



REPORT

From the office of the...
Business Caucus

TO: Members of the Student Representative Assembly
FROM: Selene Dominguez Florean, SRA Business Caucus Leader
SUBJECT: SRA 18F Report
DATE: October 28th, 2018

PROGRESS ON YEAR PLAN

Hello everyone!

I hope your last couple of weeks and mid-term season is going as well as it can – remember to eat, sleep, breathe and take one step at a time. Since it is mid-term season, I will keep this as short and sweet as possible, let us begin with some of the things that SRA Commerce has been up to!

Outreach

Objective 1: Social Media – Instagram

We launched our Instagram page during the DCS Cookout that happened in the first weeks of September. We had a very successful turnout with lots of people interested in learning about the MSU and the SRA. We also had a give-away that had some homecoming SWAG (Thanks Wooder!!!) and some DeGroote SWAG that included a sweater and a really nice notebook (thanks Campus store and Alex for approving our funding!).

Objective 2: Last SRA meeting, there were a couple of interested faculties that wanted to create a recap video for the meeting. So, Haley was able to help us out and edited a short 60-second recap on the things that were talked about during the meeting. We will continue to look into creating more professional content that will be presented to students across many social media platforms.

Objective 3: DCS Cookout happened with lots of successes! We had a huge turnout and were able to get over 100 new Instagram followers, as well as likes on Facebook. We even got a mailing list going with people who were interested in entering the raffle that we had and who wanted more information! We had lots of comments on how much more engagement this year's SRA had compared to previous years – so we are over the moon about it.

PAST EVENTS, PROJECTS & ACTIVITIES

Over the last couple of weeks, we have been tirelessly working on three of the events below:

DCS Cookout – YAY – it happened! We are still trying to figure out timing for our meeting with DCS, as coordinating a time has been pretty difficult.

Office hours – we hosted our first office hours in the DSB lobby and had cookies/ tea/ coffee! We had many people come over to hear about SRA as they chowed down on

delicious UM cookies. We had lots of engagement and we were trying to promote our open SRA seat. Our second office hours were also successful as some people came down to ask about how to run for the SRA Commerce position as well as a Commerce student interested in doing their marketing project on the Grind.

Elections – We have an open seat in SRA Commerce, so along with Elections, we have tried to promote this nomination period as much as we can. Emily and all the elections team have been relentlessly working on promotion of elections – so big props to them. We also posted lots of Elections content on our Facebook page, as well as sent out an email to our mailing list on some tips on running and a little blurb about SRA. Also, huge shout out to the Elections department for the beautiful redesign of all the documentation needed for nominations of SRA and the by-laws that surround it, forms have never looked so beautiful.

CURRENT CHALLENGES

The uncertainty of having a new team member makes it difficult to coordinate between all the things we want to do. We are currently focused on the by-election process and we are hoping that our 4th member is able to adjust to our chemistry and how we currently work.

SUCCESSSES

We have focused a lot on the outreach part of our platform – as DeGroote and the MSU have had a rocky relationship since the beginning.

OTHER

If you have read this far, you my friend, are awesome! If there is anything I can clarify, you want to partner up with, or just say “CHEERIO”, let me know. Good luck with midterms – we are half way there!

Best,

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