



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

**20**17-18

# **CASA Executive BOD Report**

## **October 2017**



Over the past month, we have been hard at work making sure the back to school activities went off without a hitch. Frosh quickly shifted from being at the center of everything to a distant memory. That said, we believe that we are on the right track so far and are excited for the semester to come. Here are some quick updates on what we have dabbled in over the past month.

### **CASA X**

What started as an idea in the shower has turned into a great success. We had over 70 applications and ended up selecting 20 first/second year students to be a part of the first CASA X cohort. We have had a meeting and bonding night with them so far, as well as divided up the group into different teams with weekly responsibilities. We are excited to have them on board and looking forward to watching them succeed.

### **CASA+**

At the time of writing this report, we are currently reviewing our lawyers' revision of Helpr's counter contract. There are only a few miniscule details to iron out and we expect the contract signed by mid-October, with the app ready to go days after the signing. In the meantime, we have started to recruit tutors and will be training them so that they are ready to go when the app is.

### **CASA Cares Terrace Party**

An incident occurred at the CASA Cares Terrace party this past month where a JMSB student was injured. The student was taken to the hospital following the incident and has since been released. We have been working hand in hand with CASA Cares and the Dean of Students office to offer support for those who witnessed the event and work on a plan to mitigate this type of situation in the future.

### **Other Initiatives**

Here are some other, smaller things that happened this past month:

- We sat down with Molson to discuss how to "claim" the items in our contract and are excited to work with them throughout the year
- We secured our Halloween venue and have our theme locked down
- We have started the recruitment process for our First Year Rep
- We have opened up the CASA Conference Program, with 5 subsidiaries having Fall conferences eligible for CCP funding
- We have opened up Special Projects Funding and look forward to seeing the submissions

This next month will be focused on launching CASA+, the CASA survey, and Halloween, in addition to the day-to-day activities. We will also work with JMBLC to get them into an office and set them up with the same privileges as the other committees.



This month Academics focused on finalizing CASA+ (Help), the peer tutoring app; Online resources; and began planning Career Week in collaboration with JMAC.

### **CASA +**

Contracts took longer than anticipated to be finalized, and this caused a delay in launching both applications for tutors, and the CASA+ app itself. While the app is not yet launched, applications for tutors are open and we will consistently work with the marketing team to promote the “job” offering.

A video was published outlining what CASA+ is and how tutors make money, that we will circulate online, but we will also work on recruiting through word of mouth.

Next steps will be screening the applicants, setting up tutoring training sessions and mini-interviews, and of course launching the app. Once app is launched, and tutors are on board, we need to promote the app to tutees.

### **Online Resources**

We have started working on rehauling the CASA website. We have created an updated JMSB 101 pdf booklet and identified other outdated information on the website as well as new initiatives and information to include. We will begin rolling these out within the next few weeks.

### **Career Week**

Career Week is a new initiative by CASA and JMAC with some help from CMS. Last year, JMAC hosted a few workshops that were successful, and so we decided to combine these into a full week of activities and workshops - Career Week.

More details will come soon, but the events are in the works and meetings have been held and will continue to take place with both JMAC and CMS. The event will take place mid-November.



During the month of September, I focused on finding a venue for our Halloween party. After weeks of negotiations, I settled on booking Berri Theater as the venue for the 2017 CASA Halloween party. I thought it would be a great fit because:

1- I am against doing it at Olympia due to what happened in previous years. Berri Theater provides the same capacity and it will be a nice change of scenery.

2- Berri Theater has two levels, so two different stages. My plan for this year's Halloween party is to have different kinds of music playing on the two different stages, so hip-hop/Top 40 upstairs and EDM/Headliner DJ downstairs. With one of the biggest complaints being the music at last year's Halloween party, I believe that this is a solution that can satisfy the majority of people who plan on attending this year.

After settling on a budget with our VP Finance, I started working on picking the production and the talent at this year's event. I am close to settling on a headliner DJ and I have also been looking at what kind of stage setup I want at this year's party. I want there to be a lot of CO2, pyrotechnics and streamers/confetti at this year's party.

I also visited the Regie des Alcools with Rudy in order to make sure that a repeat of last year's incidents does not occur. We explained the situation and asked how to prevent it from happening this year. Everything on that subject has been taken care of and this year's event should go smoothly.



### **Frosh**

Regarding sponsorship, this last month has been about posting social media recognition for our frosh sponsors, as promised on their contracts. We've also launched the CASA External program on the 19th. It offers students the opportunity to get conference fees covered by CASA whereas it is internal conference from subsidiaries or external ones. So far we got 62 applications (half for the JMSM conference and most of the rest for C2 Montreal). I'm currently going through every application and I'm doing a selection according to student's motivation and our ECP's budget.

### **Jeux Du Commerce**

We also got involved in a very exciting project being the incoming Jeux du Commerce. We will give their team a hand for financial and in-kind sponsorship. Jeux du Commerce is happening in January, we will mainly focus on that regarding sponsorship as the time is limited. CASA JMSB as principal creditor or Jeux Du Commerce will have to cover the loss if there's one. Our task for the next and past month was to get familiar with their way of working and to be added to their system.

### **CASADEALS**

We recently launched a big contest (Reward: 15\$ x 52 weeks). The winner will be announced on October 13th. We are also planning a similar contest for finals where a restaurant will give food to one or two students every day for the final exams period.

### **Sponsorship**

Yasin is working with Yumee - a start up that is willing to give a lot of free food to associations for their small scale events. He's waiting on the company to receive all their promotional gear in order to get started on that project.

### **IrisBooth**

It's in the process, we are waiting for approval of school space to implement it. The contract was drafted by the company and is currently on hold to be signed. The tentative installation date is in November.



We officially launched Halloween and tickets will be going on sale Tuesday morning. We are working on posters to be put up around the school that explain who CASA is and what we do and give more details on how to get involved, as well as promote CASAX.

We bought a new camera that will allow us to take quality pictures at events as well as record high quality videos with a new microphone. This is accessible to all of the subsidiaries as well in addition to the camera from previous years.

I have also placed an order for basic shirts for the CASA executive team as well as the brand ambassadors to wear so that people can identify us at events and the brand ambassadors will be wearing them when they do class talks as well as table.

The weekly banner seems to be a huge success! As long as the subs remember to put all of their events in the internal calendar, because that is where we get the list of upcoming events for the week.

We also sent out a newsletter with all of the latest upcoming CASA news as well as announcement submitted by subs. This newsletter will be going out every single month and every sub can submit a post so take advantage! :)



This month has been dedicated to closing the Frosh budget and checking the journal entries of subsidiaries to make sure they're on the right track regarding their internal accounting processes.

Our financial performance on our major events to date can be found in this report. For Frosh, we posted a loss of \$42,146 as opposed to a budgeted loss of \$30,000. This is explained by a lower attendance than expected, along with deferred sponsorship amounting to of \$5,000. That being said, we gave ourselves ample wiggle room in our opening budget for the year, so the negative variance to date of only \$4,000 will not have a material impact on our year.

Regarding the subsidiaries' journal entries and the matching process with the bank balances, we are happy to say that almost everyone is recording their transactions correctly! The ones that are not balancing have been advised to fix their entries and guidance will be provided upon request.

The Halloween Party is also on its way, and we have been working with events and marketing to make sure the event runs successfully.

	September Update				Variance	
	Actuals			Budget	\$	%
	Revenue	Expenses	Profit	Profit		
Frosh Rewind	2,900	7,658	-4,758	-8,530	3,772	44%
CASA Gala	0	12,523	-12,523	-13,570	1,047	8%
Graduation Ball	12,600	44,148	-31,548	-25,210	-6,338	-25%
CASA Retreat	6,690	26,218	-19,528	-24,770	5,242	21%
Agenda	14,900	17,447	-2,547	-7,000	4,453	64%
Frosh	111,226	153,372	-42,146	-30,000	-12,146	-40%
<b>Total</b>	<b>148,316</b>	<b>261,367</b>	<b>-113,051</b>	<b>-109,080</b>	<b>-3,971</b>	<b>-4%</b>



### **First Year Rep**

The applications for CASA's First Year Representative is out and is in full swing ! We are getting lots of applicants and I am very excited to be heading this project as VP internal! I think I have a really original view (as did Nour) as I was the First year Rep last year and therefore know the process and the what the position entails. This being said I can give students the information they need about the position and I can answer emails properly and thoroughly. The application is open to first year JMSB students, meaning starting this semester or who have started in the winter. The application closes on October 8th and the interview process will follow. We hope to have the first year rep position filled by Halloween!

### **CFBA**

I met with the Concordia Fashion Business Association and they are interested in becoming a subsidiary under Casa. I explained to them the requirements and expectations of being a CASA Subsidiary. I also explained the process of probationary period and the rights and responsibilities that come along with it. The only difficulty and uncertainty is that they are currently registered with the CSU, meaning they have booking rights and get funding from the CSU. There is not clear rule about this, so I have added it to the Agenda and we will discuss it as a board and come to a decision so I can continue this process with CFBA.

### **Booking, new 9th Floor**

The 9th floor is officially open! It has been open since October 1st and is available to book to anyone with booking rights. It is beautiful! It is a large open cocktail/lobby space that is from the elevators and goes down a corridor. The rooms on either side are large and can be broken down into smaller rooms. They can be set up in many different orientations and for different events (conference, banquet etc..)

### **Post Mortem with DOS**

We had a post mortem meeting with the Dean of Students office to talk about frosh. Talk about what went well, what went wrong and how to improve for next year. The whole team was there and it was a very informative and helpful meeting.

I also spoke with Petra about the process of becoming an approved caterer to transfer this information to Yumee, as they are very interested in becoming a approved caterer. The process is long and only happens once a year (in April-June)





### **Brand Ambassadors Interviews and Start of Mandate**

We have conducted our interviews with the brand ambassadors over two days. We made three teams of CASA execs and we divided the interviewees in three groups. They were each interviewed for around 10 minutes. After discussing with everyone in the CASA team, we came up with a team of 21 Brand Ambassadors.

To get to know them all, we organized a bonding activity over night in an Airbnb 45 minutes away from Montreal. We played games with them and had a good time.

On Monday October 2nd, the CASA X mandate officially began. The brand ambassadors paired up and then we made teams of 4. After making teams of 4, we assigned them all a task: first team on contest, second team on video, third team on Snapchat and the two last teams on class presentations. Every week, we are going to switch up the tasks and every three-four weeks we are going to switch up the teams so that everyone gets to work together. By Tuesday night, the promotional video was already out and is very successful. The team working on contest also did very well. The Snapchat stories, however, are not doing so good. We will have to guide them more on that aspect. For now, we are communicating with each team in group chats on Facebook and it is working well. We will be giving them their tasks every week on the Friday after the 5x8.

### **Collabs**

Our 5x8 calendar is getting fuller. We have a collaboration with JMIBA coming up on October 19th and we also have one with CASA Cares for Movember on November 16th. A lot of subs have also been messaging us saying that they would like to have their collaborations in winter.

### **5x8s**

Our recruitment 5x8 at Bier Markt was very successful but the one after was not successful at all. It was at McKibbins and we barely had 40 people show up. Thankfully, last week, our 5x8 was at Warehouse and the turn-out was good. However, we have to figure out a way to attract more people to the 5x8s, especially students that do not necessarily get involved. The Brand Ambassadors and the class presentations would hopefully be helpful. For this week's 5x8, however, we are not worried. It is a hockey game night and we are giving away a pair of Habs tickets that Yasin got for free.



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