



Commerce and Administration
Students' Association
John Molson School of Business

2017-18

CASA Executive BOD Report

August 2017



Frosh planning is in full swing and we are in the midst of confirming all the last minute details for The Froshmazing Race. Here's a rundown of the past month's activities.

One on One Meetings

Over the course of the last month, Rudy met individually with each of the subsidiary and probationary subsidiary presidents. No major issues were brought up in the meetings and the discussions were all very positive. These meetings were a great way to touch base before the year starts and a variety of action items came from the discussion. A vast majority of subsidiaries are satisfied with the efficiency of our board meetings and we will look to build on this as the year progresses, while ensuring that BOD is treated as an open discussion platform.

Frosh Overview

We launched Frosh on August 3rd and launched ticket sales on August 8th. As of Thursday the 10th, we have 185 registrations on the Google Form. We expect around 800 total participants in Frosh this year and will see a spike in registration as the mailouts are sent in the mail. Our role has been mainly coordinating the rest of the team and making sure tasks are done by their assigned deadlines. If you have any questions about Frosh, feel free to reach out directly.

CASA+/Helpr

CASA+ is a peer to peer tutoring application that will be launched in the Fall semester. Zoe and Rudy have been working with the team at Helpr (who provides the mobile application platform) to customize the user experience of the application and ensure CASA's branding throughout. We met on August 9th with our lawyers to review the contract that Helpr sent us and will be sending a counter by the end of the week. We expect to have the contract signed and ready to go by August 18th.

CABS Eastern Canadian Leadership Retreat (ECLR)

As a member school of CABS (Canadian Association of Business Students), CASA attends conferences throughout the year. CABS oversees the JDCC competition. These conferences host the other Business Student Associations (BSAs) across Canada and are a great way to share best practices, resolve issues and get ideas for the year. ECLR was hosted by Bishop's University in Lennoxville and we sent one car full of people (Yasin, Erin, Kevin, Arvin and myself). The Friday-Saturday event gave us a lot of ideas for the year and being a larger organization than most BSAs, we helped give them solutions to issues CASA has faced in the past. Overall, ECLR was a great experience and we will try our best to maintain a presence at CABS conferences throughout the year, budget permitting.



REFAEC Summer Congress

Similar to CABS, REFAEC oversees JDC, HR Sympo, FO, and HM, with BSAs from the Quebec universities attending. They meet four times per year to talk about the progress of each of the case competitions, and there is a President's table where the different BSA presidents oversee REFAEC's operation and vote when schools pitch to host the different competitions. REFAEC was held on August 5th. Rudy and Adrien drove up to Quebec City for the meeting and it was more productive than the typical REFAEC meeting. We look forward to attending the next one in November that is hosted at JMSB (the JDC Organizing Committee and REFAEC take care of all the logistics).

Other Initiatives

Here are some smaller things that came up over the course of the last month:

- Rudy met with Dean Croteau to talk about the CASA+ application and opening the 4th floor terrace area. She is supportive of both ideas and has echoed her support to the right people within the school.
- Rudy has been working with Karina and Ankit to get CASA X ready for the Fall semester.
- Adrien has been sending feedback on strategic plans directly to subsidiary presidents and the feedback on his feedback has been well received.



This month we continued working on FROSH and finalizing the details for Casa+ app.

Helpr App - Casa+

(note Helpr = company making the app, Casa+ = CASA branding for tutoring app)

Done:

- Discussed how to recruit tutors
- Enlisted Marco and Masri from JMAS to host a how to tutor session
- First meeting with Helpr regarding contract
- Met with Rudy and our lawyers to review contract

In progress:

- Create info video to recruit tutors (demo of how to use app / sign up to be tutor)
- Meet with dean of students to review contract
- Contact Student Success Centre for collab opportunities with Casa+
- Ongoing recruitment of tutors

To do:

- Coordinate with Marketing to promote app to tutors (not students yet)
- Work with Mackenzie, Marco & Mazri to set up dates and times for "how to tutor" sessions

Frosh & Other

Done:

- Registration forms and survival guide for frosh
- Policy committee met, implemented changes from last month (chairs of committees)

In progress:

- Contacted CMS for initial meeting (+JMAC)

To Do:

- Beginning of year things for new students (JMSB 101 guide, etc.)



Throughout the month of July, I visited many venues trying to find the best fit for our events. For the Full Moon Party, we settled on Stereo Nightclub. The venue comes with its own stage, sound system, security, etc. so we do not have to set anything up from scratch, thus saving us money. We also had to change our venue for the Rally Point because Reggies bar had some complications with the nature of the event and the venue's safe space policies. This is why I chose Irish Embassy as the location for the Rally Point.

I have also been working closely with our VP finance in order to set a proper DJ budget for each of our events. Once that was settled, I went ahead and booked the appropriate talent for each of our events. All DJ's are booked for Frosh.

I also worked closely with ECA and ASFA to ensure that everyone was on the same page for our Beachclub event. We came up with a creative name for the event and settled on a DJ. Everything for that event is good to go.

This month, I also worked with our VP internal to create fun, well-balanced frosh leader teams. That has since been announced on the frosh leader Facebook page last week. I have also booked a venue for our frosh leader bonding event (Bier Markt).

Erin has been working on the logistics of our events. She has completed the floor plan for Loyola day and will be the main point of contact for that event. She has also finished working on the Frosh Scavenger Hunt list.



The month of July has been filled with phone calls and meetings. Around half has been coming from our solicitations and the other half from companies contacting us. Some contracts with large businesses such as Scotia banks and Videotron will be signed this week. Each of them has exclusivity on their industries and they will be able to access students directly through a booth at Loyola. Other contracts with medium-sized companies & startups are being negotiated at this time. A lot of young people and students who launched businesses and who know how fresh can be an asset for them have been interested in participating in either Loyola Day or the scavenger hunt. We offered to a student housing company the exclusivity in their industry. Same for a company whose activities are based on student assistance, loans, and career management. In everything that a new student might need (bank, phone, financial aid, grocery place, apartment) we facilitate processes by exposing them to our partners.



This was a hella busy month for marketing but we are proud to see how everything has come together!

Frosh Announcement

The frosh announcement was something that we were really looking forward to because we worked with a video team to film the promo videos for the launch and they came out super well and we got a lot of really good feedback!

Frosh Gear

As of now, we basically for Frosh has been delivered! The only things that are left are decorations for the Full Moon party but all of the more urgent stuff like shirts, bags, mugs, etc are all here and eager to meet their new owners!

Frosh Information for New Students

One of the things we'll be focusing on moving forward is making sure that the Froshee's have all of the information that they need and are aware of the guidelines and the important steps to take in order to attend Frosh. We'll be holding a Q&A live session over the next week or so to answer all of their questions. They also have to attend a mandatory orientation session on the first day in order to get their gear and we will be making that very clear so that no one is surprised or unaware. We'll be sending the mail out to the new students and they will also be receiving an email with important information as well as a Frosh survival guide.

At the end of the month we will also be sending a newsletter to all of the new students with information about Frosh, CASA and CASAX.

Ticket Sales

Sales are moving but we're going to be working on promoting the events on an individual basis as we get closer to Frosh! We will also be opening up tickets to the general public in a little bit and that will help a lot!

Frosh

The month of July was mostly devoted to keeping track of our frosh budget and making the appropriate changes as new information came our way. We have a few new initiatives this year that added uncertainty to the planning process, but most costs received so far have fell within the range of what we expected. We are in a good position to support a great frosh this year as the net cost of our end of year events was lower than budgeted for.

Other Updates

Almost all budgets have been officially approved. All decisions were made available to the VP Finance's of each subsidiary as of last month's BOD, outlining who was approved and who received conditional approval. Most of the conditionally approved budgets have been received with the appropriate changes and are therefore approved, however a few have not made the appropriate changes and are still pending approval.

Coming Up

The next few weeks will be focused on helping out the rest of the team and continuing to keep an eye on Frosh. We will also be working with Zoe and Katherine regarding the financial aspects of the Casa+ initiative.

Frosh

Everything has been officially booked for frosh (everything school related on my part). The Loyola day event is all done with the Dean of students, Hospitality, facilities management and security. We have sent out the alcohol permits and are waiting to receive them from the Regis. The MAPAQ was renewed by myself and Nour in may (expires May 2018, so all set for this year). The inflatables and decorations have been approved for this event, as well as the alcohol and number of attendees.

I have picked the frosh leaders. As of now we are at 79 frosh leaders. We have had many people drop out recently due to work, travel and other commitments. With this unexpected train of events we have been working hard to secure the leaders we have and reach out to make sure we have enough leaders for this years frosh. We had a application pool of 187 people this year so this process was very long and difficult. But I think we have found ourselves an amazing group of charismatic, kind, smart young adults who are ready to show the incoming students what it means to be a JMSB student.

I have finished coordinating the logistics of Frosh Leader Trainings. We will have 3 trainings and one emergency one (still in the works) for the 29th morning. Attendance at one training is mandatory. The trainings are run by the Dean Of Students and are approximately 2 and a half hours long.

I have finalized the frosh leaders and Kevin and I have made and distributed the teams. I have also found some volunteers to work at some of the Frosh events. I will be reaching out to the volunteers more in this coming week. The frosh leaders must meet to bond with their team, and we have scheduled a frosh leader bonding evening after one of the trainings on the 25th of August (Friday night).



During the last month, the AVPs, Rudy, Ankit, and I have been working on preparing the 5x8s and the Brand Ambassadors' applications.

For the 5x8s, Rudy posted on the presidents' Facebook group. He explained the new CASA X structure and he also explained that the subs will be able to choose the 5x8s they want to collaborate on based on a first-come-first-served concept. I have already had two subs messaging me with questions, which is great. We told them that as soon as the venues would be confirmed, we would post the calendar and they will be able to choose.

As for venues, Yasin, Kevin and I have met with the manager of Bier Markt. The meeting went very well and, among other things, we discussed the 5x8s. Bier Markt would potentially be the venue of our first 5x8 of the year.

Yasin also had a meeting scheduled with MadHatters and he messaged McKibbins, Warehouse and Carlos and Pepe's to set meetings in the following week.

Also, the terrace has been officially booked on September 13th for the CASA Cares Terrace Party. Coming up, we will set a meeting with them next week to determine every association's role in the organization of that 5x8.

As for the Brand Ambassadors' applications, Rudy and I have written a little announcement about CASA X. That announcement will be included in the mail-out that will be sent to all the first years. It explains what CASA X does and encourages first years to apply. Andrea also worked on the design of it and it looks great.

In the next few weeks, we will have to promote applications on our social media platforms and in the newspaper we will be sending out online. I will also prepare the application form in order to be able to open applications on August 21st, as planned.



Commerce and Administration
Students' Association
John Molson School of Business

2017-18