



Commerce and Administration
Students' Association
John Molson School of Business

2017-18

CASA Executive BOD Report

December 2017



These past two months have been quiet given that our two largest events for the Fall were both finished and people had exams. That said, it did not stop us from operating and we were able to finish off the semester strongly. Here's a brief recap of the past months of November/December 2017.

NBSC

Karina, Keira, Mackenzie and I went to Winnipeg for NBSC in November. It was an outstanding conference where we met with the other business student associations across Canada, sharing our stories and best practices. There were some great marketing ideas that came from other schools (60 second weekly video recap of events, personalized content and online elections promotion). Another idea that came up was having involvement with CASA/subs count as a for-credit course. I've spoke to Dr. Croteau about this and she is totally on board and this will likely be a joint project for her and myself in the new year. That said, these conferences always produce great ideas and I strongly recommend that we send representatives in the future.

CASA+ App

We were able to launch the app in the Fall, but we decided to keep it low key to work out any issues and because the timing was very close to exams. Zoe and Katherine have a lengthtier explanation, but overall we are happy with the app and are looking forward to spreading the word come January.

CASA Survey

The survey launched and went super well. We had roughly 600 responses, and while it is lower than my personal expectation, we are very satisfied and happy to have so much data on our operations. Over the break we are going to look at it more in depth and build out our plan based on the findings.

Miscellaneous

Here's a quick view of some of the miscellaneous tasks that were completed over the last period:

- We decided to move the JMSB Games from January to March
- We had all sorts of holiday events and it's great to see the subs hosting team christmas parties, too
- We will launch our mid year reviews in January
- Rudy has been in contact with the Dean of Students, the CRO, Soulay and Jesse for online voting. We will be meeting in the new year
- Rudy is working on a plan to divide up the work and schedule CASA's activities for the Winter semester so that there is no overlap with elections



Career Week

Career week went off without a hitch and was moderately successful. The individual events went very well and had positive feedback from attendees. There was also feedback indicating that having all the events in one week may be a bit too much, so other options will be explored in the future to perhaps split up the events throughout the semester in order to raise visibility and attendance.

CASA+

Over the past several weeks, we went through the approval process for all tutors who have applied so far, ensuring they had the minimum grade (A-) and adding them to the list of approved tutors within the app. The first tutor information workshop was successfully held on December 1st by Marco Fossi, with almost half of all approved tutors attending despite the short notice. Our tutors so far seem enthusiastic and were very engaged in the workshop, as well as asking many questions through email. We have been providing feedback to the app developers in order to improve the application process. We will launch a marketing effort to promote it for student use as soon as the winter semester begins.

Multidisciplinary Conference

We have started to turn our attention toward the Multidisc conference and have come up with several date options for March. We are currently working the events team to explore venue options as well as possible keynote speakers.

Program Appraisal Committee

The 4th and 5th meetings of the PAC were held in November to put the finishing touches on the committee's recommendations. The analysis of the undergraduate student survey resulted in 3 recommendations written by the UG representative, which were all included in the final report. The report was signed on December 5th and has been submitted to the external evaluators.

CASA Website

Worked on purging the website of outdated information such as: Updating subsidiary lists and resources, added a page for CASA X, updated the CASA executive team, and re-structured menus to make access to information more organized.



The JMSB Games

This month was dedicated to planning the JMSB Games. We designed an hour-by-hour schedule for the day of and decided on the logistics, how the games would be organized, etc. The team was given a run-down during our meetings so everyone was on the same page.

The games were originally going to be held from January 26th to the 27th, however in our last team meeting (before exams) we decided it would be better to have the event later on in the semester, as the team had very busy schedules (exams!).

We looked into booking classrooms as well as the lobby to host the individual games. The games will be split into academic and sports, with an ongoing scavenger hunt and other entertaining challenges. All the sports and most of the academic games have been decided on, and we've been working on finishing the content for the academic rounds. As for the evening parties, we have already booked Peggies and are looking into booking another venue for the following night.

Every detail we could think of regarding what needs to be done for the event has been organized into a master to-do list. Tasks have been assigned to the executives by relevance. We've covered everything from marketing (team shirts) to sponsorship, prizes, budget, ticket pricing, etc. We also created a timeline of task deadlines to ensure everything is completed.



CCP & JDC

This past month have been quiet on the external side. I started to budget and decide how the funds for the conference program will be allocated next semester. The applications will reopen in January. We receive high demand for conferences such as the Michelle Obama panel or C2 montreal, i will do my best to make sure motivated students will be able to attend and allocate funds wisely.

I've also gave a hand to the organizing committee of JDC for finding sponsors and partners.

JMSB GAMES & WINTER CCP

After JDC i'll will focus on finding in kind sponsors for the jmsb games and work on promoting CCP more than in the fall semester.



JMSB Clothing Line

We have decided on the finals designs and will be launching the clothing line in January. Gaby liquidated all of the old stock so that we can have room for the new stuff.

CASA+

As mentioned, the timing was not right to launch CASA+ in the fall semester so we will be working with Zoe and Katherine and develop a campaign to launch in 2018 in time for the Winter Exam periods.

Other than that it's been pretty quiet with exams and all. We're currently promoting an exclusive offer given to us by a nearby Lululemon for JMSB students to save 20% on their purchase.

The next few months are looking to be busy with CASA+, the JMSB games and Elections!

Updates

The last few weeks have been quiet on the finance side of things since most of CASA's large events are behind us. Most of the work has been related to ad-hoc tasks related to supporting subs where needed, and working with the team to make sure that our various initiatives stay on track.

Mid Year Reviews

We have met with a few subs for mid-year reviews to make sure that everyone's books are in order, and will have hopefully met with everyone by Mid-January. Happy to say that there have been no red flags to date, and that everyone that we've met with has been on top of their stuff!

Up Next

At the time of writing this report, we were still in the process of consolidating our books for the first half of the year. Focus in the coming weeks will be to finalize planning for the JMSB games and to determine purchase and sale metrics for the clothing line.

Puppy Therapy

Puppy Therapy was booked to take place on November 29th. I had booked the event with Blue Ribbon Therapy Dogs back at the end of September to ensure they would come and it would be a success. Because they are sometimes spotty and had cancelled in the past I decided to only promote it the week off the event. To my surprise, the foundation cancelled a few days before the event and therefore we did not launch. I was very upset as I put in lots of work into this. I have started looking for other foundations to use in the future as this is the second time in a row that Blue Ribbon has cancelled on CASA and gone to other Concordia events.

Holiday Cards

It was my initiative to send out the holiday cards this year. CASA took a Holiday photo in November and the amazing marketing team helped put it into a card and make some graphics. We printed approximately 50 cards, sending one out to all of the amazing subsidiaries, the dean of students office, the dean of JMSB, Alan Shepard, Hospitality, Security (lobby), Security analysts, the brand ambassadors and a few other offices and other universities.

Canada's Next Top Ad Exec

I have been continuing my involvement with aiding Canada's Next Top Ad Exec with their awareness, I let them book the atrium table from time to time and have booked classrooms for them when needed. They will be doing a few more promotions come January.

DRO and CRO

CFO and DFO have been picked. They have been informed and will begin working on elections in the coming weeks. The CFO is Maxime Gaudreau and the DFO is Caroline Breton.

Christmas for a Cause (Santa Supply Chain)

Christmas for a Cause Santa Supply Chain took place on November 23rd! The event could not have gone better! I was there beginning to set up at 7 AM, we had over 400 gifts and many donations. The wrapping is always quite slow before 11:30 as not many people are at school doing nothing. But as 12 came along it was super busy and full of holiday spirit. By 2 we were almost out of gifts to wrap and had everyone wrapping presents extra pretty to stay visible in the lobby. By 3:30 the presents were all wrapped and the people helping helped me sort everything into boxes and sections by age and gender. I then brought everything downstairs and it was picked up the next day to be delivered. We wrapped so many presents, received so many donations (Food, supplies and monetary)! I am very proud of how it went and feel lucky to be able to have an impact like this on the families of Montreal, and we could not have done it without the students of JMSB! YAY!



5x8s

During the month of November, we hosted five 5x8s. We started off with a Movember one with CASA Cares and it was pretty successful. We had a shave-off and a lot of our Brand Ambassadors participated. Our second 5x8 of the month was BOD Meet and Greet and attendance could have been better. Our third one was with CASA Cares again and was MoCASA 5x8. It promoted their event. Our fourth one was Hawaiian themed and, once again, attendance could have been better. Our last one, however, was very successful and it was Christmas themed. Overall, our main problem is attendance and the fact that most of the people who come are 4th floor people.

Brand Ambassadors

This month, we had a big meeting with all the brand ambassadors. The meeting's goal was to let the brand ambassadors know that some of them were not pulling their weight in the team. Ankit, Rudy and I decided that we were going to be more strict and that we would not hesitate to let go some of them if we did not see an improvement. The message seemed to have passed well and some of them even messaged me either asking for individual feedback or saying that they are motivated to work harder.

Unrelated to the 5x8, some the brand ambassadors also did class presentations for JMSX this month and some are going to volunteer for JDC. They also helped for the Santa Supply Chain.

Coming up, we will host a workshop on the 12th of January. The workshop will have three parts: Social Media workshop given by JMMA, Video Editing workshop given by our videographer, and How to Organize a 5x8 given by Ankit, Yasin and me. JMMA and the videographer still have to confirm for the date, however.

Moreover, for next semester, Ankit and I had a meeting and we decided that we will ask the brand ambassadors to pair up and then we will put two pairs together. Next semester, we will work with 5 teams of 4 and while one team will be organizing the 5x8, the rest will work on promoting it. The teams will be made before the end of the month.

5x8s in 2018

New year, new concept! Next semester, we decided that we will no longer host 5x8s every week. Instead, we will do it bi-weekly. This way, we hope that more people are going to show up and we will be able to come up with better themes, props and promotion. We will have more time and more resources for each 5x8. CASA will organize the first and possibly last 5x8s of the semester. The remaining five 5x8s will be organized by our five teams of four brand ambassadors. Ankit and I have already set the dates, but the brand ambassadors will have to find the themes. We are looking forward to see how this new concept will work out!!!



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