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Purpose of the Quarterly Report

The purpose of the quarterly report is to further the current understanding about the inner workings of the budget development process and financial operations held by the Commerce Undergraduate Society body and all relevant stakeholders in pursuit of fostering maximum transparency. It is created with the intention of delivering an in-depth analysis of the annual budget, anticipated changes for the upcoming fiscal year, as well as student fee usage and allocation.

In order to provide better insight as to how value is provided to the Sauder community through funding, the report will be broken down into the sections found on the table of contents.

Should students or stakeholders have additional concerns or inquiries regarding the content of this report, they are encouraged to contact the Finance Portfolio, at finance.general@cus.ca with the subject line being “[2020Q2 Inquiry]...”
Greetings fellow Sauder Students!

I hope that everyone is having a fantastic start to the school year. Your optimism, hard work and dedication is truly remarkable during these challenging times.

Over the last quarter, the CUS has been engaged in initiatives surrounding online engagement, academic advocacy, consent culture and professional development. We have been thrilled with the enthusiasm and engagement shown by the society so far. Throughout the online academic year we are determined to make the Sauder Community feel as supportive and connected as possible.

We are incredibly excited to share the Q2 report with the Sauder Community, as well as showcase the creativity and innovation demonstrated by our student leaders.

Thank you very much,

**Kristian Oppenheim**
Interim President of the UBC Commerce Undergraduate Society
Hello UBC Sauder Community!

Similar to our last Quarter, the past few months have brought its own set of opportunities and challenges as we approach the end of 2020. If you are reading this, we hope that you are adapting to our education’s digital platforms and that you are finding your way through this challenging terrain.

In the CUS, we are constantly working towards creating a diverse and inclusive community through a plethora of opportunities, services, and resources, all to deliver the highest value to the students of the Sauder School of Business.

Without further ado, we are ecstatic to release the Q2 report with the rest of my team, highlighting the constituency’s most recent highlights and changes.

Warm regards,

Daniel Hyunuk Cho and Kylie Yiki Feng
Associate Vice-Presidents of Finance of the UBC Commerce Undergraduate Society
Impact of the Transition Online in 2020 T2

With the new mandated university policy of classes operating online as well, all services within the CUS have been notified to shift their initiatives to an online format. This requires services to restrategize on how to provide opportunities and value to students in Term 2. Although this is not the most ideal situation, we are optimistic that the future will be bright.

Ongoing challenges

This Quarter, although there is a surprisingly low amount of financial activity for FY2020, we have been dealing with an influx of transactions from FY2019. One of the challenges and goals we are working on is ensuring that these delayed transactions are properly managed between the CUS and AMS: the Finance Portfolio will be working on this project continuously throughout the next two quarters to ensure students are able to receive their reimbursements.

Goals for Q3

One of the goals for Q3 is to continue being the backbone of our constituency and CUS-affiliated clubs to help foster an environment that offers professional and personal growth along with learning opportunities. Additionally, we will be developing cohesive plans for Term 2 with logical budgeting allocations for services and CUS-affiliated clubs to accommodate online events that delivers the best values for the Sauder community.
Statement from the Finance Commission (FC)

To the Board of Directors and all Sauder Students:

Following the announcement stating the decision to deliver Term 2 courses virtually, CUS services that were scheduled to host their events from January - April 2021 have been taking measures to plan their events for an online setting. Although official presentations featuring the budget adjustments have been excused, services have been consulting their respective Financial Analysts regarding the reallocation of line items.

Due to the lower requirement for the purchase of physical products in a virtual setting, the amount of reimbursements submitted have been lower than usual, most of which are purchases of website domains and other online platforms. However, the lack of financial activity for the 2020 FY is compensated for by the overflow of transactions for the 2019 FY. The Finance Commission has been in the process of filtering through unfinished transactions from the previous fiscal year and is expected to complete the bulk of the remaining transactions by the third quarter.

As CUS services continue to make adjustments to their annual budgets to accommodate for the changes that accompany the transition to virtual program delivery, Financial Analysts will offer insights for new expense allocations that would best benefit the student body.

Finance Commission, CUS Finance Portfolio
September 30th, 2020
Statement from the Audit Commission (AC)

To the Board of Directors and all Sauder Students:

We have audited the actuals of the Q1 and Q2 budgets of FY 2021-2021. Our responsibility is to express an opinion on these financial statements and records according to the CUS’s risk policy and standards of transparency.

Our audit involves obtaining and reviewing audit evidence about the disclosed amounts as well as assessing the risk of potential misstatement. The audit sources include CUS general ledger and approved budget sheets of FY 2020-2021. The CUS adheres to a risk policy of 20%, and the materiality has been set to be 1% of the overall annual revenue. The appropriateness of policies used and the overall presentation of the statements are also assured.

After careful investigation and auditing, we hereby acknowledge that the presented budget sheets are in fair presentation in all material aspects and are free from material misstatement due to fraud or error. The financial position as of September 30th, 2020, as well as the actual and predicted performance over FY 2020-2021, are in conformity with the CUS’s policies and standards.

Audit Commission, CUS Finance Portfolio
September 30th, 2020
THE CUS IBPOC AWARD IN BUSINESS
The Commerce Undergraduate Society IBPOC Award in Business (formerly The Commerce Diversity Award) is in the stages of final review and approval. The award will go forward for review at the next Senate Awards Committee meeting on October 5th. Once approved there, the award will proceed to the October Senate meeting for official approval. The award, should it be approved by the Senate, will have more information released by UBC within the upcoming months. Due to the lack of space, we highly encourage you to read more details below in the budget analysis.

COMMERCE STUDENT INITIATIVE FUND (CSIF)
The Commerce Student Initiative Fund (CSIF) is now in the stages of starting the second application intake period; from October 1st to November 11th, 2020, CSIF looks forward to receiving more applications.
FLURRISH INTRODUCTION

Spearheaded by the Student Engagement Portfolio, Flurrish is an app that was created specifically to help universities increase student engagement and mental-health awareness across campus. Flurrish is a centralized platform that will allow for CUS services and clubs, the UGO, the BCC, and students (domestic and international) to create profiles and interact with one another based on common interests and passions. Students will have easier access to the resources offered by the CUS and Sauder such as involvement opportunities, peer advising and information sessions!

TERM 2 REALLOCATION

In Q1, we were optimistic about Term 2 being in person; however, as our dismal fears became a reality, we will now be approaching it with positivity and newfound energy to ensure we provide as much value to students as we can. Thus, we will be moving forward with services to reallocate their budgets and strategize different opportunities and initiatives to provide to the student body and beyond.
# 2020 Q2 BUDGET

## UBC Commerce Undergraduate Society Budget

**Board of Directors and Budget Oversight Committee Approval: September 30th, 2020**

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<th>Actual Expense</th>
<th>Actual Net</th>
<th>Projected Revenue</th>
<th>Projected Expense</th>
<th>Projected Net</th>
<th>(Projected % of Student Fees)</th>
<th>Projected Student Fees ($) (Expenses)</th>
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### ADMINISTRATIVE

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### BOARD, EXECUTIVE & SERVICE COUNCIL

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### CUS SERVICES

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<th>Percentage</th>
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*Note: The CUS will be operating in a deficit for FY2020-2021, CUS BCOM student fees have been reduced to $175.00.*
BUDGET ANALYSIS

Budget Category I: Funding

a. Early Grad and Co-op Refunds
   i. Supported by the UGO and BCC, co-op students are offered $100.00 per co-op term during the academic year. The purpose is to partially reimburse their student fees as they did not have access to CUS services and opportunities whilst away on their work placement. For any eligible students, we highly encourage you to submit a reimbursement request.

b. Sponsorship
   i. Sponsorships are for the CUS’ partners to support us financially and with in-kind support. This year, CPABC has once again offered their financial support to the CUS and we are more than grateful for this partnership.

c. Student fees
   i. The CUS has lowered student fees to $175.00 this year.

Budget Category II: Contributions to Sauder Programs

a. Brand Management Mentorship Program
   i. We have currently received no news regarding the operations and strategy of this service from the Sauder School of Business.
b. Business Career Center
   i. The Business Career Center has shifted its operations to fully online and has hired Career Peer Advisors to assist with daily operations and initiatives to best support the online student community. Students are highly encouraged to seek out the opportunities and values offered by the Business Career Center as the majority of their student fees are directed to this service at the Sauder School of Business.

c. Faculty Sponsored Case Competitions
   i. We have currently received no news regarding the operations and strategy of this service from the Sauder School of Business.

d. Sauder Summit
   i. Formerly the International Case Competition(s): we have currently received no news regarding the operations and strategy of this service from the Sauder School of Business.

e. The Spark
   i. Cancelled for 2020. We have currently received no news regarding the operations and strategy of this service from the Sauder School of Business.

Budget Category III: Clubs Funding

a. Club Membership Grant
   i. This year, the CUS has provided a grant of $600.00 for each affiliated club within the CUS. The CUS has accepted 12 AMS clubs with affiliation. This monetary funding allows clubs to function at the same level and provide quality events and services to BCOM students. The CUS is dedicated to supporting clubs that provide quality resources to BCOM students and will ensure that they get the necessary support throughout the year.
b. Club Membership Subsidies
   i. Due to the pandemic, the CUS has decided to disregard Club Membership Subsidies this year. With an increased Club Membership Grant, it ensures that clubs have the necessary resources to provide meaningful value to BCOM students.

c. Club Analysis
   i. Ascend UBC
      1. For Q2, Ascend UBC has lowered our membership fee from $10 to $5 to support students financially during these unprecedented times. Additionally, we successfully applied for the CSIF grant for our Kick-Off event. We have learned that planning ahead and utilizing project management tools are crucial in managing a club and organizing an event. Ascend UBC has remained professional throughout Q2 planning for events that develop students’ professional development, staying aligned with CUS’ pillar of professionalism. We have focused on connecting with First-year students to fill our First Year Representative position promoting our club at Imagine Day, Business Week and Jumpstart.
   
   ii. Supply Chain Management Club (SCMC)
      1. SCMC adapted to school being online by brainstorming online platforms for our events, lowering memberships to accommodate lower cost and lessen the financial hardship on students. We attended imagine day and bizweek to increase exposure to first year and transfer students. We are hosting 3 similar events each including a panel and networking portion to discuss industry conditions, job highlights/lowlights and career advice for students. In everything we do, we try to maximize the value given to students through our events, social media posts, and job postings. If we can help students get hired, learn about supply chain, or find a passion, then we have done our job.
iii. Enactus UBC

1. Enactus began the quarter adapting to the online platforms we’d be using throughout the year. We gained attention and a constant flow of students at Imagine Day and BizWeek booting. Enactus Day was a huge success maxing out our zoom call at 90+ attendees. We hope to hire and add 30 members to our team. Preparation and adaptability are the most important takeaways to ensure a smooth event experience. This is necessary to quickly adapt with back up plans in case technical issues arise! We continue to engage and develop our club culture, create opportunities for personal growth and push our members to employ their business knowledge to create impact in our community.

iv. UBC Accounting Club

1. So far our transition to online, our commitment to continuing events and helping students network, and adapting to the thoughts and feedback of others really encompasses UBCAC’s values of Connect, Community and Collaborate. A key takeaway would be to get feedback! These virtual events are new for everyone so it’s important to improve by learning what works and what doesn’t. UBCAC is currently planning our Mentorship Night, Industry Night as well as upcoming MPAcc and IIA information sessions. We also presented at Bizweek and our Annual General Meeting to inform younger students on what our club is, what we do, and what the benefits of membership are.
v. Social Enterprise Club (SEC)

1. This quarter we started our hiring, generated a larger than expected interest from first-years through Imagine day, Biz week and successfully hosted our first online event. We lowered the costs for our memberships and finalized our welcome package. We are currently working on our case competition (October) and our conference (January). We have aligned ourselves with the CUS values by providing a professional experience, making it easy for students to be involved within the community and providing key takeaways and first-hand accounts. To connect with first years as much as possible, we attended Imagine day, Biz Week and Clubs week.

vi. BizChina

1. BizChina finished second round hiring, set up an internship/job opportunities group on LinkedIn to act as a job portal for our members, lowered our membership fee to lessen financial burdens on students and attended Imagine Day and Bizweek to market to first years. We are working on the 2021 UBC China Forum that will include UBC alumni/researchers and their counterparts in China to demonstrate educational partnerships between UBC and China. Students and attendees will have an opportunity to learn from world-class leaders and experts about ‘Resilience and Reinvention’ in a post-pandemic world as they share their journeys online.
vii. **UBC Marketing Association (UBCMA)**

1. UBCMA continues our mission to provide the most value in the realm of marketing for the most students. This year, we have launched our job portal, reduced our membership to $1, held booting sessions, and converted all events to be online to support our members throughout COVID-19. We are currently working on improving engagement during our events and finding ways to make online events more interactive for students. Upcoming events that emphasize these goals are Marketing Night, to network with marketing professors, Battle of the Ads, to exercise marketing knowledge and application, and Rendezvous, a first-year exclusive networking session.

viii. **Human Resources Management Club (HRMC)**

1. A few of our club’s highlights from the Q2 period include launching our inaugural version of HR 101 and hosting a successful Opening Night event that targeted first-year students. We are currently planning for the Recruiter’s Panel event occurring on October 15, from 6:00 PM - 7:30 PM. To ensure our events align with CUS’ values, we consistently strive to implement professional development opportunities for our members. Understanding the difficult circumstances caused by the repercussions of COVID-19, we decided to lower our membership fee to $1.00 to offer a fair opportunity for students of all backgrounds to experience our benefits.
ix. Young Women in Business (YWIB)

1. Our highlight during Q2 is the process involved with shifting our events online. Some major budget changes have been made, as we reallocated food and venue budget towards promotional materials and giveaways. Membership fees were also reduced to $5 this year to alleviate financial distress for students. Through utilizing Zoom features such as chat function, break out rooms, and music play, we were able to increase participation and maintain event quality for our first online event which involved more than 100 attendees. Moving forward, our goal is to continue attracting more first year students by increasing our social media presence.

x. BizTech

1. In the Q2 period, we hosted three virtual events: Voices in Tech, Ready Set Tech-Off and MIS Night and will be proceeding with our contingency plan for online term 2 events. We have used various video conferencing platforms and have found that Hopin.to and Zoom can be amazing platforms if they are customized to the events’ needs. We also had 400 BizTech Membership sign-ups and counting in the month of September. We are currently in the process of hiring and onboarding new executive members on our team. Tri-Mentorship mentee interviews are also in-progress and the program will begin in October. We made sure to booth at Imagine Day, BizWeek & Clubs day to promote BizTech to First-Year Students.
1. In light of the shift to online, UBC Trading Group have made a decisive effort to build the strongest community possible and aid students in feeling connected—both to UBC as well as like minded students. In addition to events, technical workshops, and written content, we are launching a number of initiatives which facilitate interaction between members. Namely, peer mentorship meetups, as well as a private facebook group for members to discuss topics of interest. Additionally, we are building on our mandate to bring professionals within the reach of students through our new podcast, coming soon on all platforms!

2. Based on the events that we have done in Q2, we have realized that it is really important for us to focus on the events which can help our audience in getting more engaged with our club and the common passion of entrepreneurship, which is why we'll shifting our focus away from webinars and towards competitions like a shark tank inspired pitching competition where investors will be investing in and mentoring student entrepreneurs of UBC. We are also planning to do events like virtual CEO Dinner Night, Virtual LiteHacks (code free hackathon) and virtual startup crawls which we believe will really provide a lot of value to students entrepreneurs and students interested in entrepreneurship at UBC.
Budget Category IV: Project Funds

a. Commerce Student Initiative Fund
   i. With the current pandemic and Term 2 converted to online learning, the Commerce Student Initiative Fund (CSIF) has completely replanned the application process. Highlights of Q2 for CSIF include completing the first application intake period and seeing events come together / soon to be executed with CSIF’s and CUS’s support. We have had a total of nine applicants in the first intake and we look forward to receiving more for the second intake which opens on October 1st, 2020.

b. The CUS IBPOC Award in Business
   i. The Commerce Undergraduate Society IBPOC Award in Business (formerly The Commerce Diversity Award) is a 5-year $100,000.00 award dedicated to providing equity in the form of monetary support for students that identify as IBPOC: our goal with this award is not to feed money into our community, but rather as the first step to recognizing the work that needs to be done in our society against systemic racism and to support students and families that have experienced unjust actions. This award is not the end all be all, we still have much work to do and appreciate all the feedback we can get. The award will be handled by the UBC DAE office and not by the CUS, to ensure maximum confidentiality and a fair assessment.

Budget Category V: Administrative

a. Bulk Supplies for Services
   i. Formerly from Budget Category: Internal Operations. There has been no activity this Quarter due to the pandemic, it has forced all in-person event plans to online; therefore, eliminating the need for physical supplies.
b. Cleaning Supplies for Services
   i. Formerly from Budget Category: Internal Operations. There has been no activity this Quarter due to the pandemic, it has forced all in-person event plans to online; therefore, eliminating the need for physical supplies.

c. Coffee
   i. Due to the pandemic, there are no incurred expenses and will remain until campus reopens.

d. Commerce Association of Business Societies Membership
   i. The Commerce Association of Business Societies Membership provides the CUS an opportunity to network with fellow Canadian undergraduate business societies and learn from one another to foster relationships and innovate.

e. Flurrish
   i. As stated above in the highlights, Flurrish is an app designed to bridge the student community together: the platform is to be implemented and onboarded in the first week of October and will be used for the duration of the year.

f. Lockers
   i. Due to the pandemic, locker revenues will remain zero until campus reopens and lockers are available for rental.

g. Office Supplies
   i. Formerly from Budget Category: Internal Operations. There has been no activity this Quarter due to the pandemic, it has forced all in-person event plans to online; therefore, eliminating the need for physical supplies.
h. Slack Premium
   i. Slack enables the CUS to effectively and efficiently communicate with each other. So far, Slack premium has incurred a total expense of $787.64. It is projected that Slack will incur a total expense of $1800.00 at the end of 2020/2021 FY.

i. Website Hosting
   i. For website domain renewal and server maintenance, we have so far incurred a total expense of $715.59. It is projected that it will incur a total expense of $1200.00 at the end of 2020/2021 FY.

Budget Category VI: Board Executive, and Service Council

a. Board Of Directors
   i. During this pandemic and with Term 2 converted to online learning, the Board recognizes that our students, clubs, and services need support more than ever. We are committed to making sure our services can transfer their events online, allocate funding to support new initiatives, and help clubs and services bring added value to the community via their excellent events workshops. The Board’s main event, the Random Act of Kindness Hershey’s Kisses fundraiser, will be replaced by an online event to engage the students and promote a sense of community within Sauder.
b. Executive Council
   i. The Executive Council has worked towards supporting projects and reorganizing processes in clubs and services throughout this quarter. We are currently readjusting our delivery plans to transfer the student experience events from in-person to online. To date, there have been no events held so far by the Council; thus, there have been no changes to the financial activity. However, there will be a change to the CUS team social in term 2 with the online situation; more details to follow.

c. Service Council Apparel
   i. This line item is to reward the members of the Commerce Undergraduate Society for their work during the year. There are over 120 student leaders that are a part of the Service Council, Executive Council, and Board of Directors whom have worked tirelessly to create events and opportunities for the student body that reaches over 3800 people year-round. This is the only materialistic reward we receive as student leaders for offering our time and skills to better the community.

d. Service Council Retreat
   i. The Service Council Retreat has been cancelled this year due to the pandemic. No costs are associated with this line item.
Budget Category VII: CUS Portfolio Operations

a. Presidential Portfolio
   i. Presidential Portfolio
      1. Highlights from the Presidential Portfolio include developing consent culture training, creating transfer student events, planning online socials, and publishing a new version of the CUS Code of Procedures. The portfolio will be restructuring all Term 2 events including information sessions to be online and have been strategizing on how to maintain an inspired team culture during an online term. Food costs will be reallocated towards online platforms and tools that will help administer online events. All physical thank you gifts for panelists and volunteers will now have to be in a digital form.
   
   ii. HR Commission
      1. Formerly from Budget Category: Internal Operations. HR Commission is doing well despite everything being online. September hiring has started and the HR Recognition program will be starting soon! Interviews are fully done virtually as opposed to in-person. Performance reviews and exit interviews will be done virtually as well. Two of our HRGs spearheaded CUStart and the virtual event went well! One challenge would be engagement and incentivizing individuals to attend the event. There may be a potential reallocation towards the HR Recognition Program and UBC Cup.
iii. IT Commission

1. Formerly from Budget Category: Internal Operations. This quarter, the IT Commission focused on the maintenance of the CUS G-Suite system, CUS websites, and the CUS locker allocation system. With school online, we have temporarily stopped the locker allocation system until further notice. Due to the increased online traffic, we are putting our efforts on the maintenance of the CUS website and G-Suite. We are exploring different platforms to increase the stability and security of our CUS website’s backend infrastructure. An increase in the budget may be necessary for the server switching costs because of unexpected issues and to allow the Marketing commission to alter the website interface.

b. Academic Portfolio

i. Academic Portfolio

1. The Academic Portfolio had several successful online events from ExCO, CMP, and JDC West. We have been spearheading academic advocacy initiatives to improve the quality of learning while online. The academic portfolio has also been restructuring events to be hosted online. We are currently working on several advocacy initiatives to improve the academic atmosphere in Term 2. Online events have the potential to recruit delegates from all around the world at very little cost: we are looking forward to inviting global guests to our events. All food costs that were budgeted for Term 2 will now be reallocated toward online experience tools.
ii. Commerce Mentorship Program

1. CMP is wrapping up Academic Consultants (AC) hiring and making good progress with planning our midterm review sessions: they will be released in the first 2020 newsletter. Look out for our Term 1 review sessions and our networking event in November called Internship Night: the latter event is to give students the chance to gain advice about applying for internships. Food Expenses for Internship Night will be reallocated towards gift cards for speakers as we may have more speakers than anticipated.

iii. External Conferences

1. Within this Quarter, ExCo was able to successfully market the service and conduct the first online event of the year. We are planning for virtual events and are hoping to focus more on creating a strong foundation for ExCo. We are looking to create more events to showcase the benefits of experiential learning and wish to partner with more Sauder clubs/services. We have found that with free events, the number of people who RSVP is drastically different than the number of people who attend. Our biggest change is focusing on events, so we may want to reallocate more money into our gifts/event-related expenses. Since most conferences are switching to a free, virtual format, our operations costs may be lower.
iv. JDC West Competition

1. The Sauder JDC West team provides 46 undergraduate students the opportunity to pursue personal, professional, and academic growth while competing in the disciplines of Academics, Debate, and Social. Our main programming is completed by the competition in January, at the same time, our annual team retreat was moved to October in a virtual setting instead. We are also hosting various online fundraisers such as their annual Chillin’ for Charity event where we raise money for our charity partner BC Cancer. There will be reallocation of the budget from cancelled activities from Term 1 and 2, more details to follow.

v. JDC West Development

1. JDC Development operates in Term 2, helping junior students gain valuable case experience via targeted bootcamps, constant feedback, and a final Mock Case Competition. Due to the pandemic, all sessions will be held online through Zoom with the use of breakout rooms to encourage discussion. The Mock Case Competition will also be online, similar to the structure of how JDC West will conduct their case competition this year. Meal expenses will be reallocated to gifts and prizes to accommodate for more gifts to speakers and industry professionals who will be invited to present.
c. External Portfolio

i. Clarify

1. Clarify (formerly SVPSC) has built strong relationships with SVPRO staff, launched two social media platforms, initiated a CUS-wide transparency effort, and participated in Article 13 training implementation. In the discussions Clarify has participated in, we are becoming increasingly aware of the importance of practicing empathy in work with sexual violence prevention and consent. In light of the school year occurring online, we plan to restructure the previously planned events and prioritize asynchronous initiatives. Current projects include team hiring, developing HR sensitivity training, continued involvement with CUS transparency initiatives, and creating and publishing content on social media channels. Clarify also expects that budget decisions will be altered as new team members join Clarify 2020/2021.

ii. CUS Pride

1. CUS Pride (formerly LGBTQ2S+) hosts events to foster a better sense of community for LGBTQ2S+ students and allies at Sauder. They recently hosted two events: a business & tech panel, and a social over Zoom. Looking forward, CUS Pride is planning to host a Diversity & Inclusion event in January. They have found that students are receptive to community-building programming and plan to center future events around this theme. Given that term 2 is online, CUS Pride hopes to organize more events than previously planned.
External Portfolio

1. The CR Commission has secured 9 partners in various industries for our new initiative, CUSavings. External services including EMP, Clarify, and CUSPride have rebranded. Services are in the midst or have already completed their launch events to gain student interest and are now planning for virtual conferences. There remains great interest in hiring and in the attendance of events. We are now also able to reach out to more professionals internationally due to the flexibility that virtual platforms provide. The budget for the sponsor appreciation night is reallocated to purchasing Zoom accounts for all our services due to all events being virtual.

Imprint

1. Imprint plans to host a large-scale marketing and corporate branding conference that allows students to participate in relevant case competitions, workshops, and networking sessions. They have transitioned the in-person conference to a virtual platform to ensure the safety of participants. Smaller events leading up to the conference have also followed suit. After completing Imprint Launched, we are now planning our main event, which will take place in February of next year. They are making changes in the budget to allow new areas of allocation, including the online platform they will be hosting the conference on.

Me Inc.

1. Me Inc.’s Keystone Conference will take place in March. As the event is online, the service is looking for a platform suitable for large audiences: to provide maximum value to the students, Me Inc. is planning to diversify its provided services. Because of the pandemic, Me Inc. has become a vital resource for students’ career development; thus, the executive team has increased its efforts to ensure a high-quality conference in this online environment.
vi. NSCC

1. The National Strategy and Consulting Conference (NSCC) has been effective in adapting their original conference plans to prioritize the safety of students. The first event comes this fall as NSCC has secured McKinsey & Company to lead “Ace the Case”. The annual NSCC has now moved to January 2021: it will be hosted through WHOVA, an online conference platform. Over the summer, our team has been diligent in accommodating changes and securing sponsorships. The revenue expectations have decreased due to reduced ticket prices: NSCC will spend these next months promoting the conference through multiple channels and working with sponsors to create a memorable experience for everyone.

d. Internal Portfolio

i. Awards & Recognition

1. Awards & Recognition has traditionally been an exclusive end-of-year event, with its communication limited to emails, and minimal online presence due to being invite-only. We will be using our website as a central information hub and changing our event an online awards ceremony. We plan the Awards Gala throughout the year, while our Recognition team helps evaluate events continually. We will be reallocating funds towards our website, though other changes are TBA.
ii. Business Week

1. BizWeek just concluded with over 200 total participants and 30 clubs and services involved! Our team hopes that you all feel confident about getting involved! BizWeek will no longer be having in-person club and services booting in January and will focus on transitioning the Commerce Day Gala online. For Commerce Day, we plan on inviting keynote speakers and a panel of BCom grads to answer all your burning questions about Sauder. Changes in the budget include no longer needing the physical Operations materials and Meal costs as no event will be held in person anymore.

iii. CUS Sustainability

1. CUS Sustainability strives to host diverse events and initiatives while promoting a fun and motivated team environment. With January 2020 being online, we are preparing for our online Chasing Sustainability conference, focusing on moving two events online and creating more marketing materials. We are working on our very first independent case competition and a Sustainable Speaker Series event. From the first-year event, we realized that we should have a greater incentive for in-person attendance because although students signed up, many did not attend it. Most changes to the budget will be for marketing to make events more appealing.
iv. Elections

1. CUS Elections works to ensure that candidates can reach students through online campaigning and that elections information is readily available. To accommodate students around the world, we have hosted events in different time zones and recorded the sessions. Currently, CUS Elections is hosting elections for 3rd/4th year and first-year representative positions as well as presidential elections. Our Term 2 plans will revolve around voter education to ensure we can provide learning value to the student community.

v. Internal Portfolio

1. The Internal Portfolio has been assisting Business Week with its main events and preparing for the upcoming CUS elections. Furthermore, the portfolio held a successful Club President Coffee Chat and is planning for more in the next term. We also took the necessary steps to ensure smooth operations in the CUS as meetings and events are online. Some of the issues that the team has come across are technical difficulties that have lead to time management issues. To mitigate this, we will ensure that services are familiar with Zoom’s technical features. There are no changes to the department’s allocation of the budget at this time.
e. Marketing Portfolio

i. Campus Ambassador Program

1. Campus Ambassador Program (CAP) has been getting set up to be ready for any scenario when high schools reopen. As CAP’s work is entirely done externally to high schools across the Lower Mainland, much of our structure was up undetermined until recently. Our Regional Coordinator created contact sheets and email templates for contacting high schools once they opened. In addition to our current regions, we added two additional regions this year - Vancouver Island and Kelowna/Kelokanaga. Since the new semester began, we began the promotion to Sauder students for hiring our Ambassadors, who are the students who present to the high schools. Currently, we have no plans to reallocate funding.

ii. Marketing Portfolio

1. We are excited to announce many exciting projects and initiatives to strengthen communications in the Marketing Portfolio. A few of them include: CUS WeChat, CUS Internal Newsletter, and CUSwipe. To continue delivering value to students in Term 2, we will be developing more creative engagements online. This includes more frequent and different campaigns to provide students with new experiences. We strive to improve communications with the community and strengthen our presence and outreach. We are currently working on reallocating our booking and decoration money into online giveaways and campaigns.
iii. Visual Media

1. At CUS Visual Media, we have shifted the focus to creating video content and promotional CUS Visual Media within the Sauder community. We are working on creating photo contests and potentially hosting visual media workshops and networking sessions. We recently created the CUStart Intro Video to introduce the CUS Executive team and have conducted four internal training workshops. There is currently no budget reallocation for Term 2.

iv. Yearbook & Prospectus

1. Yearbook & Prospectus is a crucial service that designs the agenda and the yearbook to help students stay organized and to highlight their achievements within Sauder. With school being online, we hope to host more social media contests in collaboration with other services. We are also looking into a platform to start building for a long term use of storing the yearbook in an interactive digital format. Due to the pandemic, the cost of printing has decreased. A reallocation of the budget may be necessary due to a shifted strategy prioritizing awareness and development to our service.
f. Student Engagement Portfolio
   i. Student Engagement Portfolio
      1. The Student Engagement Portfolio is the champion of the personal pillar of the CUS. We focus heavily on the personal lives of students and helps to foster a sense of belonging and community. We are currently hiring a First-Year Committee Chair as well as BUCCS Representatives. Student Engagement is also planning CUS Coffee Chats, which is meant to increase community and mentorship opportunities. A key takeaway from their events this fall has been that later event times accommodate more time zones. Student Engagement is currently in the process of adjusting its budget to best meet the needs of students.

   ii. Commerce Community Program
      1. A Q2 highlight for CCP is that we established partnerships with local businesses to support and highlight during this difficult pandemic period. We had to cancel a few in-person volunteering events but will continue to work hard to deliver meaningful value to the Sauder community and students. Some of our current events include the Gearing Up For Grad High School Mentorship Program and Workout for a Cause - a fundraising collaboration with Sauder Sports. Moving forward, CCP will need to reallocate the care packages material and expenses which were initially budgeted for in-person events.
iii. Grad Night/Dinner

1. Unlike in other years, the Class of 2020/2021 graduates will experience graduation virtually. This has made changes to Grad Night’s initial plans for the year. The changes include ensuring maximum safety and accessibility to all graduates and attendees through a secure and engaging platform to ensure smooth operations. Furthermore, the executive team is substituting the initial in-person trivia for the event to maintain a high-quality experience in this online environment. Moving the event online has freed up budgeted finances. Hence, the Grad Night executive team is searching for new value-added opportunities to maximize enjoyment from the experience.

iv. Health and Wellness

1. HeWe is all about promoting a healthy lifestyle through wholesome events such as exam care packages, friendship notes, and more! They have ditched their physical events to organize completely new experiences for students this year. HeWe is currently working on their zoom self-defense classes with Sauder Sports and exam care packages. Some key takeaways from the beginning of the year are that engagement can be difficult with first-year students as they have not heard of HeWe. To accommodate their new events, HeWe is allocating more of their budget to exam care packages as they provide the most value to students.
v. POITS

1. POITS brings the Sauder student body together, fostering community outside of the classroom. We want the POITS brand to thrive so everyone can continue to enjoy the 40+ year Sauder tradition. We are connecting with local partners to bring the POITS experience into students’ homes. Our upcoming online event will be a cocktail making class hosted by Sophia Pilcher! We are also planning a "scavenger" event with Granville Island Brewing. Online events are still challenging. While you may receive high pre-event engagement and good projected turnout, conversion to actual attendance is challenging. Our Term 2 budget was structured with the intention of in-person events. We will need to re-evaluate any potential changes to the official budget for the coming term.

vi. Sauder International Student Association

1. SISA has hosted two successful events - SISA Shares and Sauder 101, which achieved to increase community engagement and welcome first-year students. They are planning to make events more engaging and accommodating to different time zones. Furthermore, SISA plans on providing a platform for international students to give extra support. SISA’s key takeaways from the two events are to increase marketing campaigns to get more students interested in various activities and improve engagement. SISA is working on cultural events for the fall semester, which would be held around the end of October, while part of the budget might reallocate to food catering.
vii. Sauder Sports

1. Sauder Sports continues to provide students with fun ways to stay active online. Despite having to redesign many events, Sauder Sports is launching exciting online workouts. These events include fitness, self-defence and yoga classes, as well as their flagship conference and online challenges. Moving forward, Sauder Sports is trying to improve its marketing strategy and the quality of their event prizes. As T2 will be online, our major budget allocations are for prizes and hiring fitness instructors. Furthermore, our budget reallocations aim to offer free and low-cost events, providing students with even more ways to stay active.
Should students or stakeholders have additional concerns or inquiries regarding the content of this report, they are encouraged to contact the Finance Portfolio, at finance.general@cus.ca with the subject line being “[2020Q2 Inquiry]...”