



Commerce and Administration
Students' Association
John Molson School of Business

2017-18

CASA Executive BOD Report

June 2017



Welcome to the first report of the 2017-18 mandate! Our team has been working hard over the past two months learning the ropes and building chemistry. Following the elections/appointments to our various positions, we started transition with last year's team. Transition went very well for some positions, while others could have used more effort on the outgoing team's behalf. Regardless, our mandate is underway and we're excited for what CASA and its subsidiaries have in store for the students of JMSB.

Strategic Plan

Adrien and I have been working on CASA's Strategic Plan for 2017-18. The biggest change from last year's strategic plan is that we divided it into two parts: CASA as an organization (so CASA & its subsidiaries as one corporate entity) and CASA as an executive (so CASA's executive team). This split was brought to my attention by many people and we decided to give it a try. We have a draft for each plan completed and will share it with everyone once it is ready for comments.

Frosh

We are underway with our frosh planning! We have decided on a theme and have the initial event layout done. Frosh will take place between Tuesday August 29th and Friday September 1st. All of our executives are working hard with their respective elements and we are currently ahead of schedule from where last year's team was at this point in the summer.

Events Overview

We began the year with four major events that the incoming team took under its reigns: End of Semester Party, Grad Ball, CASA Gala and Retreat.

End of Semester Party

Our Frosh Rewind event was the team's first major event and we started organizing it at the beginning of April. While the attendance of the event was not where we projected it to be, the logistics behind the event serve as a tremendous tool for the team to learn how to plan an event at Loyola campus.

CASA Gala

This event is usually organized by the incoming CASA team for outgoing subsidiary members. This year, we switched up the format of the event from a sit-down dinner to a cocktail so that we could accommodate everyone from subs who wanted to attend. The event was well attended and I would like to congratulate all the award winners from the night.

Retreat

As with every retreat, the organization falls on the incoming team, with the outgoing team serving as support during Retreat itself. It was a hectic week with End of Semester Party and CASA Gala in the span of 3 days, but we managed to get everything done! We are happy to say that no one was seriously harmed during this year's Retreat and we only heard positive things about the event itself.

Grad Ball

This year, Grad Ball was moved to an earlier date and it was a great success. We sold out of tickets and everyone at the event had a great time. Of the initial events to start the year, it was the one that had the most collaboration between the incoming and outgoing teams. A big thank you to Jade Lavigne, last year's AVP Events, who went above and beyond by taking the lead organizational role and should be credited with the event's success!



Agenda

The agenda planning takes place right at the beginning of the incoming team's mandate with a deadline of end of May to submit all changes. This is a tedious process, but I would like to thank all the subsidiaries who were on time with their picture/content submissions. It was a huge help and is very much appreciated. In terms of sponsorship, we were able to re-secure most of our sponsors from last year and we gained two new ones, which led to an increase of 28% in sponsorship revenue to just under \$15,000. The agenda costs roughly \$17,500 to produce and we aim for a \$7,500 loss, so this extra sponsorship gives us some more wiggle room for the year.

Other Tasks

Here's a quick overview of some of the smaller tasks that were accomplished over the past two months:

- We have figured out a structure for JMAC, which will be discussed in the VP Academic section
- We have started planning CASA X for the year, which will be discussed in the CASA X section
- CASA has registered its incoming directors with the NEQ, as well as the bank
- We are no longer changing banks due to complications on TD's end. We will stay with BMO for 2017-18 and perhaps prepare the transition to a new bank over the course of the year
- The team is using Slack as its method of communication and everything is going well so far!
- Adrien sent out a budget template to all the subs, and has sat down with a few presidents to help them make it work for their operations.



Worked On:

Transition: Transition was fairly smooth. Some details from transition:

- Met twice with Shaumia to cover transition
- Shaumia made a Transition Guide book that is very comprehensive
- Email introductions to faculty were made
- Post was made on CASA JMSB Facebook page to introduce myself and Katherine

Facebook page: I was made an admin to the CASA JMSB Facebook page along with Katherine. We worked with the rest of the admins to decide what would be allowed and what wouldn't and are working on establishing a new set of concrete rules and repercussions (such as being banned for a week).

Katherine and I are also continuously monitoring and answering questions from students. We are taking a more relaxed approach than last year, and are allowing other students the chance to answer questions as well. Anything that is too specific, we refer to advisors or Concordia personnel to avoid wrong information spreading. I have also answered a few cases by email.

Policy committee: Policy committee met once to rectify the motion made at the May BOD.

Undergraduate Student Request Committee: Attended my first meeting with the USRC.

Tutoring: Working on launching the peer tutoring program for JMSB. Rudy and I met with the creators of Helpr, a phone application that matches students with Peer tutors. The app is almost exactly what we are looking for, so we are now working out a deal for the app.

John Molson Academic Committee: Since the AGM, we have had 3 meeting regarding JMAC, one on-on-one with JMAC President, and one strategic planning session.

Meeting 1: Zoe, Rudy Adrien. Met to discuss options for JMAC.

Meeting 2: Zoe, Rudy, Adrien, Amanda, Maria. CASA presented the options to JMAC. JMAC expressed their concerns and asked questions. JMAC asked for time to discuss with the incoming team before making decisions.

Meeting 3: Zoe, Rudy, Adrien, Katherine, Amanda, Sijaliny. JMAC decided to be absorbed by CASA. This would be done through a transition year (2017-18).

One-on-one: Zoe & Amanda: Brief meeting to discuss some ideas for the coming year

Strategic Planning Session: Zoe, Katherine, Amanda, Sijaliny. Decided which events and initiatives we will execute this year. Made the strategic plan.

To Do:

Tutoring: Continue working on tutoring deal.

Facebook and answering questions: Ongoing.

Academic initiatives for the beginning of the year: Katherine and I are working on some initiatives to launch at the beginning of the Fall semester to help new students settle in and learn the services offered by CASA.



Frosh Rewind

Frosh Rewind was a success! Everything arrived on time. Although attendance was less than previous years, everything ran smoothly and the people who were there seemed like they were having a lot of fun.

Events team took care of bringing everything to the Quad, logistics schedule and ordering the food and beer.

Gradball

We worked with entire OC to make sure everything is set for the event. Jade took the lead on this event seeing as it was her Gradball.

We helped with the logistics; getting centerpieces, audio equipment, transporting everything to the venue, etc. We had day-to-day conversations to make sure the event was on track. The event was sold out and was an overall success.

One of the main issues that arose during the event was the combination of open-bar and glass cups. As the night went on, people started dropping their glasses on the floor. This resulted in a lot of broken glass on floor. Some girls, tired of wearing heels all day, opted to walk around and dance with their shoes off. Some minor injuries followed but we worked with the venue to remove the broken glass from the floor and make the switch to plastic cups.

Another issue was security. Although we had booked/confirmed/followed up with Fortas security multiple times, their manager forgot to schedule security for our event. As a result, we had no security. After contacting Fortas, they were able to send us one security guard. The venue told us that if we didn't have 5 security guards by 10pm, they would shut us down. As a last resort, we were able to get the catering company to lend us 4 men to do security and the event wasn't shut down.

Frosh

We are been meeting a lot with other student groups such as ASFA, ECA and the CSU in order to work on a collaboration Orientation Frosh event. We are also regularly meeting with the Dean of Students Office in order to facilitate the process and make sure we abide with all of Concordia's policies. Venues for each Frosh event have been contacted and are in the process of being booked. DJs/artists for the events are being looked into as well. Once everything is finalized, we will begin working on a logistics schedule for each event. We are currently working with a tentative budget while we wait for Finance to give us a more accurate one, though we are keeping each other posted with quotes and estimates of costs.

Year long plan

We have been discussing a few ideas for the events we want to do throughout the year. We are also working on strategies for funding, promoting and getting these events sponsored. We are also looking at working with different production companies that could help lower the costs of these events, as well as potential collaboration opportunities with other Concordia student groups.



Transition

Our transition with Rudy and Alia went well. Introductory emails were sent in the beginning of May and a walkthrough of the year was done between the incoming and outgoing teams. Rudy was away in Serbia while other positions were doing their transition, so it made ours more condensed.

Frosh

We worked on the sponsorship package and it was completed on June 10th. We gathered packages from other schools and previous year to help with inspiration. We are proud of the final results. We contacted the sponsors from last year and set up meetings. Clara had a meeting with Chef on Call. A contract will be signed on Sunday June 18th for a year long agreement. This agreement includes food for the board of directors as well as food for some frosh events.

At the same time, we brainstormed and listed potential companies that could mutually benefit from a partnership with CASA JMSB. We are currently reaching out to them and setting up meetings now that the package is complete.

CASA DEALS

Yasin and Rudy met with Spinyt in order to do the transition and discuss about renewing the contract. Rudy built the contract and it was signed on May 1th. The contract is slightly different than last year. We have arranged for a fixed amount to be paid to CASA per month, with a bonus amount to be paid after we hit a certain number of users. We also clarified the relationship of Spinyt and CASA in the agreement, and added additional responsibilities for both parties. They are working on improvements for the user experience during the summer and working on getting new restaurants around concordia for Fall. We are planning to promote the app during Frosh in order to introduce first year students to the app!

Subsidiaries externals

We have been discussing on a few ideas we have for external projects. We plan on doing a meeting with all the externals of the subs every two months. The first one will be in August with the Director of Communications (Yuri Mytko) along with the new dean of JMSB for a presentation in front of all the externals. This presentation will help them understand how to present in front of potential sponsors, how to make a speech that represent accurately their subs and the school at large. Finally they will give them tips from their experience on how to make long lasting relationships with current and future sponsors.



Transition

Transition to VP Marketing was not as I had hoped but I was able to manage on my own as well as with the help of my team members. Communication could have been improved as well as the transferring of documents.

As for the incoming AVP, Digital Strategist and Graphic Designer, we have been having meetings on a regular basis and have established an effective method for communicating.

Digital Marketing

It was decided that the CASAJMSB Instagram would be reconstructed and a completely new strategy is underway. Our goal will be to create content that is engaging and really relevant to student life as well as a branding on Social media that is constant with CASA's. We decided that we would like to plan contests for the coming year through Instagram and Facebook. We will also be doing educative posts such as live streams and interviews with professors and executive members of the university. Arvin will be the main person coordinating the social media platforms.

It was decided that the Newsletter will be monthly starting in September. Tania will be coordinating the Newsletter. The newsletter is going to be revamped and we would like for subscriptions to be substantially increased.

Subsidiary Marketing Meetings

A survey was constructed and distributed to the members of the marketing team on each subsidiary in order to understand what support and expectations CASA can provide to the subs in terms of Marketing. We asked them to provide insights on the types of things that they would like to learn and how they believe they can benefit from having meetings multiple times a semester.

Frosh

Mikki and Andrea worked on the Frosh logo and, upon approval from the rest of the team, made some last minute changes and have now finalized it. We are currently in the works of planning out the social media strategy. We decided that we would like to launch teaser videos and have planned a meeting next week to come up with concrete ideas for the scripts. We are also

The Marketing budget from last year's Frosh was assessed and is being used as a guide for this year's Frosh. Mikki has been in touch with a supplier for shirts and another supplier for promotional items and decorations for the events. We are currently waiting on prices.



Transition

Transition has been slower than ideal due to scheduling issues and a lack of access to information, which resulted in some tasks taking longer to complete than they should have. That being said, Marc and I are now ready to tackle the year ahead and are looking forward to what it has in store!

Events & Activities

CASA's Finance team has been working hard to make sure the final events of last year ran smoothly. This year's Gradball was a complete sellout, while CASA Gala and Retreat ran exactly as budgeted. Despite lower attendance than we expected at Frosh Rewind, we are in a good position to pursue the initiatives we had set out at the beginning of the year. Thank you to the incoming and outgoing members for organizing such great events!

Bank Transition & End of Year Expenses

End of year expenses took longer than expected to be processed due to the possibility of switching banks. The process to transfer funds between our accounts currently takes two to three weeks, which is why the outgoing team had been working quite hard throughout the year to find a banking arrangement more tailored to our needs as an organization. The team was in talks with TD, who would be closer for us to make deposits, meet our account managers, as well as easier for subsidiaries to go make deposits and transfers.

Due to some miscommunication, we ended up being late to transition banks smoothly and were risking to hit some bumps along the road, so we decided to wait on TD's proposal and make the transfer next year.

Last week, TD got back to us and won't be able to accommodate us due to our special banking needs as a non-profit. Hence, we'll stay with BMO, and Gaby has assured us that she received good service at BMO and that passed issues have been fixed. Gaby has been a great help through the overall process! Now that things are back to normal we have been able to process most honorariums and outstanding expenses, and are ready to get started on our Frosh game plan.

Subsidiary Budgets

Most of our time recently has been devoted to working with the various VP Finances of your subsidiaries to help them with their budgeting process and prepare them for their Finance Committee presentations. We have met with a few of your VPs already and it seems as though most are on the right track! Our goal is to meet with each of your subsidiaries as many times as is needed to ensure you are all on the right track for a great year, so please do not hesitate to contact either of us.

Upcoming: Frosh and Budget Approvals

The whole team has been hard at work trying to make this a Frosh you won't forget. There is still a lot of planning left for the road ahead, so we will be working closely with the rest of the team throughout the next month to work out the details of our budget and make sure our targets are met.

The Finance Committee will soon begin coordinating a few days where we can meet, which will serve as the dates for the subsidiary budget presentations for this fiscal year. You will all receive an email when the date is confirmed, so stay tuned!



Frosh leaders

I am responsible for the Frosh leader application and Selection process this year. I am very excited for this process! Before sending out the application, I met with the Dean of Students "student life Manager" (Terry Kyle) to discuss the questions and everything related to picking good frosh leaders. We went over what answers we are looking for, the proper job description and the right way to formulate the application process. The Application was then worked on by marketing and Adrien, and sent out to CASA students on June 1st. The deadline to apply is June 22nd. As of now, we have 106 people who have applied and we are expecting 30 more by the deadline.

Dean of Students

- Registration

- o We are now registered with the Dean of Students so all the subs may start their registration process with the Dean of students. There has been a hiccup in the process. I have not yet been granted booking rights but I have called David Baker and he informed me that the process was done and to reach Hospitality. I called Hospitality and the main women (Alicia) who is responsible for student bookings has been out of town from May 31st to June 14th, so this would explain why I have not been granted booking rights and I am expecting to get them as of June 14th when Alicia returns. I will inquire and work to fix this problem before other subs encounter the same issue.

- Frosh

- o As mentioned above, met with Terry Kyle about the frosh application process.
- o Have met four times to talk about orientation week (frosh). Have been speaking about; expectations, rules, regulations, laws, paperwork and such to prepare for the orientation. The Dean of Students have made a Calendar with all CASA, ASFA, ECA and FASA to plan accordingly our events and to ensure no events overlap concerning space and resources. It is currently not working but I have claimed our Frosh week and main days at school with the

Internal Calendar

- Working on the internal Calendar, more difficult than I anticipated. I hope to have it finished by July 20th.

Varia

- BOD Room

- o Monika (assistant to the Dean of JMSB) has informed me that the 14th floor Boardroom is unavailable on Tuesdays for the school year of 2017-2018. She has offered any other day of the week to us in the 14th floor conference room. I have also been looking into alternative spaces but as of now, I can only find classrooms that fit our capacity. I will continue looking and will discuss our plan of action with the Board.



New Structure

This past month has been a lot about change for CASA X. The association will function under a whole new structure for the upcoming year and a lot of work has been put into putting the ideas together. At the beginning of the month, I had a few meetings with the CASA president, Rudy so that we would make sure the new structure was clear.

I would occupy the role of a coordinator and would be working with Ankit and all of CASA's AVPs on the 5x8s for the upcoming year. We have decided that, during the summer, we would come up with a master calendar of all the events we would do during the Fall semester and all the subs would have access to that calendar in order to decide whether they would like to collaborate or not.

Moreover, starting during Frosh, CASA X will be recruiting 15-20 first years in order to help with various projects. For the fall semester, those first years will occupy the role of brand ambassadors. They will promote the events CASA and CASA X are organizing by doing class presentations, tabling, sharing the events on social media, and more. They will also be able to do physical work during the events. They will be accessible to other subs to help them with their events as well. During the winter semester, however, they will use the knowledge they will have accumulated in their first semester to start organizing their own events. They will be broken down in different teams of 3 or 4 people (with the AVPs as well) and will start organizing their own 5x8s. The goal of CASA X this year goes a lot towards promoting first year involvement.

CASA X Meeting/5x8 Ideas

CASA X had its very first meeting this month with Rudy, all the AVPs and myself. We have discussed the new structure and have started brainstorming ideas for the first 5x8s. Since we were planning on having all the 5x8s for the Fall semester ready in advance this year, all of us had to come up with a few ideas of themes and venues. I have also met with Ankit to go through all the 5x8s CASA X had organized the year before, select the ones we wanted to redo and come up with new ideas for future ones.

5x8 Logistics

Since a lot of people will be working on 5x8s this year, Yasin (AVP External) and I met to discuss the logistics of organizing a 5x8. We have come up with a complete breakdown of everything that should be thought of when planning such an event. We separated everything in four categories:

- Marketing (theme, facebook event, promotion)
- Outbouning Logistics (how to choose a venue, how to book the venue, before the event, during the event, and after the event)
- Inbound Logistics
- Financials

CASA Cares 5x8

CASA Cares is the first sub we will be collaborating with this year so we met with them and discussed our first project together.



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