



Start: 6:15

End: 8:18

Attendance: Kelly, Kristin, Laura, Chris, Pia, Vincent, Nathan, Uvini, Thato, Kira, Paul, Ben, Chad, Dylan, Shawn, Azim, Ekaterina, Melissa, Enterprize Team

Updates:

Laura:

- good feedback from Brand Mentorship Program
- going through budgeting. Travis has a team going through statistics
- went to WCLR

Vincent:

- working on draft for Honour Code

Uvini:

- went to WCLR
- Event Evaluation Committee is moving along with a Wishlist
- budgeting is moving along

Thato:

- working on report for both transition and progress this year

Paul:

- meeting with Jen Loong re: first day orientation

Ben:

- recently had last Senate meeting of school year
- by 2017, 50% of all undergrads will be housed on campus
- Azim elected to the Senate

Chad:

- yearbooks have arrived
- congratulations to Thato for his bio in viewpoints

Ekaterina:

- Blue Chip is improving coffee
- Water Fountains in the SUB will be put in place
- SUS indexed fee to the CPI
- ACF debt was forgiven (~35,000)
- Whistler Orientation Weekend

Honour Code Proposal:

- has a draft ready for proposal
- Background:
 - idea for Honour code came from Policy and Curriculum Committee
 - decided that it should come from the students
- Advisors:
 - Brian Graham



- Ruth Freedman
- Wendy Ma
- soon to be ...
 - Pam Lim
 - Katriona MacDonald
- About the Code:
 - every honour code is different; wanted ours to be short
 - should be a working goal for students
 - based on four principles:
 - academic
 - personal
 - principle
 - community
- Timeline:
 - June 2009
 - collaboration with PCC and MBA
 - Meeting with Pam and Katriona
 - July-August 2009
 - final research/draft
 - dean's office presentation
 - September 2009
 - marketing and implementation
 - formal introduction
 - Dean's message
 - Online acceptance by students
 - Display in the new building
 - CUS endorsement
- Questions
 - Is the last item (Be a proud and noble Alum to the Sauder School of Business) relevant to the Honour Code?
 - Students should be representing the Sauder brand well in the business community
 - more of an end result of a positive honour code than a direct part of the honour code
 - the wording (proud and noble) might not be specific enough or measurable enough; bring into more concrete terms
 - speaking more to faculty around the boundaries of the Honour Code may clear this issue up
 - May be seen as a top-down push that may not encourage one to be themselves
 - there will definitely be portions of the school that may not be receptive
 - if we promote it properly as coming from the students it will be more effective
 - This is about fundamentally changing the way in which we act, our personality, and our experience. It may be appropriate to consult the students and get student feedback.
 - This may remedy the view that this is top-down



- describing to the students as to why there is a need for an Honour Code will also remedy this issue
 - “Our brand is becoming de-valued as a result of ... and this Honour Code will ...”
- The Honour Code may be seen as the CUS doing the “dirty work” of the faculty re: cheating, attentiveness etc.
 - However, it comes from the students and we must meet the faculty half-way. This is us doing our part.
- What would happen if someone broke the Honour Code?
 - Chad has spoken to Brian. It should be a worktowards; should not be punishing students.
 - If it is broken, the student decided they do not want to be a member of the Sauder community
- We must build capacity to gain consultation from students
 - working with Exec and Sauder Squad
- What happens if someone refuses to sign the Code?
 - first implementation would be through CWL login
- By punishing (withholding grades) for not signing it, does that not contradict the worktowards approach?
 - the online agreement would allow for awareness rather than agreement
 - it is more a reminder of what we should be doing as Sauder students
- The issue of student-run or faculty-run; boundaries around the enforcement of the code.
- **Chad to get more input from the Board members over the next few weeks**

Enterprize:

- Purpose:
 - Past concerns
 - Current Structure
 - Student Value
- Enterprize is an organization that started in 2001
 - core value is entrepreneurship
- Past Concerns:
 - expensive:
 - \$249 to attend the conference
 - image – party conference
 - the perception of Enterprize may not be apt
 - relevance:
 - relating the concept of entrepreneurship to all students
 - entrepreneurship is not necessarily starting your own business; larger than that
 - competition eligibility:
 - experienced/well-funded MBA teams always come into Enterprize and win the competition
 - cutting the MBA portion in the upcoming year
 - prize pool:



- costly
- one-day conference:
 - 3 day 2 night conference
 - it is at the hotel for the 2 nights because it is cheaper to purchase the room blocks at the hotel as well
 - not possible to compact everything into one day
- sustainable:
 - more ways to sustain enterprise through more sponsorship, etc.
- comparison with other conferences:
 - large budget, however, must look at where the numbers are coming from
- Summary of Budget:
 - had a revenue problem last year
 - budgeted expenses decreased
 - projecting \$60,000 in sponsorship
 - moving int'l so greater area for sponsorship
 - \$30,000 more expense for CUS than projected last year
- Value Proposition:
 - Brand of school
 - flagship conference
- Survey Results:
 - 90% learned something from watching competition finals
 - 88% enjoyed innovation challenge
- Ticket Price:
 - \$299 for a worth of \$641
 - deficit yes, but adding student value
- Competition:
 - unique approach to learning
 - crucial first stage for every start-up
 - changes for 2010:
 - Executive Summary Contest:
 - goal of 100 submissions worldwide, top 30 advance
 - Video Presentation:
 - top 15 advance
 - Semi-Final Round
 - top 6 advance
 - Final Round:
 - top 3 winners + winners in category
- Notable Past Competitors:
 - Energy Aware, Sliced tomatoes, Sunpeak Foods, Daily Spice
- Community:
 - value:
 - entrepreneurship
 - scale; flagship conference of Sauder
 - Student Application; applying what students learn at Sauder throughout the business community
 - growth; expanding internationally this coming year
 - intangible and long-term value for all Sauder students
 - purpose:



- to expand the organization
- introducing pre- and post-conference events
- not just taking Sauder student's money and passing onto other faculties as it is cyclical; it comes back to Sauder and benefits all Sauder students
 - way to reach larger base of students and get them involved
- Metaphor:
 - Enterprize is investing in a house
 - hugely expensive; could have taken money and used it better
 - the smaller events are cars. you can have many cars, but you can't live in them
 - Enterprize is the one large thing that the CUS has built up for many years
- Questions:
 - Engineering conference happened this year. To be cost-effective, they isolated the events at the school.
 - Enterprize is cutting the costs from regional operations. It will be placed online
 - Many questions around the basics of entrepreneurship; how does the conference address this?
 - purpose of the competition is to allow people to develop their ideas further
 - purpose with conference is to inspire and empower people to take action and reveal the mindset of entrepreneurship
 - Enterprize builds networks for support on these issues
 - More detail on international perspective:
 - working with international student development office, UGO and Brian Sullivan
 - contacting exchange schools to create partners
 - By moving internationally, will the loss of regionals be detrimental to corporate sponsorship
 - by removing MBA, they may not want to sponsor as much.
 - making a commitment to reach students int'l; sacrifices must be made
 - purpose of pre-conference events and are they independent?
 - allow for more intimate, interactive experiences
 - cost is separate, no requirement to attend full conference
 - revenue generating pre-conference events?
 - yes
- Should we have a group of individuals to connect with Enterprize team to ensure the Board is continuously updated and facilitating deeper analysis
 - almost counterproductive to have a committee look at their information
 - **Uvini can be the liaison between Enterprize and the Board**
 - can also have a dedicated time for Enterprize to inform the Board or individuals from the Board
- **Ensure Budget Oversight Committee is not chaired by an individual involved with Enterprize**

Strategic Committee Reports:

- Inter-faculty Relations:



- Engage students of other faculties in Sauder events
- General image management
 - positive image of Sauder by other faculties
- received an Exec Contact List from other faculties
- want AMS Updates on the CUS website by the beginning of September
- placing events on UBC Events
 - thinking about a general login
- having Execs properly introduced at FROSH
- Club Fair at the SLC
- significant presences at AMS Block Party
- events:
 - Enterprize is an event we can promote with other faculties
 - Chasing Sustainability would also have a lot of impact outside Sauder
 - POITS with another faculty
 - IBC with international students
- Connecting and Involvement:
 - had meeting re: Orientations
 - the UGO has the majority under control but they are keen to have the CUS involved
 - GALA and Jumpstart having a CUS presentation
 - will there be a golf cart/guerilla marketing idea?
 - it was a separate initiative by students put forth the UGO
 - there are a lot of students in Sauder that would like to get involved.
 - there are many discussions around this that need to be had; determine our "unemployment rate"

Standing and Ad-Hoc Committees:

- Budget Oversight Committee:
 - meeting with Travis as soon as he is ready
 - FROSH needs spend money soon and they need approval
 - Travis will look over budget in the next week and work with BOC on temporarily approving the FROSH budget
- Contributed Surplus Committee:
 - Stas and Laura will be dealing with the café portion
 - \$150,000 left for the surplus
 - is it a good idea to keep a small amount in reserve?
 - other projects depend on this decision
- Elections Reform Committee:
 - elections policy reviewed by policy reform
 - looking at STV system
 - meeting with Sheldon (Archivist at the AMS) to give Ben more background on the issue
- Policy Reform Committee:
 - trying to figure out what needs to be done by September
 - split up 3 major policies amongst the committee to tackle during the summer
 - Marketing Policy, Reimbursements Policy and "Death" Policy
 - there are many smaller policies that should be pushed through



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- **will collaborate with Laura to ensure they are not missing any policies**

Committee Summary:

- if committees are nearly done, they should be dissolved as soon as possible
- **All committees to send Thato a summary and a timeline**

Next Meeting: June 29th, 2009, 6-8pm at Robson Square C150