Dear Student Representative Assembly,

This is my second last report in this role and I cant believe how fast time flew. I remember reading Ryan’s reports last year around this time and it felt like it was so far away! I’ll get emotional and say good-bye in our year end reports.

The Grind

Clocking at over $1000 in revenue a day The Grind continues to be a hit on campus. An incredibly exciting note is that if sales stay consistent over the next year – The Grind is set to increase TwelvEighty’s revenue by 22% and decrease its overall deficit by near $100 000 in the 2018/2019 year.

Here is a graph to depict what this looks like:

![Graph showing revenue and deficit comparison for No Grind and Grind]

Business Units
Combined together our business units are showing a net profit this year compared to a net loss over the past two years which can be attributed to a decrease in costs at TwelvEighty.

Areas of Improvement: Business Units/Service Operations

While our business units are showing an overall net profit improvement can be made to each one.

TwelvEighty

The success of The Grind shows that the student demographic is changing. For the first time in MSU history we will have sold more coffee than alcohol. This is something that needs to be seriously considered when looking at the future of TwelvEighty.

Next year emphasis should be placed on TwelvEighty menu options, serving style, ease of ordering, use of technology, and marketing strategy. TwelvEighty is currently our biggest cost center but will show marked improvements with the addition of The Grind. **More attention (not renovation) needs to be given to it next year on the restaurant and catering side.**

This will be a make or break for the MSU as further reducing the deficit of TwelvEighty will generate a sizeable amount of revenue for the organization to offset the increased costs of minimum wage.

Underground

With a renewed focus on external design work, a position dedicated to sponsorships, new branding, and strong leadership – I believe the design and sales aspect of this business unit will flourish over the next few years. On the flip side, underground has shown a 22% decrease in sales. This can be attributed to new management and much needed internal restructuring.

However there is still opportunity to evaluate the front of house aspects of the underground in regards to its ease of use and alignment with customer trends. If this is not monitored, there will be a decline in sales over the next few years. **Attention should be paid to the integration of the front of house printers with modern technology.**

Campus Events

Under new leadership this year the CMPE department is ripe for change and fresh ideas. This year showed large costs to the organization for Homecoming
in which additional security, EMS, and staging had to be purchased. These concerts also did not sell out at their max capacity.

The campus events department has the largest outreach for any of our business units or services reaching tens of thousands of students each year. However, the incoming board and assembly have a duty to ensure that the events we plan reflect the wants of the student body. For the first time this year we made strides in pushing out surveys to assess student needs and providing a diverse set of events. I believe this is the way in which out campus events department should move forward – away from large concerts and towards events appealing to different student demographics (ex. Hasan Minhaj).

Additionally, reviews should be conducted at the end of each year to determine what events were successful and which were not/future directions for the next year to ensure that we are keeping ourselves accountable and aligning with student trends.

Compass

Compass remains under strong leadership with its full-time manager Debbie Good. However, compass is combatting a shift away from physical tickets which it was created around. With every student having access to a PRESTO card and the ease of online loading or loading right at the station – compass is seeing a decline in ticket sales across all categories.

Recently, compass and the MSU have invested into creating an online ticket portal to sell event tickets from. This project is currently under development but creates a new opportunity for compass as a central provider of online ticketing services on campus. With this change away from physical tickets and handling large amounts of transactions – compass should review its staffing model and determine how to provide its staff with more responsibilities.

MSU Services

EFRT

With an increased to minimum wage, myself and Sam worked to create a new structure for first aid courses. Starting next year all first aid courses will be following a blended learning model – reducing the number of days required for an in person class from 2 to 1, making classes more accessible, modern, and doubling our capacity. This tied in with an increased focus on advertising next year will lead to an increase in revenue to offset any costs from increased wages while ensuring jobs are not lost.
MacCycle

Myself and Scott have been working closely with the new MacCycle PTM David to establish a proper revenue model for MacCycle given that the service now has two paid positions – a shop mechanic and a PTM. This will be the first time that MacCycle has a consistent price structure and proper accounting practices. A long term goal is to have MacCycle pay for itself as a Zero-cost unit.

Clubs Department

I’ve been working closely with Jenna & the Accounting department to dramatically change the way in which clubs finances are processed. As of next year, club reimbursements will happen through the accounting office as opposed to the clubs administrator themselves. This will increase the overall efficiency of the process by 30% and free up a significant amount of the clubs administrators time to focus on other aspects such as clubs training and support.

We’ve also worked to integrate the assistants better into the email platform to act as a primary filter for general questions from clubs. Previously all emails would go straight to the clubs administrator taking up much of her time. Now questions go to the admin assistants first and then to the clubs admin if they cannot be easily answered. This again frees up more time for a overly stretched role.

We also partnered with the Director of Alumni to host a session on how to effectively raise sponsorship which was well attended and are testing out a new clubs ‘loan’ system with a handful of select clubs.

A future path of direction is to determine how the CEC can be used more effectively and to restructure the way training is given to clubs to ensure more workshops and online resources.

Job-Specific Tasks

Welcome Week

One of the big wins from this year with welcome week is pulling together the bulk suit order again for almost all faculties and residence life saving students a whopping $35 000. In addition to this we’ve worked out a deal with the supplier that 10% of revenue (approximately $4000-5000) will be given back from the supplier as a donation to create a bursary for students who can’t afford rep suits!
I'm determined to continue this trend of making welcome week more affordable to reps by looking at further efficiencies within the welcome week levy distribution and making lowering barriers for student volunteers a priority of the welcome week advisory committee. This is something that takes time and will most likely bleed into March & April but I hope that I can set a trend in motion that – if not wrapped up this year, can be carried on in the next.

See you two weeks from now.

Sincerely,

[Signature]

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