TO: Student Representative Assembly
FROM: Ryan MacDonald, Vice President (Finance)
SUBJECT: VP Finance Report #2.
DATE: December 22, 2016

Student Representative Assembly,

It is weird that as I'm writing this report it is becoming increasingly clear that my time remaining in this role is getting shorter. As we approach two thirds of the way through and by the time this is posted, we will have surpassed that mark, I've done a bit of reflecting on my time in this role. With respect to updates on my year plan and platform I'm happy to say I've accomplished quite a bit and I have made significant progress now on almost every item. Outside of my platform, I recognize that one of the most pivotal roles this position can play is with respect to organizational culture and support for our many facets. While accomplishing the shiny project is dew frequently viewed as being of utmost importance, sometimes the work you do need s to build a solid foundation for those who come after us is more important for the organization.

Speaking of those who will come after, while it will be only January when you read this report, we are approaching the time where some of you might be thinking about a Vice-President position. For anyone who might be remotely interested in my job, feel free to send me an email and I'd be happy to take you out to lunch and chat. These roles require a significant degree of preparation and awareness and I am more than happy to help any person interested prepare for this process.

PLATFORM

Business Unit Communications Plan
Michael Wooder has been doing an absolutely incredible job in his new role as Marketing and Communications Director. You will see new signage for TwelvEighty, engaging promotions for our club nights second term as well creative sampling for special offers including wing night and boxed water.
Digital Media Support
In my last report I highlighted that we have hired an additional graphic designer. Now I can report that we are in full swing of re-imagining the digital media support we have available to us at the Underground. We are beginning the process of hiring a new Underground Media & Design Manager who will help us to shape the future of the business unit with a renewed focus on media, design, motion graphics and exploring new areas of business development. This will end up taking a lot of time for Blake and I during January and throughout the year.

Services Promotions Training
It happened last term and it was great! Sarah and Wooder will be running a refresher this term as well.

Space Audit
MUSC B111 is currently under construction and it’s been fun to have the title of “project supervisor”. For full time staff, we are going to endeavor to run a space audit to better organize and better support our staff in terms of the organization of their space.

Campus Events / AVTEK Rebrand
It’s been awesome to see Campus Events soar in terms of effective management and financial success. My goal is to organize the budget for this service so it is more project focused. This will allow us to more accurately evaluate our investment into each individual event. Further my belief is that we need to think critically about our approach to Campus Events whereby it might better serve students to act as a support for student groups in running events instead of small events like comedy shows and the MOVEMBER campaign, and instead support services for running events like speakers playing into a larger theme. Further my belief is that we can grow the size of our events without growing the budget by betting against ourselves with ticket sales. Homecoming taught us that there is a demand for top talent and students are willing to pay for that - so let’s keep it coming with a diverse range of programming.

Governance Support Review
The Governance ad-hoc committee is a doing some stuff! Shaaruja and I attended the first meeting and Alex did a great job of ensuring it was both efficient and effective. I will be spending some time looking into the responsibilities of Vice-Presidents as well as the possibility of Associate Vice-Presidents and their potential impact on the organization.

Evaluating Clubs Funding
Nothing more to report from last term. The Clubs department is killing it and they're bringing a 4 day clubsfest to frost week for the first time ever. Shoutouts to Jonathan Ruchicka and Christine and Jess for doing a great job with the department
- it's not an easy job with minimal opportunity for people to sing your praises, but you guys do an awesome job.

**TwelveEighty Business Plan**
John, Rick and I have spent a lot of time talking about the viability of our club nights. This last term we've been incredibly unsuccessful with getting the message out to students and receiving the interest we need to perform well financially. This term we will be doing larger club nights, less frequently bringing in a "premium experience" for all who attend. Be prepared for give aways, theme infusions and maybe some special DJs. This continues to be a struggle and I hope to bring forward a plan that the assembly can approve to support the long term viability of the restaurant.

**HSR Negotiation**
It's done! I'm happy with the deal we got, especially considering where we started on it. Presto integration should be a go and I never want to look at another document titles "revised proposal" again.

**SoBi Negotiation**
This really dropped off a cliff once the referendum failed to pass. The Board recently received an email about re-introducing the referendum. If that is something students want and it is successful, we have an agreement to work off of.

**University Budget Submission**
Faculty specific budget submission will be something I'll be contacting you about second term. I'll be setting up meetings with each caucus and into February we will craft the documents - it's up to you what goes in this document so get creative and let us know if you need any research on what you want to focus on.

**Welcome Week Equity & Analytics**
Cool stuff to report on this one. Unfortunately there was little interest from faculty societies in creating a suit bursary which is not great - however in the process I've been able to connect with suppliers who will be able to provide rep-suits at an incredibly low rate and potentially save students a lot of money. The challenge is ultimately the planners make this decision on their own and some are more interested in tradition then cost savings it seems - but I will continue pushing. In other news - the MSU is likely to take over the stewardship of strategic themes for WW. This is important because although content experts in the University will still lead the planning, for larger events like One McMaster and flexibility in administration of this budget, the MSU will be able to stretch bang for buck moving forward.
Transition Program Policy
The new name for this policy paper will be entitled "first year students" of which Blake and I will both be authors. I’m excited as this is an interest area I’m very passionate about. FYC should be a big part of this.

Sustainability Advocacy
Justin and Blake are taking the lead on the advocacy perspective on this issue - however I’ve been working with the Union Market team to ensure we go plastic water bottle free in January. We will be selling boxed water as a replacement - look forward to a big marketing campaign in January.

Career Support & Entrepreneurship
Still not a ton to report on this one - the SSC will likely be making some big changes with respect to structure and we look forward to working closely with Sean Van Koughnett and Gina Robinson through student services committee to ensure that it is student focused.

Emergency Bursary
Nothing more to report here as it is still being used out of student financial aid. Usage is likely lower than last year as there are still funds available. This could be due to promotions, but it also could be due to other emergency bursaries being available at SFAS and people are being funneled into the appropriate areas.

PTM Financial Training Support
I'm really happy with how this went as I think this year's PTMs are the most responsible and effective budget managers we've ever had. I would like to take credit for it in terms of training and budget tracking - but this is also just a great group of people who know what they're doing in terms of keeping track of spending. Kudos squad!

Event Planning Packages
Nothing more to report here - I made them, things seem to be easier for PTMS to use - everyone seems happy.

Part Time Wage Review
I was not wrong in saying that this might end up being the most complex project Shaarujaa and I have undertaken. This was/is a beast but I'm happy to report that we've evaluated all the PTM positions and once EB approved the changes, we will be able to post publically the new wage grid and corresponding placement. Thanks to Shaarujaa and Jess for being all-stars on this - we created a system that is based on compensable factors that are both fair in terms of pay equity and takes into account the specifics of part time roles.
Marmor Review
It happened - the Marmor is no longer a student fee for 2017-2018, effectively saving students $200,000 per year. We will be moving forward with the production of the Marmor until 2020 and we can do so without touching the operating fund due to reserves. This is a good indication to me that old fees need to be put to referendum to get an accurate gauge on current student need.

CFMU Review
I have no intention to put CFMU to referendum during my term in this role. Jamie and Sandeep work very hard and are working to re-imagine what CFMU can do for students with a new multi-media focus. I'm excited to see it launch at the end of January.

Courseware Strategy
Nothing to report. Justin is still the lead on this project and will provide support if needed.

Student Services Fee.
Following the referendum/presidential election, we will be presenting the new Compulsory Ancillary Fees Agreement. As the chair of USIF I'm happy to report that we had over $120,000 in requests over the past two terms and have allocated upwards of $25,000 to benefit student life. I've taken the lead on SLEF and you should see promotional material for that very soon.

Athletic Costs
I think everyone is aware of the big changes Justin and I proposed and are going to referendum on in a couple weeks. My role will be to ensure students are well informed in a neutral way about all referenda happening during that period. This is likely the most important project the MSU has taken on in a decade - excited to see what happens.

Strategic Consultation Campaign
Strategic planning is still a dream of mine but something I am becoming increasingly aware is very difficult to make happen under our current structure. The focus for this campaign will ultimately be focused on student space if the referendum is successful. If not I'm excited to see how this project evolves - you definitely will see something meaningful soon enough.

Campus Master Plan Critique
This is something I'm excited to get started on. Planning and Resource committee has seen an initial draft, and although not formally approved yet and publically available - we can begin to work on providing our thoughts. I'd like to convene a working group of student leaders interested in creating a document similar to the MSU's budget submission.
Homecoming
Nothing more to report on this. We were just over budget on the project, however the successful year on the AVTEK side of things more than compensates for the small loss. The committee has reviewed the project and is excited to recommend it’s continuation into next year. I will be planning on adding this into the budget long term.

Special Projects Funding
We will continue funding projects for services next term! We still have lots of money left that I anticipate services being more interested in using this term as their budgets start to thin.

Professional Development
This is a cool update. I’m working on setting up a series of workshops in late February and throughout second term focusing on providing development opportunities beyond the MSU for all staff. We’re going to ensure this is an opportunity for both full and part time staff of which many of our full time staff will work to develop the workshops. Some early ideas include Pauline Taggart (our network admin and a YWCA board member) working with the CEO of YWCA to run a session on women in leadership and not for profits, getting the folks at Campus Events and CFMU to run something on the music industry, getting the folks at CFMU and the Sil and the Hamilton Spectator to run an event on the evolution of media and so on. Should be a cool event and I’m most excited about the possibility it has to effectively integrate part time and full time staff.

OTHER PROJECTS

Health & Dental Plan Review + SAP Implementation
Still a big focus. This will likely result in the MSU lowering the health plan fee as well as adding additional benefits to the plan. For the SAP we are working on a promotional plan for term two and potentially hiring a part time staff member to run the promotions for the SAP which could make a huge difference.

MSU Investment Evaluation
I might have some big updates on this front over the course of the next two meetings that will be capital projects. My continued opinion is that our investments would be much better spent giving us the opportunity to make money and build capacity for our operating fund, while simultaneously creating student jobs, investing in our community and strategically investing into ideas we believe in.

MSU Network Development
This is not something I ran on but is a good example of what I was talking about in my opening paragraph whereby sometimes the biggest impact you can make is about building the foundation as opposed to working on the shiny project. The MSU network infrastructure needs to be re-evaluated. We have an old exchange server
that has failed on us many times and we are not developing an infrastructure that benefits both our full time staff in terms of project based productivity as well as the convenience we require for our part time staff in terms of accessing the server and using tools like Google drive. I plan to spend a significant amount of my time this term focusing on making these much need changes a reality.

**Online Ticket Infrastructure**
Another project I’ve spent some time and will make a focus for second term is developing our website to be able to host an online ticket portal in which students can buy tickets to events and it be automatically sent to the purchaser similar to Ticketmaster. This is both incredibly important for the success of campus evens as a programming service but also for Compass as they continue to expand their service offerings. Will update on this into the future.

**Discount Card**
Yelena, our new finance commissioner is totally awesome and has taken the lead on the initial organization of our approach to making this card a reality. With changes in the Underground, Advertising has become an important aspect that needs to be re-evaluated. With operating policy changes on the horizon we may have additional support and infrastructure to make this card a reality.

I’ve been incredibly lucky to be working with such a great group of people on this board of directors and I’m excited to see what the remaining four months will look like, I can tell you this; we won’t be slowing down anytime soon.

Talk soon,

[Signature]

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