



Commerce and Administration  
Students' Association  
**John Molson School of Business**

**20**17-18

# **CASA Executive BOD Report**

**July 2017**



Over the past month, our team has been hard at work setting the building blocks for this year's Frosh. Our roles as President/EVP have already shifted into people managing roles and the bulk of the work being done so far has been carried out by the rest of the executives on the team. We are very pleased with how well the team is getting along and are hoping to build on the positive energy as the year progresses.

### **Frosh**

Frosh this year will run from Tuesday August 29th to Friday September 1st and we are super excited to welcome the new students at JMSB. We built a document that outlines all of the tasks needed to make the planning a success and this year's team is two weeks ahead of last year's team for all venues. To give a concrete example, last year we signed the contract with ECA and ASFA on August 23rd (8 days before the Beach Day event). This year, we signed the contract on July 11th (52 days before the Beach Day event). Our next BOD report will have more content on the details of Frosh, but for now, rest assured that it is in good hands.

### **One-on-one meetings**

Rudy met with every member of the CASA Executive team and CASA X team to talk about their experience so far, goals for the year, and suggestions on how to improve CASA as a whole. It was a great way to get a feel of how the year is going so far and the vast majority of comments were extremely positive.

### **Contracts & documents**

A good chunk of our time this past month was spent working on contracts and "official" documents. We worked with the other executives to finalize deals with CASA Deals, Frosh venues, ECA/ASFA Beach Club collab and a new tutoring application that Zoe will explain more in her section of the report. We also helped the team review the sponsorship package and start the Frosh website.

### **Dean meeting**

At the end of June, Rudy met with Dean Croteau for the first time to talk about the year ahead. Anne Marie is very welcoming of CASA and recognizes the value that we bring to student life - which is a great support to have coming from above. While the majority of the discussion focused on the general plans for the year and frosh, one highlight was her willingness to go along with our request to have the back terrace opened as a study space and we are looking to have this done sometime during the Fall semester.

### **Subsidiary budget reviews**

Adrien has worked with Andrew and Marc on assisting subsidiaries with preparing their budget for FinCom.

This month was quite calm for academics. No new initiatives have begun.

**Ongoing**

- CASAJMSB Facebook page monitoring/admin work
- Answering student inquiries on the Facebook page, as well as through personal messages and emails.
- Communicating with JMAC

**Worked on:**

- Katherine and I are working on revamping the toolkit on the CASAJMSB website. We are in the process of cleaning up old documents, writing new guides, and gathering new resources to add.
- Working with JMAC on details of the strategic plan.
- Assisted with Frosh planning at CASA exec meetings.
- Ongoing building of the tutoring app, working with Rudy on this.
- Katherine attended Program Appraisal Committee

**Limitations:**

- No councils met this month, aside from PAC
- Louise from CMS is on vacation. I wanted to meet with her and others from CMS to discuss collabs as well as events on the Acad/JMAC strategic plan
- Slow month overall

**To Do:**

- Meet with CMS when Louise returns (mid-july)
- Continue working on tutoring app
- Continue improving the online toolbox
- Work with Katherine on first-week-of-school initiatives
- Meet with VP Acads of subs, to get an idea of their role and how we can work together.
- Open applications for CEED, Faculty Council in late July/early August.

Xoxoxo Zoe & Katherine



### **Frosh**

Frosh season is in full swing, and the events team has been working hard over the last month in order to make sure that this year's edition exceeds all expectations.

I have been working on negotiating and confirming venues and deals for our Frosh events. I started working with Kaje entertainment (a production company) to help me with setting up all our events. Throughout the month, I visited many different venues trying to find the best ones for our events. So far, everything has been ahead of schedule and almost every venue that we need for Frosh has already been confirmed. The only complication I encountered was when I tried to book the warehouse in Griffintown for the warehouse party. As it turns out, the space has been rented out to a TV series for the next two years thus making it unavailable to us. Right now, I have a few options being offered to me and I am confident I will have this venue secured within the next two weeks.

I have also been having weekly meetings with the VP's of ECA and ASFA in order to make sure that everyone is on the same page for Beachday. All there is left to do is to pick the DJ's who will be performing that day. I have also met with CMS to help plan their activity for Loyola Day.

I also participated in interviewing Frosh leaders with Mackenzie. It was very interesting listening to what everyone had to say and we have a lot of great candidates. In addition, I have picked the inflatables we will be renting for Loyola Day this year. They will be presented in this month's BOD.

Erin has been working on the logistics of our events. She is in charge of the floor plans, the volunteer schedule and the staff schedule. She has made templates based off of previous years schedules. She has also finished working on the Frosh Scavenger Hunt list.



The past month focus has been to renew old partnership and develop new ones. Some content of Frosh bags has already been received and promotional items also. The food for Loyola day is on process to be decided, the option of having a food truck is costly and price adjustments are being negotiated.

Chef on Call contract is signed, 25 meals will be provided for each Bods until December. We will promote their restaurant through their menus in frosh bags and logos on tee shirts. Taxeclo wants a partnership with us, they want to offer theirs services of electric vehicles. Meeting next tuesday with 2 jmsb graduates who want to sponsor us and have a booth at Loyola day. They launched an app called BottleBond, aiming to facilitate nights out for students in Montreal. Meeting with Car2Go marketing department on Friday 13th.



I've almost finalized the orders for the Frosh shirts, the mugs and the fanny packs. This takes care of a majority of my larger tasks related to Frosh. WOOH. On Monday we filmed a promo video for the Frosh theme launch which is going to be awesome and I can't wait for everyone to see it! #allthatsuspense. I worked with Andrea to brainstorm ideas for the Frosh banners and also launched a competition for people who want to submit designs for this year's JMSB clothing line. I've been and will continue to work on the Frosh website with Rudy and we planned out when the theme launch will take place as well as the dates that the promo video's will be released.

Andrea has been working on the mail out for frosh as well as the Frosh Facebook event banners.

The videographer for frosh has been selected and all that is left is to sign the contract to finalize the deal. The frosh descriptions of each event have been started & the goal is to have all of them done in the coming weeks.

Presence on social media has been a bit low, but it will definitely pick up the pace soon with more details of frosh being released as well as events starting to launch.

We are also in the process of buying a camera for casa. I personally believe that the budget should be placed in one (better) camera instead of splitting it into two separate cameras. This will allow us to have more flexibility in our gear as well as opening the possibility to invest in other viable equipment such as a tripod and shotgun mic.

**Transition**

The transition process has yet to be completed, however most of the critical points have been passed. We did not have access to a few of our accounts at the beginning of the year due to signing officer changes, however these have all been resolved.

**Frosh**

We have worked very hard on the Frosh budget to make it as detailed and efficient as possible. This will at the same time allow for a better tracking of our actual expenses, which will in turn be a great tool for next year's VP Finance when they will budget for Frosh. Let's spend some money and make it an amazing Frosh!

**Bank Transition**

As you know we officially kept BMO as our bank, and most subs have begun registering. Unfortunately it seems that our Rep has been uncooperative with some of the subs, and I ask that anyone who has experienced difficulties voice your concerns to either of us. We will look into the matter and see what's the problem and how we can ensure that everyone is able to transition with the bank properly.

**Subsidiary Budgets**

We managed to meet with almost every subsidiary and committee in order to review their budgets prior to FinCom. Adrien has also been a great help in the process. We've made ourselves available as much as possible, so that every sub could get the help they needed to ensure that FinCom would approve their budget. As of now meetings are still in process, but we are hopeful that all budgets will be approved by this Board of Directors meeting!

**Structure and Actuals**

One of our biggest challenges with analyzing our actual expenses and revenues is the structure of our accounting software. We have decided on a specific format for our entries in QuickBooks so it will be easier for us to keep track of our expenses, as well as help upcoming teams to get our actuals and base their budgets on accurate numbers. We hope that it will allow for a better management of student funds in the future along with an easier budgeting process.



## **Registration**

Most subsidiaries have registered with the Dean of Students but not all have gone through this process yet. I am still fielding lots of questions regarding this important process, I strongly encourage all subsidiaries to register by August 1st if possible. Registering with the Dean of Students will give each subsidiary their booking rights and support from the school.

## **Frosh Leaders**

The frosh leader process is in its last leg. We have finished the main interview process and are just finishing up the phone interviews. The total count of applicants is 185 applicants and I am limiting the number of positions to 80-90 people. I was quite disappointed with the attendance at interviews as lots of people booked slots and did not show and did not communicate that they would be unable to attend. For those who came to the interviews choosing the applicants is proving to be the most difficult part of the process. I need to cut 100 people and our applicant level is very strong this year. I expect to finish the selection process by July 20th and will send out emails around that time. Following this I will begin to coordinate the logistics of the Frosh leader trainings. I have already started this process with Terry Kyle (Dean of Students). The sessions will take place in the week leading up to Frosh. These trainings are mandatory.

## **Bookings Spaces**

I have reserved our spaces for Frosh and will be submitting the ARFs (Activity Request Forms) this week. This process is tedious and long and needs to be done far in advance to ensure everything works out how it should and that we do not encounter any surprises. I am booking the Loyola Quadrangle on August 30th and all the rooms for the registration and Frosh training on August 29th. I am submitting all of the permits for the Loyola day event and



This month, CASA's AVPs, Rudy, Ankit and I had our second official meeting. We took out a calendar and a white board and came up with all the 5x8s of the Fall semester. We wrote down all the dates, the themes as well as some venue ideas. Most of the 5x8s will fall on Thursdays, just like in previous years. However, we are trying a new type of events this year and those are academic events. Some examples are Speed Recruitment, CEO talks, networking events, and various workshops. Those events either fall on Tuesdays or Wednesdays and there are 1-2 per month.

After having come up with all the themes and ideas, Ankit and Erin (AVP Events) already started working on all the descriptions. The next step is going to be for Yasin (AVP External) and me to start contacting all the venues and saving the dates with them. Once all that will be done, we will be able to present a master calendar that I have started working on to all the subs so they can choose which 5x8 they want to collaborate on.

Moreover, we have also started working on the applications for the first years. Here is what our timeline looks like:

- Monday August 21st: Open Applications
- Sept 10th: 3 days after Meet and Great: Close Applications
- Week of September 11th: Interviews
- Brand Ambassadors ready to go by September 22nd

Before opening applications, however, we will be advertising the positions that are available for first years in CASA's mail-out, in CASA's newsletter, and on a hand-out that will be found in the Froshee bags. Therefore, the AVPs and I will have to work hard on coming up with the text and designs of those promotion channels.

Lastly, I came up with a CASA X Summer To-Do List with everything that needs to be done and all the deadlines. This way, everything is more organized and will be done on time!



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