketing 101 event
        - b. Marketing 101 event
      - 2. Socials organized by the AVPs
  - g. Documentation and Evaluation
    - i. To provide future years detailed information and recommendations surrounding marketing initiatives/projects
      - 1. Standardized document containing resources used and success of a marketing project
        - a. Document to be updated within 1 week of completing a project
      - 2. Conduct bi-monthly evaluations of completed and ongoing projects
        - a. Bi-monthly evaluations will be shared with relevant parties
  - h. Any questions
    - i. Brandon: How do you plan on balancing your time to giving each of these plans a sufficient amount of effort and are there any plans that are more important to you.
      - 1. I have a fairly large team and plan on hiring in September depending on capacity. Hoping to hire a videographer. Instagram channel is important.

- Website is a project I want to tackle but may come into roadblocks.  
Implements a series of some sort is also important based on capacity.
- ii. Jenna: Is there a lot of promotional changes happening and what role would CUS Sunday play?
    1. I'd be using it as a way to leverage all these other promotional tactics.
  - iii. Suprabhe: Are you planning to separate the kind of information on all these social media platforms?
    1. The website will post everything but community building won't be on there. Facebook will be news related. Instagram won't be too promotional and want to keep it engaging and community focused.
  - iv. Snigdha: Are you focusing challenges on students at large or CUS students
    1. Not too sure, will be working with student engagement
      - a. Student engagement will be taking ahold of content and physically reaching out to them

*Motion to amend the agenda and talk about CUS values before the student engagement presentation*  
*Moved: Evan | Seconded: Suprabhe*

*In favour: all*  
*Opposed: none*  
*Abstentions: none*

*... the motion carries*

## **VII. Strategic Plans: Student Engagement Portfolio (8:40pm)**

1. Overview of Main Goals
  - a. Community Pulse
    - i. Increase student participation in CUS Coffee Chats and Survey
      1. Renew purpose of coffee chats
        - a. Student to student approach
      2. New CUS Survey Incentives
      3. Collaborate with marketing for new promotion strategies beyond Facebook
  - b. Engagement in CUS Opportunities
    - i. Engage the inertia; increase participation in CUS events and leadership involvement opportunities
      1. Support AVPSE with videos project
        - a. Intro of 2018-19 CUS execs, Board's random acts of kindness, etc.
      2. Introduce new events
      3. Collaborate with marketing to reach greater network during BizWeek
  - c. Support for Portfolio Service Chairs
    - i. Support student engagement service chairs through mentorship, resources, and training
      1. Regular syncs/check-ins
        - a. 2-4 weeks throughout term
      2. Informal survey x3
      3. Connect chairs with relevant resources
      4. Attend/volunteer for at least 1 event for each service
  - d. Internal CUS Community
    - i. Foster a stronger portfolio and general organization culture
      1. Portfolio
        - a. Regular socials
        - b. Townhall x Retreat
      2. CUS
        - a. Sustain collaboration with VP Marketing
        - b. Collaborate with VP Internal to introduce Service Council event
        - c. Increase collaboration with Board of Directors
  - e. Portfolio Structure
    - i. Better define VPSE and AVPSE roles
      1. Student engagement is a very broad term and does lack some structure
    - ii. Actions
      1. Detailed student engagement term timeline

2. Consultation with UGO
3. Revise job description
4. Define clear responsibilities of VPSE and AVPSE roles

**E. AMS Representatives' Report**

**F. Commerce Student Senator's Report**

**G. Ombudsperson's Report**

**H. Executive Reports**

- I. President
- II. Vice-President, Academic Affairs
- III. Vice-President, External Affairs
- IV. Vice-President, Finance
- V. Vice-President, Internal Affairs
- VI. Vice-President, Marketing and Communications
- VII. Vice-President, Student Engagement

**I. Committee Reports**

- I. Academic Committee
- II. Budget Committee
  - A. Done with first round of appeals and sent feedback back to services, now in process of having presentations hopefully this Saturday
- III. Policy Committee
- IV. Awards Committee
- V. Clubs Review
  - A. All clubs are coming in to do presentation
- VI. Building Users Committee
- VII. Endowment Fund
- VIII. Conference Affiliation
  - A. Will be having meeting on running through the process and creating affiliation guideline process
  - B. Hopefully will be done before the start of the school year

**J. Business Arising from the Service Council**

**K. Business Arising from the Executive Council**

**L. Business Arising from the Committees of the Board of Directors**

**M. Other Business**

- I. Formation of Internal Audit Committee
  - A. Katherine: Had discussion about this at the last Board Meeting so won't go into detail about it. Does anyone have any last minute comments or questions?

*Motion to form the CUS Audit Committee based on the terms of references in the documents.*

*Moved: Brandon | Seconded: Jenna*

*In favour: all  
Opposed: none  
Abstentions: none*

*... the motion carries*

## II. Appointment of Internal Audit Committee

### A. Board of Director nominations: Jenna Leung

*Motion to appoint Jenna to the CUS Internal Audit Committee*

*Moved: Priscilla | Seconded: Brandon*

*In favour: all  
Opposed: none  
Abstentions: none*

*... the motion carries*

### B. Executive Council nominations: Katherine Pan, Maggie Yip

*Motion to appoint Katherine and Maggie to the CUS Internal Audit Committee.*

*Moved: Evan | Seconded: Brandon*

*In favour: all  
Opposed: none  
Abstentions: none*

*... the motion carries*

### C. Member at Large nominations: Pamela Liu

*Motion to appoint Pamela to the CUS Internal Audit Committee.*

*Moved: Priscilla | Seconded: Brandon*

*In favour: all  
Opposed: none  
Abstentions: none*

*... the motion carries*

***Be it resolved that the Board of Directors appoint:***

- ***Jenna Leung (1 x Board Member)***
- ***Katherine Pan, Maggie Yip (2 x Executive Council Members)***
- ***Pamela Liu (1 x Member at Large)***

***...as members of the Internal Audit Committee until the end of the current Board's term.***

*Motion to appoint Katherine as Chairperson of the Internal Audit Committee.*

*Moved: Priscilla Chan | Seconded: Suprabhe*

***Be it resolved that the Board of Directors appoint:***

- ***Katherine Pan (1 x Chairperson)***

***...as Chairperson of the Internal Audit Committee until the end of the current Board's term.***

*Internal Audit Committee: Katherine Pan (Chairperson), Evan Zhou, Priscilla Chan, Snigdha Bhardwaj, Jenna Leung, Maggie Yip, Pamela Liu*

## N. Discussion

### I. Strategic Plans

1. Evan: How do we feel about the direction of the CUS?

2. Jacob: Pretty good, capable leaders.
3. Priscilla: If any of you want to be involved in any projects, please let us know.
4. Evan: Will finish consultations in the next week or two, then will edit and put everything in a final document for Board to approve it.

## II. CUS Values

1. Veronica: This is the CUS values that I'm proposing we implement. Do we see value in implementing them? We're hoping to introduce a set of values to frame our existing missions statement.
2. Desired Outcomes: clear and uniform understanding of CUS values, integrate CUS values into our decision making, showcase CUS values to Sauder students and other external parties in an accurate manner
3. Evan: Looking to integrate it into all aspects of our organization.
4. Evan: This conversation is just on the purpose, should we move on with this?
5. Snigdha: With these values, would you be basing the plan on these values.
  - a. I wouldn't say they would impact approach towards strategic plan but would work hard to implement it into whatever is existing. It really depends on how much we integrate ourselves into it.
6. Brandon: What's the biggest differences between these values and the values we had earlier?
  - a. I think that's just something that's how we based our strategic plan on but this is something we're going to be promoting to the entire student body and how we operate. We're hoping to implement it so it's more of a long term thing.
7. Evan: It'll be similar to Sauder's rigour, respect and responsibility
8. Evan: We have to brainstorm values, so the most effective way is to form a working group for it, who wants to sit on it? This group will work together for formulate values.

## III. Amendments to the Clubs Review Committee Policy

1. Priscilla Choi: we're making amendments to the clubs review policy, this is urgent so we're talking about it now rather than at PoCo. We've realized we haven't been following policy when it comes to Clubs Review Committee and now we're changing it so that we are. The clubs review committee in policy states that they're to make recommendations to the Board of Directors so they make the decision on clubs but we're changing it so clubs affiliation makes the decision as they have been traditionally. Also, now new unaffiliated clubs can now go directly to clubs review rather than executive council. We're trying to change it so the procedure happens twice per year, once per term. These clubs will be able to apply to clubs affiliation review committee where they will give a recommendation to the Board of Directors rather than the exec council.
2. Veronica: What's your intent for having clubs affiliation committee present on behalf of the clubs to the Board of Directors when at the beginning of the year, they had the power to approve the club?
  - a. Priscilla Choi: These policy amendments do not enable the committee to approve of a new club (Board does that) but the committee can renew a club's affiliation
3. Evan: Do we want clubs review committee to have the power to approve already affiliated clubs or do we want them to make recommendations to the Board?
4. Jacob: If we were already doing it before and it's been working, why change it?
5. Priscilla Choi: We've been accidentally giving committee the power the past few years and it's been working. Additionally, Board has the power to reverse any committee decision as a failsafe.
6. Suprabhe: Renewing is fine, but for a new club, has to go through Board.

*Motion to adopt the amendments as presented in the document CAR Amendments [PoCo] [06-19-2018] and direct policy and organizational and development committee to further investigate the policy changes in order to provide revised recommendations by September.*

*Moved: Evan | Seconded: Jacob*

*In favour: all  
Opposed: none  
Abstentions: none*

*... the motion passes.*

## O. Next Meeting

The next regularly scheduled meeting of the Board of Directors shall be: July 2nd, 2018 at 6:30pm.

**P. Adjournment**

Moved: Jacob

Seconded: Brandon

*There being no further business, be it resolved that the meeting be adjourned at 9:42pm.*

*In favour: all  
Opposed: none  
Abstentions: none*

*... the motion carries.*

## CUS Attendance

Name	Position	Present ("X")	Late (Time)	Proxy (Name)
<b>Board of Directors</b>				
Evan Zhou	President	X		
Priscilla Chan	Commerce Student Senator	X		
Jacqueline Wu	Alma Mater Society Representative	X		
Jacob Kim	Fourth Year Representative		6:47PM	
Victor Yap	Fourth Year Representative			
Jessica Jiang	Third Year Representative			
Suprabhe Ballary	Third Year Representative	X		
Jenna Leung	Second Year Representative	X		
Brandon Jao	Second Year Representative	X		
	First Year Representative			
	First Year Representative			
Snigdha Bhardwaj	Ombudsperson	X		
<b>Executive Council</b>				
Katherine Pan	Vice-President, Academic Affairs	X		—
Priscilla Choi	Vice-President, External Affairs	X		—
Ajit Joseph	Vice-President, Finance	X		—
Kelvin Tsai	Vice-President, Internal Affairs	X		—
Maggie Yip	Vice-President, Student Engagement		Skype (8:40PM-9:30PM)	—
Veronica Vivero	Vice-President, Marketing and Communications	X		—
<b>Other</b>				
Pamela Liu	Administrative Director	X		—

## Guests (optional)

Name	Affiliation	Present ("X")	Late ("X")	Notes
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<b>Invited</b>				
<b>Other</b>				