

CASA JMSB 2016-2017

| Member Excellence | | Network Development | | Community Engagement and Identification | |
|-------------------|--------------------------|---|-----------------------|---|---------------------------|
| Organizational | Students | Enhance our Network with | Enhance our Students' | With Students | With the Community |
| Executive Team | Academics | Faculty Relations | Professional Network | Virtual Engagement | Mentorship |
| Subsidiaries | Professional Development | <ul style="list-style-type: none"> • Faculty Council • Dean's Office | Inter-social Network | CASA Merchandise | Philanthropic Initiatives |
| | | Subsidiaries | | Feedback | |
| | | <ul style="list-style-type: none"> • CMS • Undergrad Office • Internal communication • Hospitality/ Facilities Management | | | |

Member Excellence

| Organizational | | Subsidiaries | | Students | |
|--|--|--|--|--|--|
| Executive Team | | Knowledge Sharing | Enjoyable Experience | Academics | Professional Development |
| Optimization | Transition | Monthly VP Meetings | Social Gatherings | Tutorial Improvements | CMS Workshops |
| <ul style="list-style-type: none"> Slack <ul style="list-style-type: none"> 1 channel per major topic Asana <ul style="list-style-type: none"> 1 channel per major topic Customer relations Management <ul style="list-style-type: none"> At least 10 companies in database | <ul style="list-style-type: none"> Post-mortem reports <ul style="list-style-type: none"> 1 per major event CASA Exec Alumni Network <ul style="list-style-type: none"> Create Facebook page | <ul style="list-style-type: none"> Bring at least 1 guest speaker | <ul style="list-style-type: none"> 1 per semester | <ul style="list-style-type: none"> Support Faculty with tutorial improvement initiative <ul style="list-style-type: none"> Monthly meetings Survey promotion | <ul style="list-style-type: none"> Promote at least 3 CMS workshops |
| | | Workplace Wellness | Support | | Increase Overall Attendance |
| | | HR Policies | Subsidiary Playbook | | <ul style="list-style-type: none"> 10 % overall increase |
| | | <ul style="list-style-type: none"> Major Issue Resources <ul style="list-style-type: none"> At least 2 related policies | | | |
| Support | Sponsorship | Employment Guidelines | | | |
| <ul style="list-style-type: none"> Quarterly performance meetings | <ul style="list-style-type: none"> CRM <ul style="list-style-type: none"> 10 companies in database Increase revenues by 10% from last year Re-design structure | <ul style="list-style-type: none"> 1 guide on hiring 1 guide on firing | <ul style="list-style-type: none"> Establish guidelines Establish subsidiary benchmarks Establish position specific FAQ | | |

Network Development

| Enhance our Network with School | | Enhance our Students' Network | |
|---|---|--|---|
| Faculty Relations | University Staff | Professional Network | Inter-Social Network |
| Dean's Office | Hospitality / Facilities Management | CMS | CASA X 5@8s |
| <ul style="list-style-type: none"> • Monthly meetings <ul style="list-style-type: none"> ○ Promote strengths and voice concerns • Event invitation <ul style="list-style-type: none"> ○ 1 invite per semester | <ul style="list-style-type: none"> • Monthly meetings <ul style="list-style-type: none"> ○ Promote strengths and voice concerns • Fix microwaves <ul style="list-style-type: none"> ○ Working microwaves all year | <ul style="list-style-type: none"> • Promote 3 events/workshops per semester • 10 % overall increase in attendance | <ul style="list-style-type: none"> • At least 3 per month • At least 4 per semester with a subsidiary |
| Faculty Council | CMS | Business Banquet | Inter-University Collaboration |
| <ul style="list-style-type: none"> • Monthly meetings <ul style="list-style-type: none"> ○ Promote strengths and voice concerns | <ul style="list-style-type: none"> • Monthly meetings <ul style="list-style-type: none"> ○ Meet and identify pain points | <ul style="list-style-type: none"> • Companies representing all majors | <ul style="list-style-type: none"> • At least 1 event with ASFA and/or ECA |
| | Undergrad Office | Multi-disciplinary Conference | External Collaboration |
| | <ul style="list-style-type: none"> • 1 meeting per semester <ul style="list-style-type: none"> ○ Meet and identify pain points | <ul style="list-style-type: none"> • At least 1 representative from each major | <ul style="list-style-type: none"> • At least 1 event with a student group outside Concordia |
| | Communications Department | | |
| | <ul style="list-style-type: none"> • Social Media <ul style="list-style-type: none"> ○ At least 3 engagements from School | | |

Community Engagement and Identification

| With Students | | | | With Community |
|--|--|---|--|---|
| Virtual Engagement | CASA Merchandise | Student Safety | Feedback | Inter-Social Network |
| Web | Redesign of Current Clothing Line | Alcohol Safety | Suggestion Section on Website | Mentorship |
| <ul style="list-style-type: none"> Website redesign <ul style="list-style-type: none"> Mobile optimization Improved information organization FAQ section Events calendar | <ul style="list-style-type: none"> 1 collection release per semester Break even on sales | <div style="border: 1px dashed red; padding: 2px;">Drinking & Driving Prevention</div> <ul style="list-style-type: none"> Ad campaigns <ul style="list-style-type: none"> Videos Sponsorship <ul style="list-style-type: none"> 1 sponsor | <ul style="list-style-type: none"> Surveys <ul style="list-style-type: none"> 5 % feedback when <100 attendees 10 % feedback when >100 attendees | <ul style="list-style-type: none"> Min. 10 student leaders servicing as mentors for persons outside Concordia |
| Social Media | Peripheral Items | | | Philanthropic Initiatives |
| <div style="border: 1px dashed red; padding: 2px;">Twitter / Facebook</div> <ul style="list-style-type: none"> Utilize “live” features <ul style="list-style-type: none"> Use at least twice per semester | <ul style="list-style-type: none"> 3 different CASA branded items | | | <ul style="list-style-type: none"> Winter Holiday initiative 5Days for the Homeless <ul style="list-style-type: none"> Raise at least \$15k |
| <div style="border: 1px dashed red; padding: 2px;">Instagram</div> <ul style="list-style-type: none"> Photo contests <ul style="list-style-type: none"> Min. 1 per semester | | | | |
| <div style="border: 1px dashed red; padding: 2px;">Snapchat</div> <ul style="list-style-type: none"> Share relevant content Cover at least 4 subsidiary events | | | | |