



Commerce and Administration
Students' Association
John Molson School of Business

2017-18

CASA Executive BOD Report

September 2017



Frosh is over and all is well. Our team has been working incredibly hard over the past 3 months to make sure that the incoming crop of JMSB students were welcomed in a fun, safe and social setting. Based on what we heard from our leaders and participants, our Frosh was a success and we had less incidents of over consumption of alcohol than previous years.

This report may seem light and the reason for it is that Frosh took up 90% of our time between last BOD and this one. If you have any questions about the day to day roles or tasks that were done, please do not hesitate to reach out. That said, here are some highlights of Frosh:

- We had roughly 450 students register for Frosh teams and are satisfied with our financial standing
- This year was the first year that we enforced mandatory consent training on all froshes and it was super well received by both the froshes and the Dean of Students office that facilitated the training.
- We sold ~280 frosh bundles and our ticket sales per event were slightly lower than our projections
- Our collaboration event with ECA and ASFA went well and we had roughly 1,600 total students attend
- We had no serious injuries or incidents that took place. There was one issue of overconsumption at the Full Moon Party and it was taken care of by paramedics.
- Our sponsors were very happy with the activation opportunities we provided them and should be returning for next year
- We donated all of our beer can recycling money to the Montreal Children's Hospital through Cash4Cans Collection Service

Helpr/CASA+ Tutoring App

Since last BOD, we have sent Helpr our rebuttal to their initial contract proposal and are waiting on their lawyers to review the contract prior to any signing. Our meeting with Helpr went very well and we are looking at having the contract signed by mid-September. Our meetings with the Dean of Students, Student Success Centre and Dean Croteau over the course of the past month were all positive and we have a meeting with Dr. Kanaan on Monday the 11th of September (and he is very much for the idea based on quick chats we've had). We will keep everyone posted on the progress as we have news.



This month was spent continuing work on FROSH and CASA+ and beginning work on events for the upcoming year. Specific things done include:

CASA+:

- Continued back-and-forth with Helpr regarding contract
- Met with Student Success centre to get their opinion and feedback on the project, as well as see how we can fit their services into the CASA+ app
- Used Fiverr to contract the production of a promotional/instructional video which introduces the CASA+ app, benefits of being a tutor, and how to apply
- Planned recruitment process and training of tutors

FROSH:

- Assisted with planning and setup of FROSH
- Were present at all FROSH events

Other:

- Met with JMAC to go over upcoming events
- Met with CMS and JMAC to discuss Career Week (sorry no spoilers yet)
- Discussed some ways of doing promo with CMS
- Undergraduate Student Request Committee met (Zoe was on vacation so her votes were emailed in)
- Program Appraisal Committee met and assigned sections of PAC report to each member

Up and coming / to do's

- Faculty council appointing
- Policy committee to meet mid-September
- Expecting many questions to come up shortly with new school year coming (questions via email, and on CASA JMSB)
- JMSB 101 guide to finalize and share
- Write a summary and analysis of core undergraduate survey before 3rd Program Appraisal Committee meeting in late September



Throughout the month of August, I finalized all the DJ and venue bookings. I also secured a deal with Krispy Kreme that would bring us 1000 donuts for Loyola Day, for every BOD meeting and for many events throughout the year. Erin worked on day-of logistics for our events. After that, it was all about showing up to the events and making sure everything ran smoothly.

Rally Point (Irish Embassy)

The Rally Point worked out really well, especially for the first day. People showed up and the first 100 people got drink tickets. There were slightly less people during the second day but the idea of having a rally point in between the morning and night event was overall a good idea.

Rep Your Flag (Thursday's)

Everything went smoothly. We handed out drink tickets at the door and made sure everyone was okay inside until the end of the night. Overall, it was a great event.

Loyola Day

I got the U-Haul in the morning; our first stop was to pick up the Krispy Kreme donuts in the South Shore. After picking them up, we drove back to school and loaded the truck with everything that we needed for the day. We got to Loyola at around 10:30 AM and helped the people who were already there set up. I welcomed the DJs and helped them set up their equipment while Erin helped out at registration. Myself, along with Yasin, were bar managers. Throughout the event, we made sure that the servers had enough cold beer. Molson mixed up our order and thought it was for the day after, therefore, at one point we were short on beer. However, Rudy made a call and the extra beer came right on time, so a crisis was averted.

At the end of the day, I had to send three people home because they had consumed slightly too much alcohol. However, other than that, the event ran pretty smoothly.

Feel the Music in your Seoul (Time Supper Club)

This was the least successful event of all our Frosh events. Originally, we had anticipated 300 attendees based on last year's numbers. As a result, we only booked the venue's terrace. However, a lot more people showed up so the owner kindly opened the main (inside) room. Once people were inside, everyone was enjoying their time. However after five minutes of being inside, the owner took me aside and angrily told me that he hadn't originally planned on opening the inside and our froshes were trashing his club. Therefore, he sent us back to the terrace. After this little fiasco, a lot of people just went to relax on the streets and eventually left. The owner wasn't happy and everyone was out of the venue by 1:30 AM. Needless to say, this is the last time I am going to host an event at Time Supper Club.



Irish Breakfast (Sports Station)

The breakfast was a new addition to Frosh this year. Overall, it was a success. We took shifts at the door to make sure people had their bracelets and to give them their drink tickets. Once our shifts were done, we just had breakfast and enjoyed the morning.

Full Moon Party (Stereo Nightclub)

We brought all the beer and decorations to the venue at around 6:00PM. We set up and were done by around 7:30PM.

The doors opened at 10:00PM. Once again, Yasin and I were bar managers throughout the night. There were a lot of volunteers and things ran smoothly at the bar. While that was going on, Erin was outside painting people. Once everything was done, I walked around making sure everything was okay. Everything ran pretty smoothly for the most part (minus a couple of exceptions). I had to leave early (2:45 AM) to take care of a severely intoxicated Frosh Leader and Erin stayed behind to help clean up and pack the U-Haul/bring everything back to school.

Overall, people had nothing but great reviews for the event and I highly recommend next year's CASA team to host a Frosh event at Stereo.

Beach Be Humble (Beachclub)

CASA left in the first buses to Beachclub at 10AM. Once we were there, Erin and I were on consent watch until the afternoon. I had to send 3 people to the rest area because they were slightly too intoxicated but it was nothing major. Our headliner, The Bassjackers, arrived slightly late but his set made up for it. By 6:00PM, almost everyone was gone so we left on the last bus back to Concordia.

Overall, from the reviews I've heard from Froshees/Frosh Leaders, it was a great Frosh.

FROSH

This past month has been about organizing frosh to make sure everything go smoothly regarding CASA's partnerships. Our major event that included the presence of our sponsors was loyola day on august 30th. We offered them a booth where they had the freedom to do the type of activity that they wanted to advertise their company to students. Returning corporate partners as well as startups launched by student were there. Everything went well in terms of our expectation about that day. We also sent students to some of our partner's restaurants or bar during scavenger hunt, it allowed them to make sure student know they exist.

The time is now for us to look forward to what we are going to accomplish on the next few month regarding ECP and potential partnerships that can go along with it.



FROSH

Promotion: We held a contest to encourage sales for Froshie bundles and the winner got their purchase refunded and was able to attend frosh for free.

Registration Day: Assisted with the first batch of Froshie Bags to be put together

Loyola Day/Tailgate: Everything ran very smoothly. Assisted with ensuring everything was set up and placed properly. Assisted with serving alcohol, serving food, checking in and validating Froshies, as well as consent throughout the day and night.

Full Moon Party: We spent the day preparing for the event; painting the murals and assembling other decorations for the venue. The event itself was a hit! People loved the body paint and seemed to be having a great time. We got some really great feedback from that event.

Beach Day: (So much fun!) Mainly consisted of walking around and monitoring the attendees to make sure that no one was in an uncomfortable situation or sick.

There were a lot of students who asked questions about information that was already divulged through social media. The best thing next year would definitely be to clearly identify and outline all of the guidelines earlier on so that the froshies have time to process and understand the information before tickets go on sale.

Monthly Newsletter

The newsletter form created for subsidiaries to complete in order to have announcements placed in the monthly newsletter. The form was sent out to all the VP Marketings of each sub. The purpose of this form is for subsidiaries to make requests of what they would like to have included in the Newsletter regarding events and more. The form will facilitate the execution of the newsletter each month. We have given the subsidiaries a lead time of two weeks to complete the form before the Newsletter is sent (we will still accept requests even if they are late). JSBA was the first to complete the form regarding their LinkedIn Photo Shoot which is being held at the end of this month (Sept.20).

First Newsletter (by Tania) sent out September 3, 2017. This Newsletter was mainly aimed at first year students. It introduced CASA and CASA services including the CASA Conference Program (CCP), the Special Projects Fund, JSBA'S LinkedIn Photo Shoot, and more. The Newsletter will continue to be sent on the 19th of every month.

Frosh

Frosh went very well from an operational and financial standpoint. Attendance was somewhat lower than anticipated, which resulted in a shortfall in revenues of \$5,000. We are still waiting for all of our expenses to come in, but we're expecting to be taking a ~\$40,000 loss on this years frosh. While this is a larger loss than originally budgeted, we have ample room in our budget to take on additional losses.

Casa+

The CASA opening budget allocated funds to be used for academic initiatives, which the Casa+ application would fall under. The app development and associated costs are continuing to fall within the range that we originally expected, and we will continue to monitor the financial and legal implications of the project.

Other

The Finance Committee will be meeting in the next month in order to go over the CASA budget's performance over the first quarter of our fiscal year. Important updates, if any, will be brought up that the following Board meeting.

As the school year starts to pick up steam, subsidiary bank accounts are starting to have more and more transactions going through them. In order to ensure proper tracking and controls, CASA will begin verifying each sub journal entry form on a monthly basis and ensuring they match up to their bank account.

APPOINTMENTS COMMITTEE

We finished interviews for filling the seats for Faculty Council, CEED and the sustainability action fund board. We completed all of the interviews throughout the first week of school, although a very busy time, it needed to be completed before September BOD as the first meeting is in October. We never had majority at the interviews for a vote, so we will propose the recommendations to the board at September BOD.

FROSH

Froshee Consent Training

This year, my team and I made it mandatory that all of the incoming froshees take part in a “orientation training”. This training was the first thing incoming students had to do. They had to complete the orientation training before being registered. This ensured that everyone did the training and was properly informed on the safety protocols, the new experience of university and the scares that come along with it. The training was a one hour long training performed by the Dean of Students Office. Terry Kyle is the one performing the training along with a new hire, Paige.

Froshee Registration

I coordinated and booked the spaces for registration. We had two rooms on the 5th floor of the H building. I chose to book the rooms on the 5th floor of the H building because the froshee orientation training took place on the same floor. I believed it would be the easiest way for froshees to navigate to their next step of frosh. I had one room for the Frosh registration and one room for the leaders to hang out in while they waited for their team.

Frosh Leaders

The final count of frosh leaders came to 75 leaders. We split the leaders into 18 teams of 4 leaders and 1 team of 3 leaders.

Loyola Day

Loyola day was a very successful frosh event. Rudy and I arrived early along with Andrew to begin setting up. I encountered a problem the moment I arrived. I had ordered 75 tables and 100 chairs, the chairs were all there and accounted for but the tables were not. We were given 40 tables and the rest were not found. None of the departments at the loyola campus had the tables or could find any more for us to use. I called around to different departments and no one had any to lend. We ended up using what we found and using picnic tables for some of the booths and registration tables. All of the subsidiaries had a booth to promote student involvement. We ensured that we had SSP certified servers serving the drinks to all those in attendance. The dean of students office and the dean of students himself came to our event and mingled with all of the students and involved members



5x8s

We have made the Fall 5x8 calendar available to all subs and I started receiving many messages from them for collaborations. A few changes have to be made here and there but apart from that, it is going great.

Also, Yasin contacted other venues this month and has confirmed all our 5x8s that will be at Warehouse, Bier Markt and MadHatters. We have confirmed McKibbins for the month of September but the deals are not great so we are working on finding a replacement. We also have to contact Carlos and Pepe's and Atelier d'Argentine to see if our dates work with them. More importantly, we had our first 5x8 of the semester on Thursday, September 7th and the turn-out was great. There were a lot of students that were already involved as well as a lot of alumni. However, there were also a lot of first years and they were all walking around asking questions about how to get involved. We also had a great deal with Bier Markt. In exchange for promotion during Frosh, they gave us a 50L Keg. When the Keg was done, we ended up buying 70 shots that were distributed around the room. That went very well so we were thinking of maybe using a small budget every week to be able to give out free drink tickets to the first x amount of people arriving. In short, the first 5x8 was definitely a success!

First Year Recruitment

We have promoted the first year recruitment on social media for the past month. Applications opened on August 21st and will close on September 10th. On September 7th 5pm, we had 35 applicants. We are expecting at least 10 more. During the CASA Gala, many first years were walking around to meet with us and ask us questions about CASA X. It was nice to see how many were motivated to get involved.

Moreover, Yasin came up with a good idea for the interview process. As we want to see how those students interact in a social environment, we won't be conducting traditional interviews. We will probably get a venue and organize a "bonding" activity where there are going to be drinks involved. While everyone is having fun, we will take every first year one on one for a quick interview. That way, we can learn more about them see how they interact with others and also see how they react when there is drinking involved. The team should be finalized by September 20th.

It is going to be a great year for CASA X!



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