



Commerce and Administration
Students' Association
John Molson School of Business

2017-18

CASA Executive BOD Report

November 2017



This past month has been focused on making sure our Halloween party went successfully. Building off of last year's party, there were a number of issues we needed to address to make it a success. A lot of time was spent ensuring our marketing message was in line with the law and we had no issues with the Regie des Alcools. At the same time, we focused on the day to day and the following represents a snapshot of the month of October.

Halloween Party

We thought that the party went over well, with no ambulances being called to the scene. There were some pain points to address for next year, should they choose this venue. Most notably, the availability of drinks was scarce at times, and the upstairs area was very hot and created a bottleneck at the staircase. Overall, the party was a success and we believe that we bounced back quite well from last year's event.

Survey

We will be launching the involvement survey to the general student population very shortly. Adrien has come up with a first draft of the survey and we are working on a plan to promote it and reward participation. We are looking to gather information that will improve CASA and its subsidiaries' initiatives throughout the year.

CASA+

The contract is officially signed as of November 3rd, 2017 after a month of review from lawyers. We are happy with the outcome and expect the app to be launched mid-November. The delay has been caused by the lack of availability from both our lawyers and Help'r's. This contract has also made us realize that CASA does not have a privacy policy and we have been working on one with the lawyers to be approved/implemented by January BOD.

NBSC

On November 16-19, Rudy, Mackenzie, Karina and Keira will be attending the National Business School Conference in Winnipeg. Prior to 2016, the entire CASA Executive would go to this conference and last year that number was reduced to 4, given that a lot of the sessions (while valuable) are repetitive for certain positions. We had budgeted \$4,000 for this conference and we will likely go over the budgeted amount because of an increase in airfare prices. Last year we had booked with WestJet, but they have removed the Montreal-Winnipeg direct route from their itinerary and we were forced to use a more expensive Air Canada flight. We were able to secure a 10% discount from a JMSB alumni working at Air Canada, but despite my previous email explaining the situation, we expect the conference to go over budget by roughly \$500 due to the increased cost of flights.



Other Initiatives

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

- Rudy spoke at the Canadian Federation of Business School Deans meeting at McGill on issues that are affecting students in the classroom
- Rudy gave a presentation at Open House that showcased student life at JMSB

This next month will be focused on launching CASA+, NBSC, the CASA survey, new clothing line, planning the JMSB Games, and preparing for the upcoming elections. It should be pretty jam packed, but we are looking forward to it!



Program Appraisal Committee

Had very productive discussions in the 3rd and 4th meetings of the PAC. Completed the undergraduate student survey analysis and provided recommendations based on the strengths and weaknesses of the core program. Brought up the possibility of CASA implementing an objective to provide course outlines online, but the issue has been previously explored by the university and there are legal issues associated with it. However, the recommendation will remain in the report and the appraisers will re-examine the possibility.

Career Week

In collaboration with JMAC, we will be hosting Career Week from the 13th to the 16th of November. This is a new initiative with one event per day, centered around careers and the transition from school to work. We will have one event with CMS: Career Prep 101; a LinkedIn and career strategies workshop; a body language workshop; and an alumni panel.

To prepare, I met with Amanda (JMAC president) to work out logistics and strategy for the week. I was in charge of inviting alumni and am in the process of doing so, with a few alumni already confirmed.

Upcoming

The CASA+ contract has finally been finalized so we can move into gathering more tutors and training them, and pushing the app to students in time for finals.



I spent the month of October planning the Halloween party. Everything went pretty smoothly besides booking our headliner. Two of our offers got rejected and I had to scramble the week before the event to get an international act to headline our party; we settled on Cazzette, a Swedish DJ.

Besides that, everything planning-wise went as expected. We put a lot of work into ensuring that production and visuals exceeded people's expectations. As far as the actual party itself, general feedback was great. It seems like the majority of people had a good time, and that's what's important. During the party, the biggest issues that arose were:

- 1) Running out of hard alcohol
- 2) Bathroom light being broken
- 3) Bartenders acting irresponsibly

All these issues were quickly resolved by our team and everything worked out at the end. The lineup, which was one of the major issues last year, was practically non-existent this year. The idea of having two stages for different musical tastes worked out very well, and this became one of the main selling points for our party.

The Special Projects Committee (chaired by me) also finalized all decisions regarding funding for the fall semester.

For the month of November, we will begin working on our new initiative, the JMSB Games.

Jeux du Commerce

During the month of October we focussed on getting leads for les Jeux du Commerce. Our energy have been mostly directed toward sending emails and meeting on the phone. Unfortunately, we aren't allowed to discuss in further details the achievement we have had so far because of an NDA we signed.

This past month has been mostly about selecting applicants for the ccp program. We've been able to send 40 students for free to the JMSM conference, 5 for the Enactus entrepreneurship conference and others for external conferences. We will reopen applications in January for the winter semester. We've also been giving a hand to the JDC team for their partnerships and sponsorship since the were lacking manpower. This upcoming month will be about building a strategy to integrate companies that are currently reaching out to us and evaluate how we can partner with them. We're also going to start thinking about the JMSB games and the multi disc conference in terms of partnerships, to add the most value that we can thanks to interesting and strategic deals.

CASA Deals

Yasin has been working on CASA deals a lot during the month of October. He is trying to improve the daily active users the app has. He had two contest during the month and he has many on the way. He is planning something similar to what Rudy did last year with the CASA deal week. More details to come. It is scheduled for January or February.

IRIS Booth

Yasin has been waiting for an approval to install the IRIS Booth on school ground. This project has been on hold since October. No progress since.



JMSB Clothing Line

Some time back, we hosted a design contest where we asked students to submit their designs for a chance to have their selected and sold in the Concordia clothing store. We will now be moving forward with producing a new clothing line with the design from that contest along with a couple of other designs made in-house to add more options. The goal is to launch the line just after the Winter break.

Halloween

After the beginning rush, tickets sales slowed down a bit and so we worked on a social media schedule to maintain the hype and increase tickets sales. The launch and promotion of the Halloween party took up a pretty good chunk of our month with all of the graphics and different waves of tickets sales.

CASA DEALS

We've done a couple of contests this month for CASA deals which have had a lot of success! We've been able to attain a reach of almost 20,000 on each contest post.



Halloween & Budget

The ticket sales for the Halloween party were lower than expected, however the loss is as budgeted, around \$10,000. We have been working with the new and incoming subs to make sure they are on the right track. In the process of looking at the rest of our budget to see if any of our estimates have changed and what impact it will have on the year. Any material changes will be brought up at BOD and Fincom.

Audit

Regarding the auditing process, we were in time this year and did not occur any fine. The process was concluded at the end of October, with the collaboration of our actual and previous VP Finance.

Upcoming

We are in the process of preparing the budget for the JMSB Games, one of our next upcoming events.



Puppy Therapy

Puppy Therapy is booked and ready to go ! It is booked for November 29th. The event will be held in the 3rd floor Cloud Deck (Deloitte Area). We are using the "Blue Ribbon" charity and their canine unit for this. It is a volunteer organization that believes comfort can come from cuddling a cute puppy, as I agree. I had to get a sponsor from the school for this event and had to fill out additional paperwork to explain our mitigations for the students afraid of dogs or allergic to dogs. After all of this, the event was approved!

Habs University Night

I was the coordinator with the Canadiens for their university night that happened on October 24th. This event was a big success! The Canadiens reached out to me about this initiative. It is a 39\$ ticket to the Habs game with a free beer included. Our tickets sold out so quickly, that they released more for JMSB and those sold out as well. The Canadiens are very happy with us and want to continue this initiative in the future. I am coordinating with them about how the event went and how we can make it better in the future.

JMBLC

I have also been working to settle JMBLC into their new office. I also helped them get their booking rights and booked some spaces for them while they got everything settled. They are moving into the office in S1 with JMAC. Gabby and myself have sent them the key request instructions, security clearance, coordinated with Ryan to put them on the server, and added extra chairs to the office.

IITS

We were having some problems with IITS about the way IT is being booked. For some reason it is not the same as last year, and is significantly more challenging to book. I have been working with the Dean of Students to mitigate this, and I believe we have. I will be keeping my ears open to see problems continue to arise, in which case I will be meeting with the dean of students and IITS to fix the problem.

Christmas for a cause/ Santa Supply chain

I have also booked Christmas for a Cause/Santa Supply Chain. It will be held in the lobby on November 23rd! This is a great initiative from Brent Pearce and CASA is looking forward to it !

First year Rep

I, along with the team have also selected our First Year Rep! Her name is Keira Baldwin and she's awesome! I have started the onboarding process with her and she has already picked up her key to the office! You will be seeing lots of her and you will be hearing from her soon about your first year reps!



5x8s

It is the beginning of the month of November which means there are only five 5x8s left for the rest of the semester. We have all the venues, themes and collabs already figured out and we are looking forward to each one of them. It is going to be a great time!

During the month of October however, we only had three 5x8s due to the Halloween party. The first one was Hockey Night with JMSM and it went pretty well. We even had a pair of Habs tickets to give out as well as a few pitchers of beer. The second 5x8 of the month was Mad Hats at MadHatters. It is the brand ambassadors that found the theme idea and the turnout was, once again, very good. Lastly, we ended the month with a country night 5x8. I was surprised by the amount of people that were dressed up and that contributed to the country music playlist. Apparently, people love the country theme!

Brand Ambassadors

I am extremely happy with the CASA X team! This month, they have executed their tasks, helped out with the Halloween party, and some of them even helped out FISA with one of their events.

For the tasks (snapchat, video, contest, and class presentations), it has been going very well. Most of them are very excited to do video and class presentations. However, it is often the same people doing the Snapchat posts and the CASA team often has to finalize the contest idea. Therefore, we have decided to give them more guidelines and tips for those two tasks.

For Halloween, they all have done amazing promotion. I have seen them all sharing the posts on Facebook, participating to the contests, and more. We even had a tabling day and it went amazing. I have had a lot of good comments from other people in regards to the team. Moreover, we have just received our CASA t-shirts and they were all wearing it. That certainly made them look more professional. Some of the members of CASA X have also been of a great help during the Halloween event. Some of them were controlling the line, and others scanning tickets or simply walking around and helping out.

Just before Halloween, we also had our second official meeting. We wanted to talk to the brand ambassadors about Halloween, but also give them feedback on their work so far and hear back from them in return. Since CASA X is a new project, it is important to be able to keep track of how they feel and how we can always improve. For this exact reason, Ankit and I will be conducting Two on Ones all of next week to see how everything is going.



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