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PRESIDENT'S PAGE

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MSU PROJECTING ORGANIZATIONAL SURPLUS FOR 2011

Increases in accountability, service growth and prudent budgeting responsible for a strong performance this fiscal year



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The MSU is very close to releasing our annual budget - the document that recognizes our organizational-wide financial statistics and translates those numbers into projections for next year's income and expenditures. For someone like me, this kind of document is a representation of our organization in its truest form, where nothing is hidden and everyone on staff has a say about what they want to see happen within their department.

This year we've seen student enrolment increase dramatically, had the largest turnout to Welcome Week in recent memory, and witnessed a massive turnaround in TwelvEighty's performance. I'll briefly bring you up to speed on what's happened and where we're going.

Both Union Market and TwelvEighty have consistently outpaced their performances from the last two years on their month-to-month breakdowns. As of this moment, I am happy to report that TwelvEighty is in a profit position. However, I am a cautious individual and therefore I am not yet ready to write a projected profit into TwelvEighty's budget yet, for fear of this year being an outlier. Regardless, this is a dramatic improvement over years past and represents a great trend moving forward. More and more first year students are visiting TwelvEighty because of conference/event exposure such as Horizons, CLAY and First Year Council. Additionally, more and more students have started to see TwelvEighty as their "home away from home" when it comes to food. Furthermore, we've fought hard all year to battle misconceptions about our venue. The belief was that our quality was low, service was poor and prices were high. Nothing could be further from the truth, as the numbers demonstrate. During the MARS Apprentice pre-challenge, the

MSU had the opportunity to garner impartial student feedback. The data showed our food quality was on par with that of other vendors on campus, our prices were actually lower than the competition and in terms of service the food at TwelvEighty was consistently served hot and fresh in 15 minutes or less. We run impressive lunch specials everyday and I encourage you to put us to the test!

Another source of our positive growth has been Union Market's continuing improvement through the efforts of the staff and management. Union Market has continuously varied the product mix offered to keep the selection fresh and enticing. The Grab-and-Go sandwich section has expanded and a new cooler was purchased to meet the demand. And as always, coffee sales continue to be strong, second only to the very precious chocolate milk supply.

With a continuation of the trends we have seen over this past year, the MSU should hit our desired goal of a respectable surplus of \$120,000. We are very optimistic that this will

happen. The preliminary budget will be headed to the Executive Board (EB) for recommendation on March 13th. Once EB has recommended approval of the budget to the Student Representative Assembly (SRA), it will be taken to a meeting after the new Officers (MSU Vice Presidents) are elected in April. While I'm not able to say what this year's budget has projected specifically, I can at least say that we're looking forward to continuing the trends we established this year.

Several years ago, we formulated a plan to put the MSU back on track, whilst refusing to cut student services or service delivery. I am very excited to report that we have finally reached the point where we can say we have turned the books around and put the MSU back in a position of financial growth.

For more information on the budget, please feel free to contact me directly. As well, stay tuned to the MSU website, which will feature all of our documentation once the SRA has passed the budget for the next fiscal year.

SRA GENERAL ELECTION MARCH 12TH TO 14TH

Matt discusses desirable qualities of an SRA representative



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The Student Representative Assembly (SRA) general election is once again upon us and there are a large number of candidates vying for your vote. Having been on the SRA for three years now, I want to explain the characteristics that you should look for in a candidate. First and foremost the SRA is the governing body of the MSU. The SRA's purpose is to evaluate policies and projects that ideally have already gone through various committees. Throughout the year, many different projects will be brought forward to the SRA and it is they who have the final word on these policies and projects.

This year we have seen meetings go longer than expected and a great deal of arguments. There is nothing wrong with healthy debate, but what I take issue with is when individuals

try to use SRA meetings to personally attack others. The SRA functions best when it is a team. This team may have differing opinions on issues and they will disagree at times, however, they must do this professionally and respect the decisions of the group.

When thinking of who to vote for, choose people who will bring forward new ideas, listen to others, and work together towards making student life at McMaster better. There is so much potential within the SRA. It can be a body that researches ways to improve student life and develop ideas on how to execute those plans. If the SRA focuses too much on internal issues and attacking one another, this potential will be wasted. Rather than improving the MSU and the student experience, the opposite will be accomplished, and the students are the ones who will suffer.

Most importantly, look for a candidate that will listen to you. Whether or not they agree with you, your reps are here to represent you and they have a responsibility to take what you have to say into account. SRA reps are here to represent their students, so vote for a candidate you can trust to act in your best interest in every situation.

SRA ELECTION

From **March 12th to 14th** all MSU members will be able to cast their ballots to elect their 2012-2013 members on the Student Representative Assembly.

<ul style="list-style-type: none"> Arts & Science (1 seat) Business (3 seats) Engineering (6 seats) Health Sciences (2 seats) Humanities (4 seats) 	<ul style="list-style-type: none"> Kinesiology (2 seats) Nursing (2 seats) Science (6 seats) Social Science (5 seats)
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VOTE ONLINE MARCH 12th to 14th
More info at:

elections.msumcmaster.ca

FINAL ROUND OF CAMPUS MUSIC EXPLOSION!
TOP FOUR BANDS SQUARING OFF LIVE AT TWELVEIGHTY
TUESDAY MARCH 13TH - FREE ADMISSION



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