

# YEAR PLAN

MSU Vice-President (Finance)  
Alexandrea Johnston  
2019-2020  
(submitted July 16<sup>th</sup>, 2019)



**OFFICE OF THE VICE-PRESIDENT (FINANCE)**  
**INTRODUCTION**

---

Dear Members of the Student Representative Assembly,

---

The following document outlines my goals and vision for this year as Vice-President (Finance) of the MSU. Over the last two months, I have spent time consulting with students, MSU full-time staff and University admin to develop a robust and detailed year plan to complete the goals outlined in my platform. You will find that this document is an updated and consolidated version of my platform that I ran on in April, some objectives have been adjusted based on what I have learned already in the role.

This year plan is structured to allow me the time to fulfill my responsibilities as VP Finance, while addressing key issues that the MSU is currently presented with. As the Vice-President Finance, I am here to support all of our part-time managers, oversee the strategic direction of our business units/revenue-neutral services, represent students as a member of the Board of Directors, and act as a source of knowledge for any and all things student-fee related.

This year is an incredibly unique year to be the Vice-President Finance as it marks the first time in history that the MSU will be receiving less money than the year prior. I believe Ryan MacDonald (VP Finance 2016-2017) wrote it best when he said “this document is neither exhaustive nor lifeless.” This document is meant to give you a snapshot of the issues I am looking to address this year. As my year progresses, some of these ideas may change. Specifically, once we have a more clear understanding of the opt-out numbers in November 2019, there may be changes that need to be made, however, I believe I have allowed myself enough time to complete my goals while addressing new issues that will arise.

I have outlined 29 objectives for my year in this document. As outlined during my election, the key priorities for the year are to increase our financial and operational transparency, work to optimize our business units/revenue neutral services, improve our communication to students, and focus on supporting our part-time, full-time, and student leaders.

While this year will be challenging, I am incredibly grateful for this opportunity. I have learned so much over the past 8 weeks already. It’s been an incredible experience thus far and I am looking forward to continuing to strive towards making impactful and sustainable changes within our Union so we can better support students.

If you have any questions or feedback for me at all, please feel free to contact me.

Sincerely,



**Alexandrea Johnston**  
Vice-President (Finance) & CFO  
[vpfinance@msu.mcmaster.ca](mailto:vpfinance@msu.mcmaster.ca)  
McMaster Students Union

## GOALS

### The Student Choice Initiative

<b>Objective 1</b>	Lead the Student Choice Initiative Campaign
Description	<p>In January of 2019, the provincial government announced the Student Choice Initiative (SCI). This government directive directly jeopardizes student union’s ability to operate and serve students. Since creation, the MSU has operated through an ancillary fee which was voted on by students through referendum. As such, all full-time Undergraduate students paid their MSU fee and this fee has been what’s allowed the MSU to operate.</p> <p>The SCI has turned this ancillary fee into a non-essential fee and as a result, students will now have the option to opt-into certain fees. As such, it will be imperative to engage with students about the benefits they receive from the students union. The plan is to couple the SCI campaign with the September transparency days (described on page 5). This will ensure students are aware of what we provide and if they are choosing to opt-out they are making an informed decision.</p>
Benefits	<ul style="list-style-type: none"> <li>• Engages students with the MSU and ensures students are aware of our services and the benefits they receive from the MSU.</li> <li>• If students choose to ot-out, ensures they are making informed decisions.</li> <li>• Centralizes all important details in regard to the MSU and opting out.</li> </ul>
Difficulties	<ul style="list-style-type: none"> <li>• It can be difficult to engage with students. Although the plan is to engage with students on many mediums, students are flooded with information especially in September.</li> <li>• The campaign runs the risk that once students become aware of our services they are more likely to opt-out.</li> </ul>
Long-term implications	<ul style="list-style-type: none"> <li>• Ensures the MSU can continue to operate and serve students in the future.</li> </ul>
How?	<p>Summer months:</p> <ul style="list-style-type: none"> <li>• Create and design a stand-alone website.</li> <li>• Create all graphics and digital content.</li> <li>• Finalize messaging and FAQ pages.</li> <li>• Consult with services and University admin to ensure consistent language across various mediums.</li> </ul> <p>End of August- Beginning of September:</p> <ul style="list-style-type: none"> <li>• Launch campaign and engage with as many students as</li> </ul>

	<ul style="list-style-type: none"> <li>• Most of the planning has been completed thus far and we are now in the development stage.</li> <li>• Consulting with services and university admin to ensure consistent language across campaigns.</li> <li>• Engage with students over August/September to ensure they are informed about the MSU: online and in person efforts.</li> </ul>
Partners	<ul style="list-style-type: none"> <li>• Connor Maclean, Communications Officer</li> <li>• Michael Wooder, Marketing and Communications Director</li> <li>• Board of Directors</li> <li>• John McGowan, General Manager</li> <li>• MSU Finance Committee</li> <li>• SRA</li> <li>• Faculty Societies</li> <li>• PTM's and MSU full-time staff</li> <li>• Jessica Anderson, AVP Finance</li> </ul>

<b>Objective 2</b>	Assist the Vice-President (Education) and President with Advocacy Efforts
Description	<p>Due to the unprecedented changes this year as a result of the Student Choice Initiative, we are in a very ambiguous and uncertain time. For this reason, I plan to assist the Vice-President (Education) and President any way that I can with their lobbying efforts. Given my portfolio directly deals with the finances, I can assist by attending lobbying meetings to answer questions, working to help them prepare briefs, helping them to prepare for meetings. I would like to assist them any way I can when it comes to lobbying and advocating about SCI.</p> <p>Additionally, this year the Ontario Undergraduate Student Alliance (OUSA) is writing their Ancillary fees paper. This paper is incredibly important as it outlines OUSA's stance on ancillary fees. Unfortunately the MSU was unable to be an author on the paper, however, I would like to attend the Fall General Assembly where this paper will be passed to ensure the paper adequately reflects the MSU's stance on ancillary fees.</p>
Benefits	<ul style="list-style-type: none"> <li>• Creates well-rounded and informed lobbying efforts to ensure we are communicating to politicians as effectively as possible.</li> <li>• The entire BoD can become more involved with advocacy to show politicians just how much SCI impacts our organization.</li> </ul>
Difficulties	<ul style="list-style-type: none"> <li>• We all have very different schedules so this could be difficult if planning to attend a lobbying meeting, etc.</li> </ul>
Long-term implications	<ul style="list-style-type: none"> <li>• Ideally this could lead to the reversal of the SCI, however, realistically, this can ensure Politicians are aware of students concerns and the impact SCI has on our University experience.</li> </ul>

How?	<ul style="list-style-type: none"> <li>• Attend lobbying meetings if Josh and Shemar would like me to attend.</li> <li>• Assist if necessary when preparing briefs or prepping Josh/Shemar for their lobbying meetings.</li> <li>• Providing evidence of the impact SCI has to our financial bottom line.</li> <li>• Attend OUSA fall GA when ancillary fee’s paper is presented for approval</li> </ul>
Partners	<ul style="list-style-type: none"> <li>• Shemar Hackett, Vice-President (Education)</li> <li>• Josh Marando, President</li> <li>• Michael Wooder, Marketing and Communications Director</li> <li>• OUSA</li> </ul>

**Financial and Operational Transparency**

<b>Objective 3</b>	Implement September and January Transparency Weeks
Description	<p>Currently, the MSU has the “Your Money” tab on the website which exists to inform students about how their MSU student fees are distributed and where their money is spent. On this tab, there is the MSU operating budget and other informational graphics. This website tab is not viewed frequently and can be difficult to find on the website. In recent years, previous VP Finance’s have introduced “transparency days” where they table around campus to engage with students about their fees. These have been successful; however I would like to introduce these transparency days earlier in the term and ensure they are rotating to different locations on campus. To do this, I will introduce “transparency days” over September and January. The September transparency days will be to engage with students about the 2018-2019 fee break down, and the January transparency days will provide updated numbers based on the 2019-2020 student opt-out rates. The plan is to spend roughly 4 days at the beginning of each month, rotating to different locations on campus. For example, on a Tuesday we could be set up in MUSC, Thursday in JHE, the following Wednesday in DBAC and conclude by spending an afternoon in CENTRO. The goal is to ensure we are engaging with as many students in as many different locations to mitigate students confusion about where their student fees are distributed.</p>
Benefits	<ul style="list-style-type: none"> <li>• Students become more informed about the MSU and its services.</li> <li>• Students begin to utilize more of the MSU services.</li> <li>• Students are aware of more ways to get involved.</li> <li>• Students can provide feedback about how their money is spent and provide suggestions for future services.</li> </ul>

Difficulties	<ul style="list-style-type: none"> <li>• Scheduling and coordinating tabling efforts can be a difficult.</li> <li>• Students may have negative feedback about our spending.</li> </ul>
Long-term implications	<ul style="list-style-type: none"> <li>• Students will be aware of MSU services, ways to get involved, and understand where their money is spent. The goal is that by informing students about the benefits they receive from their MSU fee, they will make an informed decision when opting-in/out.</li> </ul>
How?	<p>August:</p> <ul style="list-style-type: none"> <li>• Create resources to share at the tabling events.</li> </ul> <p>September:</p> <ul style="list-style-type: none"> <li>• Connect with the AVP Finance and Finance Committee to coordinating tabling and scheduling.</li> <li>• Connect with other Board members to encourage them to spend time at the table engaging with students.</li> <li>• Connecting with Communications officer to ensure graphics are up to date and that we have enough for our tabling efforts.</li> <li>• Execute various tabling days.</li> </ul> <p>December:</p> <ul style="list-style-type: none"> <li>• Re-work numbers for graphics for 2020 January tabling days.</li> </ul> <p>January:</p> <ul style="list-style-type: none"> <li>• Execute January transparency days.</li> </ul>
Partners	<ul style="list-style-type: none"> <li>• Jessica Anderson, AVP Finance</li> <li>• Finance Committee</li> <li>• SRA</li> <li>• Connor Maclean, Communications Officer</li> <li>• MUSC</li> <li>• Board of Directors</li> </ul>

<b>Objective 4</b>	<b>Enhance the MSU Financial Transparency Resources</b>
Description	<p>Every year, the MSU attempts different ways to increase operational and financial transparency. This year, I would like to work with our services to create stand-alone graphics that describe what they do and how their fee is distributed. The goal is that services can share these on their respective pages to engage with students. Additionally, the MSU can share them all in an album online and on our website so its quick and easy for students to understand what each service does with their fee.</p> <p>Additionally, I would like to work to create an easier to understand budget that can be posted online. Currently, the operating budget that is posted online is difficult to understand as it shows that last 3 years of spending as well as a detailed breakdown of the previous year’s funding. I would like to</p>

	work to create an easier to understand budget that is housed online for students to read in the 2020-2021 school year.
Benefits	<ul style="list-style-type: none"> <li>• Students are engaged and aware about how each service spends their money.</li> <li>• Students can easily understand the MSU operating budget.</li> <li>• Students have fewer complaints in regard to MSU transparency.</li> </ul>
Difficulties	<ul style="list-style-type: none"> <li>• Coordinating the creation and content of graphics as this is time consuming and a large undertaking.</li> </ul>
Long-term implications	<ul style="list-style-type: none"> <li>• Students feel more confident that the MSU is utilizing their money effectively and can become more engaged/involved with the Union.</li> </ul>
How?	<p>October/November:</p> <ul style="list-style-type: none"> <li>• Create personalized information to put on each graphic that breaks down their budgets.</li> <li>• Create graphics.</li> <li>• Share graphics on various digital platforms and update them to our website.</li> </ul> <p>February/March:</p> <ul style="list-style-type: none"> <li>• Create the 2020-2021 operating budget and explore ways to create an additional, easier to understand budget for students to read.</li> </ul>
Partners	<ul style="list-style-type: none"> <li>• Jessica Anderson, AVP Finance</li> <li>• Connor Maclean, Communications Officer</li> <li>• PTM's and full-time staff</li> <li>• MSU Accounting department</li> </ul>

**Business Units**

**TwelvEighty & The Grind**

<b>Objective 5</b>	Expand The Grind
Description	<p>The Grind was created and opened in February of 2018 and is a coffee shop on campus where students can get affordable food, study, or just hangout. Over the past year, The Grind has become a large success with many students utilizing the space. Last year, a group of engineering students in their Engineering Management class studied the space and performed primary research to determine The Grind operates at capacity 65% of the time.</p> <p>Currently, the space has capacity of 45 people. Due to the popular demand and the need for more space on campus, I plan to expand the space and to create additional space for students to hang out. The first phase of the expansion will be able to seat an additional ~40 individuals. However, the</p>

	<p>plan is to expand the space strategically so that we're able to further expand without additional renovation costs if stage one is successful. As such, we will re-evaluate the success of phase one in December and decide then if we will add another additional ~40 seats. We do not want to expand too quickly and have too much pressure on the kitchen too fast. The slow expansion ensures we can accommodate an increase in customers.</p>
Benefits	<ul style="list-style-type: none"> <li>• Increased study space on campus.</li> <li>• Increased revenue to support our other services.</li> <li>• Increased space and additional venue for events.</li> </ul>
Difficulties	<ul style="list-style-type: none"> <li>• Timing and coordinating the quotes and trades.</li> <li>• Ensuring the renovations can be complete in advance of September when students return to campus.</li> </ul>
Long-term implications	<ul style="list-style-type: none"> <li>• The creation of a sustainable business model where we can generate revenue which can then be used to support our other services.</li> </ul>
How?	<p>May/June:</p> <ul style="list-style-type: none"> <li>• Obtain capital allocation approval from SRA/EB.</li> </ul> <p>July:</p> <ul style="list-style-type: none"> <li>• Obtain all quotes and have EB approve all capital expenditures</li> <li>• Coordinate contractors for the creation of the paneling, live edge wood, building ceiling paint, and lighting fixtures.</li> <li>• Plan for adequate staffing and kitchen support to support an increased demand in product.</li> </ul> <p>August:</p> <ul style="list-style-type: none"> <li>• Start and finish construction to be ready for September 2019.</li> <li>• Obtain furniture</li> </ul> <p>November:</p> <ul style="list-style-type: none"> <li>• Upon completion of Phase 1, evaluate success and plan for phase two which requires the addition of more furniture</li> </ul> <p>December: (contingent on successful phase 1)</p> <ul style="list-style-type: none"> <li>• Execute construction to have a successful phase 2.</li> </ul> <p>January:</p> <ul style="list-style-type: none"> <li>• Open phase 2 ☺</li> </ul>
Partners	<ul style="list-style-type: none"> <li>• Richard Haja, Food and Beverage Manager</li> <li>• Stu Gold, TwelvEighty Kitchen Manager</li> <li>• John McGowan, General Manager</li> <li>• Executive Board</li> <li>• SRA</li> <li>• Facility Services</li> </ul>

	<ul style="list-style-type: none"> <li>• External contractors (paneling and painting!)</li> </ul>
--	---

<b>Objective 6</b>	Create and Promote a TwelvEighty take-out
Description	<p>TwelvEighty currently offers take-out and has roughly 80 take-out orders daily; however, the notion that TwelvEighty offers take-out is not widely known amongst students. Due to the nature of students busy school schedules and the lack of time between classes, I would like to develop a designated take-out program at TwelvEighty.</p> <p>This program will look like a specific 5-7 items that we can provide within a quick turnaround to students (ideally under 10 minutes). To create this system, we will have to create a specific take-out booth for students to order with adequate signage and a designated take-out booth employee/POS system. Additionally, we have to ensure the kitchen is staffed appropriately to meet demand.</p> <p>To promote this new initiative, specific graphics will be created and shared on the central MSU pages as well as the TwelvEighty specific page.</p>
Benefits	<ul style="list-style-type: none"> <li>• An increase in affordable food on campus for students.</li> <li>• Students receive quick and fast food in-between classes.</li> <li>• Additional revenue stream for TwelvEighty.</li> </ul>
Difficulties	<ul style="list-style-type: none"> <li>• An increase in take-out orders places an additional strain on TwelvEighty kitchen staff to ensure they are able to produce great service and food within a quick turn-around.</li> </ul>
Long-term implications	<ul style="list-style-type: none"> <li>• TwelvEighty has a sustainable business model which can continue to support student staff and students at large by providing quick and affordable food.</li> </ul>
How?	<p>July:</p> <ul style="list-style-type: none"> <li>• Menu creation</li> </ul> <p>August:</p> <ul style="list-style-type: none"> <li>• Graphic and signage creation, take-out stand installation, and signage installation.</li> </ul> <p>September:</p> <ul style="list-style-type: none"> <li>• Launch and promote!</li> </ul>
Partners	<ul style="list-style-type: none"> <li>• Richard Haja, Food and Beverage Manager</li> <li>• Stu Gold, TwelvEighty Kitchen Manager</li> <li>• Josh Marando, MSU President</li> <li>• TwelvEighty/Grind Marketing and Promotions coordinator</li> <li>• Michael Wooder, Marketing and Communications Director</li> </ul>

	<ul style="list-style-type: none"> <li>• Connor MacLean, Communications Officer</li> <li>• Gabriela Rempala, TwelvEighty Restaurant Manager</li> </ul>
--	--

<b>Objective 7</b>	Improve TwelvEighty Space
Description	The current TwelvEighty space is dated and with the expansion of The Grind, the differences between the two spaces will become even more apparent. I believe there are tiny, inexpensive tweaks that can be done to the space to modernize it slightly. These changes are: the addition of photos along the back wall of booths, adding black vinyl to the wood paneling under the bar and on the round polls, and replacing the light fixtures that hang over the bar. Although these changes are minimal, they are cost effective changes that will be a large improvement to the TwelvEighty space and its overall attractiveness to customers.
Benefits	<ul style="list-style-type: none"> <li>• Improvements and modernization of the TwelvEighty space.</li> <li>• TwelvEighty becomes more of a hangout space.</li> </ul>
Difficulties	<ul style="list-style-type: none"> <li>• Sourcing and printing photos for the space.</li> <li>• Light installation and costs.</li> </ul>
Long-term implications	<ul style="list-style-type: none"> <li>• The more attractive the TwelvEighty space becomes, the more it will be utilized by customers.</li> </ul>
How?	<p>July/August:</p> <ul style="list-style-type: none"> <li>• Order and install vinyl coverings.</li> <li>• Install new lights around the bar.</li> <li>• Search for and find new photos that can be copied and printed to be installed on to the back wall by the booths.</li> </ul>
Partners	<ul style="list-style-type: none"> <li>• Richard Haja, Food and Beverage Manager</li> <li>• Emilia Lussow, Underground Print Shop Manager</li> <li>• Alumni Association</li> <li>• Mills Archive</li> </ul>

<b>Objective 8</b>	Increase TwelvEighty/ The Grind Sustainability Efforts
Description	<p>With The Grind Expansion and the increase of TwelvEighty take-out, I recognize this will mean an increase in disposable cups, cutlery, and take-out containers. For this reason, I would like to assess ways we can become more sustainable in our efforts. Although we currently offer biodegradable take-out containers and sugarcane cutlery</p> <p>To do this, I will be partnering with the Academic Sustainability Office and acting as Community Project Champion for the 3<sup>rd</sup> year Sustainability course. In this role, I will work with a group of students to evaluate various</p>

	sustainable efforts we can implement at The Grind. Specifically, we will be researching students perceptions to being charged extra for a disposable cup, rather than having the cost of the cup included in the price of the coffee itself.
Benefits	<ul style="list-style-type: none"> <li>• Reducing of cups, cutlery, and take-out containers going to waste.</li> <li>• Partnering with student groups on campus and increasing MSU sustainability efforts.</li> </ul>
Difficulties	<ul style="list-style-type: none"> <li>• Encouraging sustainable habits amongst customers.</li> <li>• Customers perceptions to potential price changes to certain items on the menu.</li> </ul>
Long-term implications	<ul style="list-style-type: none"> <li>• Reduction in the need to purchase cups, cutlery and take-out contains.</li> </ul>
How?	<p>July/August:</p> <ul style="list-style-type: none"> <li>• Project preparation and initial research.</li> </ul> <p>September:</p> <ul style="list-style-type: none"> <li>• Initial meeting with student team to design and create survey</li> <li>• Plan and create promotional material related to the imitative</li> </ul> <p>October:</p> <ul style="list-style-type: none"> <li>• Survey of grind customers.</li> <li>• Data analysis of survey results.</li> </ul> <p>November:</p> <ul style="list-style-type: none"> <li>• Implementation of coffee price changes to reflect changes in cup payment.</li> </ul> <p>December:</p> <ul style="list-style-type: none"> <li>• Evaluate success of project and wrap up course.</li> </ul>
Partners	<ul style="list-style-type: none"> <li>• Richard Haja, Food and Beverage Manager</li> <li>• Kate Whalen, Senior Manager Academic Sustainability Program</li> <li>• Connor MacLean, Communications Officer</li> <li>• Sustain 3S03 group</li> <li>• MSU Sustainability Committee</li> </ul>

**The Union Market**

<b>Objective 9</b>	Re-brand the Union Market
Description	The Union Market is one of the few MSU services that is still using its original logo and the logo has become very outdated and does not match the current MSU brand standards. In order to ensure all of our services are

	current and meet our brand standards, I would like to push forward the rebrand of Union Market. The rebranded space will include an updated logo, an updated sign on the outside of the store front, new internal signs, and new rebranded cups.
Benefits	<ul style="list-style-type: none"> <li>• Updated UM logo and branding as it is currently very dated (coffee and bagels rather than a Muskoka chair).</li> <li>• Increased MSU brand recognition.</li> <li>• New awesome cups ☺</li> </ul>
Difficulties	<ul style="list-style-type: none"> <li>• Ensuring the cups will arrive on time as they are printed and shipped from overseas.</li> </ul>
Long-term implications	<ul style="list-style-type: none"> <li>• Increased MSU brand recognition and service utilization.</li> </ul>
How?	<p>July:</p> <ul style="list-style-type: none"> <li>• Update UM prices for the 2019-2020 academic year.</li> </ul> <p>August:</p> <ul style="list-style-type: none"> <li>• Install new large sign for outside of space.</li> <li>• Print new signs for the inside of the space.</li> <li>• Inform customers of any price changes for the year.</li> </ul> <p>September:</p> <ul style="list-style-type: none"> <li>• Launch re-brand.</li> </ul>
Partners	<ul style="list-style-type: none"> <li>• Lilia Olejarz, Union Market Manager</li> <li>• Richard Haja, Food and Beverage Manager</li> <li>• Michael Wooder, Marketing and Communications Director</li> <li>• Tayel Shahzad, Underground Designer</li> <li>• Emilia Lussow, Underground Print Shop Manager</li> </ul>

<b>Objective 10</b>	Add a large coffee-cup size
Description	Currently, Union Market sells medium and large cups which are sized at 12 oz and 16oz. The current large size is 4 oz smaller than a Tim Hortons/Williams/Starbucks large, in fact, our large is closer in size to traditional medium sized cups. For this reason, I would like to introduce a large coffee cup to The Union Market. This cup will be 20 oz and be the new large. Consequently, the old medium will be the new small and the old large will be the new medium size.
Benefits	<ul style="list-style-type: none"> <li>• An increase in traffic in the store as students regularly complain that we do not offer a larger cup size.</li> <li>• An increase in revenue which can be used to benefit other non-essential services.</li> </ul>

Difficulties	<ul style="list-style-type: none"> <li>Ordering the cups and ensuring they arrive on time as they are from overseas.</li> </ul>
Long-term implications	<ul style="list-style-type: none"> <li>An increase in students entering the store and an increase in profit which can be used to benefit our other non-essential services.</li> </ul>
How?	<p>July/August:</p> <ul style="list-style-type: none"> <li>Order new cups (small, medium, and larger).</li> <li>Implement new cups into store and update Union Market POS system.</li> </ul> <p>September:</p> <ul style="list-style-type: none"> <li>Launch new cups with re-brand.</li> </ul>
Partners	<ul style="list-style-type: none"> <li>Lilia Olejarz, Union Market Manager</li> <li>Richard Haja, Food and Beverage Manager</li> <li>Michael Wooder, Marketing and Communications Director</li> <li>Tayel Shahzad, Underground Designer</li> </ul>

**The Underground**

<b>Objective 11</b>	Re-work staffing structure/product offering
Description	<p>Over the last year, The Underground had difficulty with their staffing structure. We lost the Underground Creative Director and two graphic designers. The changes in the staff structure were harmful for our revenue generation as we were unable to meet demand, fell behind on billing, and the current staff had a lot of increased pressure due to the lack of staff. I plan to work to fulfill all of the empty positions within the Underground and then create a sustainable business model where we are able to recruit new staff. For example, I think we can partner with various multi-media programs on campus to offer more design experience to students interested in designing and create a strong</p> <p>Additionally, the world of media and design has changed significantly over the last few years. For this reason, while we are simultaneously assessing and creating a sustainable staff structure, I would like to assess various needs of multi-media and ensure we are adequately planning for the future.</p>
Benefits	<ul style="list-style-type: none"> <li>A full staff compliment ensures we can meet the demands of our customer and our current staff are comfortable and not overwhelmed.</li> </ul>
Difficulties	<ul style="list-style-type: none"> <li>The increase in demand for graphics and promotional material is increasing dramatically and there is now increased competition in the market.</li> <li>Hiring is a long process.</li> </ul>

Long-term implications	<ul style="list-style-type: none"> <li>Happy staff and a profitable business unit where profits can be used to assist in other non-essential services.</li> </ul>
How?	<ul style="list-style-type: none"> <li>Hire an Underground Creative Director</li> <li>Hire new Graphic Designers</li> <li>Begin conversations in November in regard to how to create a sustainable business model.</li> <li>Implement changes for the 2020-2021 year.</li> </ul>
Partners	<ul style="list-style-type: none"> <li>Entire Underground team</li> <li>John McGowan, General Manager</li> <li>Michael Wooder, Marketing and Communications Director</li> <li>Board of Directors, Executive Board, and SRA</li> <li>External Partners (consultant, other Universities, etc.)</li> </ul>

**Revenue-Neutral Services**

**Compass Information Center**

<b>Objective 12</b>	Adjust the Hours of Operation
Description	Compass is busiest between the hours of 1:45-5:00pm. Thursdays and Fridays are the busier days of the week, with Tuesdays and Wednesdays being the most noticeably quiet days, and Monday’s being relatively steady days. Last year, Compass operated from 8am-8pm, however, I would like Compass to restructure their hours of operations to reflect its current demand. As such, Compass would operate between the hours of 10:15am-5:15pm, reducing its daily hours by 5 hours/day and thus, 25 hours/week. These proposed hours are based off analysis of the RMS data provided by Maggie, the Comptroller and further anecdotes/observations provided by Debbie, the Compass Manager. Additionally, this past year, Compass lost its partnership with Metrolink which really hurt Compass’ revenue generation so the reduction in hours will help to mitigate some of the loss to ensure Compass is operating as a true revenue-neutral service.
Benefits	<ul style="list-style-type: none"> <li>As we lost a large partnership with Metrolink last year that reduced Compass’s profit significantly, this can help to mitigate some of the profit loss.</li> </ul>
Difficulties	<ul style="list-style-type: none"> <li>A reduction in store hours will require careful consideration in regard to the space’s staffing needs.</li> </ul>
Long-term implications	<ul style="list-style-type: none"> <li>Reducing the overall net loss of Compass Information Center and having it become a true revenue-neutral service ensures the long-term sustainability of the MSU as a whole.</li> </ul>
How?	July:

	<ul style="list-style-type: none"> <li>• Connect with Debbie Good, the Compass Manager to see what she believes is best from a shift and staffing standpoint</li> <li>• Inform staff of hour changes</li> <li>• Implementing reduced hours for September 2019</li> </ul>
Partners	<ul style="list-style-type: none"> <li>• Debbie Good, Compass Manager</li> <li>• Maddison Hampel, Operations Coordinator</li> </ul>

<b>Objective 13</b>	Increase MSU presence at Compass space
Description	<p>Compass Information Center is located in one of the most high traffic areas on campus. I think we can utilize this to our benefit by ensuring there is adequate MSU signage and branding. Additionally, we can utilize this space to draw attention to our other services and other benefits of the MSU, this way when students are walking by they can passively see different services or projects the MSU is working on.</p> <p>For example, when you walk by the space currently, there is no signage that indicates that Compass is an MSU space. For this reason, I would like to add more MSU logos and utilize the space surrounding Compass to our benefit. Additionally, there are various displays which we could use to promote the various MSU services.</p>
Benefits	<ul style="list-style-type: none"> <li>• Increased awareness of MSU services through brand recognition.</li> <li>• Utilizing Compass to promote our other services and events that are running.</li> </ul>
Difficulties	<ul style="list-style-type: none"> <li>• N/A</li> </ul>
Long-term implications	<ul style="list-style-type: none"> <li>• Creation of a cohesive MSU brand across all services to increase student awareness about what we do</li> </ul>
How?	<p>July:</p> <ul style="list-style-type: none"> <li>• Order vinyl MSU logos to place on the front and the side of Compass</li> </ul> <p>August:</p> <ul style="list-style-type: none"> <li>• Design and print informative graphics for the bulletin boards by Compass which promote the various MSU services and can be rotated throughout the year.</li> </ul>
Partners	<ul style="list-style-type: none"> <li>• Debbie Good, Compass Manager</li> <li>• Michael Wooder, Marketing and Communications Director</li> <li>• Emilia Lussow, Underground Print Shop Manager</li> </ul>

## **The Silhouette**

<b>Objective 14</b>	Evaluate publication and printing schedule
Description	The Silhouette currently publishes and prints weekly and prints 8,000 copies per week for distribution. The cost of printing and distribution combined equates to approximately \$4,000/week. This is a significant amount of money, in the 2018-2019 year it costed approximately \$90,000 to print at this amount and frequency. For this reason, I plan to evaluate the publication frequency and print copy amount to ensure we are operating the Silhouette in a manner that is financially feasible and sustainable.
Benefits	<ul style="list-style-type: none"> <li>• If less money is spent on printing physical copies of the paper, more money can be spent to increasing the Silhouettes online resources.</li> </ul>
Difficulties	<ul style="list-style-type: none"> <li>• A reduction in print frequency could impact the Silhouettes advertising revenue.</li> </ul>
Long-term implications	<ul style="list-style-type: none"> <li>• Ensuring the Silhouette is operating with a financially sustainable business model that can sustain for years to come.</li> </ul>
How?	<ul style="list-style-type: none"> <li>• Through the Silhouette Board of Publication, I plan to evaluate how we can create a viable future for the Silhouette by discussing the future of the paper.</li> </ul>
Partners	<ul style="list-style-type: none"> <li>• Hannah Walters-Vida, Editor in Chief</li> <li>• The Silhouette Board of Publication</li> <li>• The SRA</li> <li>• Emilia Lussow, Underground Print Shop Manager</li> <li>• Vlad Motorkyin, Campus and Commercial Partnerships Coordinator</li> </ul>

## **Campus Events**

<b>Objective 15</b>	Re-work the Programming Advisory Committee
Description	The Programming Advisory Committee exists to evaluate the Campus Events' programming and advise Campus Events on their future programming initiatives. As the chair of this committee last year, I found the committee to be ineffective and that it did not fulfill its purpose. I think this committee can evolve into an "events council" which is similar to President's council. For this reason, I would like to piolet revamping the Programming Advisory Committee to include the VP socials of the faculty societies so societies can collaborate with each other and with Campus Events on their programming.
Benefits	<ul style="list-style-type: none"> <li>• MSU can support various student groups on campus which is particularly important in the precarious year ahead with budget uncertainty.</li> </ul>

	<ul style="list-style-type: none"> <li>MSU can have increased engagement at events as faculty societies can assist in outreach.</li> <li>MSU hosts better, more engaging events.</li> </ul>
Difficulties	<ul style="list-style-type: none"> <li>Coordinating with various faculties involved.</li> <li>Updating the operating policy.</li> </ul>
Long-term implications	<ul style="list-style-type: none"> <li>Engaging events on campus that have a large out reach for students.</li> </ul>
How?	<p>July:</p> <ul style="list-style-type: none"> <li>Connect with the Campus Events Director to update the Programming Advisory Committee operating policy and get their thoughts on the changes.</li> </ul> <p>August:</p> <ul style="list-style-type: none"> <li>Connect with faculty societies VP Socials to arrange a meeting.</li> <li>Begin meeting to plan effective large-scale events that engage as many constituents as possible.</li> </ul> <p>September:</p> <ul style="list-style-type: none"> <li>Begin meetings and begin planning events.</li> </ul>
Partners	<ul style="list-style-type: none"> <li>Trish Roberts, Campus Events Director</li> <li>Kathleen Cassidy, Campus Events Programming Coordinator</li> <li>VP Socials from every faculty society</li> <li>Jessica Anderson, AVP Finance</li> </ul>

<b>Objective 16</b>	Refocus Campus Programming to large-scale events and introduce bi-weekly trivia
Description	<p>This past year, Campus Event’s ran a lot of smaller scale programs. For example, they organized the Discover New Music nights and various different events in TwelvEighty. The turnout at these events was low and for this reason I think the Campus Event’s niche is larger scale events that are outside the scope of Clubs and Faculties. I would like Campus Events to focus on larger events this term as they are events which can engage the largest amount of students. For example, I would like to have fewer club nights, a Welcome Back campus event, and more resources into our already successful events like Life After Mac, Light Up The Night, and Concerts/Speakers.</p> <p>However, this being said, last year Campus Events organized trivia nights at TwelvEighty and these were widely successful. For this reason, I want trivia to be more frequent and to occur on a bi-weekly basis.</p>
Benefits	<ul style="list-style-type: none"> <li>Greater engagement and turnout at campus events.</li> <li>Students have a more positive experience with the MSU and our services.</li> </ul>

Difficulties	<ul style="list-style-type: none"> <li>• Larger events typically cost more money (artists, speakers, etc.) and are riskier if students choose not to attend/there is low engagement.</li> </ul>
Long-term implications	<ul style="list-style-type: none"> <li>• Students become more engaged within the MSU through our programming.</li> </ul>
How?	<p>Summer months:</p> <ul style="list-style-type: none"> <li>• Work with the Campus Events team to determine themes and general ideas for large events.</li> </ul> <p>School year:</p> <ul style="list-style-type: none"> <li>• Plan and execute large and awesome events for students 😊</li> </ul>
Partners	<ul style="list-style-type: none"> <li>• Trish Roberts, Campus Events Director</li> <li>• Kathleen Cassidy, Campus Events Programming Coordinator</li> <li>• Josh Marando, President</li> <li>• Alumni Association</li> </ul>

**Clubs**

Objective 17	Streamline clubs budget submission and funding process
Description	<p>Currently, clubs are required to submit their budgets via email to the Clubs Admin. This results in budgets getting missed and the Clubs Admin receiving nearly 400 emails in one day. I would like to make this process entirely online so that clubs can upload their budget to the website. Clubs are already able to upload their constitutions online and it is possible to upload Excel sheets. This will make the process much quicker and reduce some of the stress placed on the Clubs Admin.</p> <p>Additionally, the clubs funding allocation process is really ambiguous and is predominately at the discretion of the VP Finance and Clubs Admin at their funding allocation meeting. Frequently, clubs question why they received the funding they did and for this reason I think it is important to streamline the funding process by updating the Clubs Operating policy.</p>
Benefits	<ul style="list-style-type: none"> <li>• Less pressure on the Clubs Admin.</li> <li>• Easier for clubs to submit their budgets.</li> <li>• Easier to provide funding to clubs.</li> <li>• Easier for the Clubs Admin to answer questions clubs have about their funding.</li> </ul>
Difficulties	<ul style="list-style-type: none"> <li>• Updating the Clubs Operating policy.</li> <li>• Creating an equitable system for all 350 clubs.</li> </ul>
Long-term implications	<ul style="list-style-type: none"> <li>• Same as benefits.</li> </ul>
How?	August:

	<ul style="list-style-type: none"> <li>• Work with Pauline, the Network Administrator to add the function to the website for clubs to submit their budgets.</li> <li>• Work with Aditi, the Clubs Administrator and Maddison, the Operations Coordinator to update the Clubs Operating Policy.</li> </ul> <p>September:</p> <ul style="list-style-type: none"> <li>• Clubs upload their budgets online.</li> <li>• Fairly allot funding to all clubs who apply!</li> </ul>
Partners	<ul style="list-style-type: none"> <li>• Pauline Taggart, Network Administrator</li> <li>• Aditi Sharma, Clubs Administrator</li> <li>• Maddison Hampel, Operations Coordinator</li> </ul>

<b>Objective 18</b>	Improve clubs support
Description	<p>I'd like to improve clubs support in 3 separate ways:</p> <ul style="list-style-type: none"> <li>• Implementing Mandatory Finance &amp; Sponsorship Training</li> </ul> <p>Last year, as the AVP Finance, I designed and provided clubs finance and sponsorship training. This training taught clubs about how to manage their budget, how to track their expenses, and how to be reimbursed at the end of the year. This was incredibly successful as it provided clubs with an opportunity to ask questions and familiarize themselves with the budget submission and reimbursement process. For this reason, I plan to host this training again and make it mandatory for any club who wishes to receive funding through the MSU. There will be multiple dates and times to ensure all clubs are able to attend.</p> <ul style="list-style-type: none"> <li>• Creating an Opt-in Underground Voucher</li> </ul> <p>Last year, each club was allocated \$150 to spend at the Underground which is absorbed from the clubs budget. This means we allocated approximately \$20,000 for clubs to spend at the Underground when we could be allocating them more funds to spend on their events throughout the year. As of March 21, 2019, only 15 clubs had used their voucher in its entirety and most clubs did not use it at all. I would like to make the voucher something clubs can opt-in to. This will allow clubs who do a lot of printing to still access this perk while providing clubs who require little to no printing to have more funds for their unique programming. As the Underground is an internal service within the MSU a \$150 voucher would be the equivalent to approximately \$75 in cash, so clubs would have the option to receive the \$150 voucher or approximately \$75 in cash. The exact price still needs to be determined.</p>

	<ul style="list-style-type: none"> <li>Expanding the Clubs External Discount card</li> </ul> <p>Over the summer of 2018, as the AVP Finance, I developed the clubs external discount card. This provided clubs with discounts on common expenses clubs incur such as food, space booking, clothing, and transportation. I was able to establish partnerships with Pita Pit, the Snooty Fox, Mason Athletics, Bulk Barn, Lincoln Alexandre Theater, Hamilton Convention Centre, Westdale Cupcakes, Sharp Busses, and Union Market. I would like to continue to grow this fund over the summer to provide clubs with even more discounts to utilize within the Hamilton community.</p>
Benefits	<ul style="list-style-type: none"> <li>Clubs can receive discounts in the local community which increases the MSU's community outreach.</li> <li>Clubs have the opportunity to receive more funding.</li> <li>Clubs will be trained on how to effectively spend their money and seek sponsorship.</li> <li>Clubs feel more supported and are better equipped for their year.</li> </ul>
Difficulties	<ul style="list-style-type: none"> <li>Creating a physical voucher system within the Underground.</li> <li>Locating more companies for a potential discount.</li> </ul>
Long-term implications	<ul style="list-style-type: none"> <li>A strong and sustainable clubs department with well-trained clubs and students.</li> </ul>
How?	<p>July/August:</p> <ul style="list-style-type: none"> <li>Establish an Underground voucher system.</li> </ul> <p>September:</p> <ul style="list-style-type: none"> <li>Work with the AVP Finance and Clubs Admin to coordinate and execute the finance training.</li> <li>Launch underground vouchers in tandem with clubs budget system set up.</li> <li>Launch expanded discount card at clubs training in September.</li> </ul>
Partners	<ul style="list-style-type: none"> <li>Jessica Anderson, AVP Finance</li> <li>Aditi Sharma, Clubs Administrator</li> <li>Emilia Lussow, Underground Print Shop Manager</li> </ul>

**Welcome Week**

<b>Objective 19</b>	Continue Rep Support
Description	For the 2018 Welcome Week, Scott (the 2018-2019 VP Finance) piloted the Rep Support Program. In this program, they were able to provide reps with discounted TwelvEighty rep meals, snacks, Gatorade, and sunscreen. This was a wildly successful program and it was a great way to show appreciation to the 1000 volunteer reps. I plan to continue this program this year.
Benefits	<ul style="list-style-type: none"> <li>Reps can receive affordable food throughout Welcome Week.</li> </ul>

	<ul style="list-style-type: none"> <li>Reps feel appreciated for volunteering their time to make Welcome Week so successful.</li> </ul>
Difficulties	<ul style="list-style-type: none"> <li>As a result of the Student Choice Initiative it may be difficult to find funding for this project through the Welcome Week Advisory Committee (where this came from last year!), as such, I will need to solidify sponsorship.</li> </ul>
Long-term implications	<ul style="list-style-type: none"> <li>Reps feel valuable and appreciated by the MSU.</li> </ul>
How?	<p>July:</p> <ul style="list-style-type: none"> <li>Solidify funding through sponsorship and WWAC.</li> </ul> <p>August:</p> <ul style="list-style-type: none"> <li>Find funding through sponsorship and WWAC.</li> <li>Order/buy the products.</li> <li>Distribute products to reps and implement discounted TwelvEighty lunches.</li> </ul>
Partners	<ul style="list-style-type: none"> <li>Welcome Week Advisory Committee</li> <li>Alumni Association</li> <li>Richard Haja, Food and Beverage Manager</li> <li>Raquel Munoz, Welcome Week Faculty Coordinator</li> <li>Connor Maclean, Communications Officer</li> <li>Josh Marando, President</li> <li>Sarah Figuerido, Vice President (Administration)</li> </ul>

**Space**

<b>Objective 20</b>	Improve MUSC space
Description	The MUSC opened in 2002 and although there have been some improvements over the years, I would like to advocate for improvements to the general MUSC space. This building sees literally thousands of students who pass in and out of its doors daily and for this reason it is important that it is functional for them. Two major focuses of mine in terms of addressing space in MUSC is the enclosure of the MUSC 3 <sup>rd</sup> floor patio and furniture improvements on the 2 <sup>nd</sup> and 3 <sup>rd</sup> floor, specifically addressing the benches in the hallways.
Benefits	<ul style="list-style-type: none"> <li>Students are provided with more space to study and hangout in between classes.</li> <li>MUSC becomes a more functional and modern space.</li> </ul>
Difficulties	<ul style="list-style-type: none"> <li>The capital funding required for the MUSC patio enclosure is incredibly expensive (\$700,000+), it will take a long time to secure funding to perform a project this large.</li> </ul>

Long-term implications	<ul style="list-style-type: none"> <li>Maximizing effectiveness of available space on campus, particularly important with a growing student population.</li> </ul>
How?	<p>August:</p> <ul style="list-style-type: none"> <li>Securing SLEF funding for patio enclosure</li> </ul> <p>September:</p> <ul style="list-style-type: none"> <li>Begin to seek external donors and determine how much of the MUSC fund to utilize on the patio enclosure.</li> </ul> <p>December:</p> <ul style="list-style-type: none"> <li>Finalize funding.</li> </ul> <p>January-February:</p> <ul style="list-style-type: none"> <li>Coordinate contracting.</li> <li>Replace/update date furniture on second and third floors.</li> </ul> <p>May 2020 (after I leave):</p> <ul style="list-style-type: none"> <li>Construction begins for patio enclosure.</li> </ul>
Partners	<ul style="list-style-type: none"> <li>Josh Marando, MSU President</li> <li>John McGowan, General Manager</li> <li>Lori Diamond, MUSC Building Manager</li> <li>Alumni Association</li> <li>Facility Services</li> <li>External Donors</li> </ul>

<b>Objective 21</b>	Oversee Student Activity Building and solidify building name
Description	<p>The Student Activity Building has broken ground and construction is underway. This is incredibly exciting as we will soon have a new 40,000 sqft building on campus dedicated to students. As the building is now under construction, I will continue to be the student voice at the monthly building meetings. As the building progresses it will be time to begin to plan for the interior design of the building. As the AVP Finance last year, I chaired the committee that gathered input from nearly 1,000 students on what they would like to see in the building. I will advocate to ensure students' needs are met in planning for the building interior.</p> <p>Additionally, this year I will be leading the committee to determine the formal name of the building. The Student Activity Building was a temporary name. Students will be voting on the name they would like the building to be, however, there will be a committee that shortlist the top 3-4 potential name options.</p>
Benefits	<ul style="list-style-type: none"> <li>Ensures students wants for the building will be reflected when the building opens.</li> </ul>

	<ul style="list-style-type: none"> <li>• New functional space on campus.</li> </ul>
Difficulties	<ul style="list-style-type: none"> <li>• The individuals involved with SAB have incredibly busy schedules so coordinating meetings for the naming process will be difficult.</li> </ul>
Long-term implications	<ul style="list-style-type: none"> <li>• SAB becomes a welcoming and functional space for students to hangout in between classes and have events.</li> </ul>
How?	<p>Ongoing:</p> <ul style="list-style-type: none"> <li>• Attend the monthly SAB meetings.</li> </ul> <p>August:</p> <ul style="list-style-type: none"> <li>• Lead the meetings for the SAB naming process, create a 3-4 name short list based off of last year’s research.</li> </ul> <p>September-November:</p> <ul style="list-style-type: none"> <li>• Obtain pre-approval from University admin.</li> </ul> <p>January:</p> <ul style="list-style-type: none"> <li>• Students vote on the name.</li> </ul>
Partners	<ul style="list-style-type: none"> <li>• SAB monthly meeting group individuals</li> <li>• John McGowan, General Manager</li> <li>• Elections CRO and DRO</li> <li>• EB and SRA</li> </ul>

**Communications**

<b>Objective 22</b>	Promote affordable food options
Description	TwelvEighty, The Grind, and Union Market all offer incredible food variety at a great value. In fact, the MSU locations are the most affordable locations on campus to buy food/coffee. It is not widely known that we are the most affordable location on campus and for this reason I would like to promote this to our students and general customers. I am confident that once students are educated in the value they receive from our services, we will see an increase in service usage, particularly take-out options.
Benefits	<ul style="list-style-type: none"> <li>• Students become aware that MSU services are more affordable than other locations on campus.</li> <li>• MSU food and beverage services generate more revenue which can be used to support other non-essential services.</li> <li>• Students save money.</li> </ul>
Difficulties	<ul style="list-style-type: none"> <li>• Ensuring we are effectively communicating with students.</li> </ul>
Long-term implications	<ul style="list-style-type: none"> <li>• Students begin to utilize the MSU food and beverage services more frequently.</li> </ul>
How?	August:

	<ul style="list-style-type: none"> <li>• Creation of graphics, banners, and digital content that can be shared on MSU social media as well as Union Market, Grind and TwelvEighty social media.</li> </ul> <p>September onwards:</p> <ul style="list-style-type: none"> <li>• Sharing of graphics and communicating information to students.</li> </ul>
Partners	<ul style="list-style-type: none"> <li>• Lilia Olejarz, Union Market Manager</li> <li>• Richard Haja, Food and Beverage Manager</li> <li>• Michael Wooder, Marketing and Communications Director</li> <li>• Connor MacLean, Communications Officer</li> <li>• Underground graphic designer</li> <li>• Khaleel Gandhi, Social Media Coordinator</li> </ul>

<b>Objective 23</b>	Create an MSU wide Digital Media Strategy
Description	In recent years, digital media has evolved immensely and at a rate that has been too quick for the MSU to adapt fully. For this reason, I would like to perform research into effective communication with students, specifically looking at what high school students are utilizing to communicate. I want to ensure the MSU communications team is strong and we are prepared and informed about necessary changes to make for the future.
Benefits	<ul style="list-style-type: none"> <li>• The MSU Communications team is prepared and informed on future trends for the organization.</li> </ul>
Difficulties	<ul style="list-style-type: none"> <li>• The future of multi-media is incredibly ambiguous so even a 2-3-year plan could change a lot.</li> </ul>
Long-term implications	<ul style="list-style-type: none"> <li>• The MSU is prepared to adopt new changes in multi-media to ensure we are communicating with our students as effectively as possible.</li> </ul>
How?	<p>February/March:</p> <ul style="list-style-type: none"> <li>• Researching trends in youth communication.</li> <li>• Connecting with other Universities to see how their communications team is structured.</li> <li>• Prepare a report to distribute outlining a digital media strategy.</li> </ul>
Partners	<ul style="list-style-type: none"> <li>• Connor MacLean, Communications Officer</li> <li>• Michael Wooder, Marketing and Communications Director</li> <li>• Khaleel Gandhi, Social Media Coordinator</li> <li>• Underground Creative Director</li> <li>• Primary literature and other Universities</li> </ul>
<b>Objective 24</b>	MSU Wide Feedback Survey
Description	The MSU offers 36 different services, however, it exists to create a true society of all undergraduate students. I would like to create and launch an MSU wide feedback survey to gather input from students about what services they utilize and how the MSU can do better to support them

	throughout their undergraduate degree. Additionally, as a result of the Student Choice Initiative, I think it is imperative to generate data to support any changes we may need to make for the 2020-2021 school year.
Benefits	<ul style="list-style-type: none"> <li>• Strong data about what services students engage with the most.</li> <li>• Informed decision-making.</li> <li>• MSU can better support students in the future.</li> <li>• Better utilization of funds.</li> </ul>
Difficulties	<ul style="list-style-type: none"> <li>• Engaging with students outside of the MSU bubble.</li> </ul>
Long-term implications	<ul style="list-style-type: none"> <li>• Same as benefits.</li> </ul>
How?	<p>October:</p> <ul style="list-style-type: none"> <li>• Creation of survey questions.</li> </ul> <p>November/December:</p> <ul style="list-style-type: none"> <li>• Launch of survey, to be left open for at least 6 weeks.</li> </ul> <p>January:</p> <ul style="list-style-type: none"> <li>• Utilization of data when creating the 2020-2021 budget.</li> </ul>
Partners	<ul style="list-style-type: none"> <li>• Connor MacLean, Communications Officer</li> <li>• Michael Wooder, Marketing and Communications Director</li> <li>• Khaleel Gandhi, Social Media Coordinator</li> <li>• Board of Directors</li> <li>• Finance Committee</li> <li>• SRA</li> </ul>

**MSU Projects**

<b>Objective 25</b>	Update the SLEF timeline
Description	The Student Life Enhancement Fund is a fund administered through the Student Affairs Office and it is \$100,000 to enhance student life on campus. Having chaired the Finance Committee last year and run the campaigns for idea submission and voting, I found the idea submission phase to be too late in the school year as it was over a very busy time of year for students. I would like to task the Finance Committee with running the promotional campaign for SLEF idea submission over the end of September/ beginning of October when students have more time to think about ideas. Additionally, this will provide the SLEF sub-committee more time to evaluate the ideas submitted and the Finance Committee more time to plan for the voting period in January 2020.
Benefits	<ul style="list-style-type: none"> <li>• Students become more engaged with SLEF.</li> <li>• Better, more thoughtful ideas submitted.</li> <li>• More time to assess ideas submitted to vet the top 10 ideas.</li> </ul>

	<ul style="list-style-type: none"> <li>• More time for promotional campaign.</li> </ul>
Difficulties	<ul style="list-style-type: none"> <li>• End of September is a very busy time of year for students as there is still a lot going on at school.</li> </ul>
Long-term implications	<ul style="list-style-type: none"> <li>• There are great projects initiated on campus for future student life improvements 😊</li> </ul>
How?	<p>June:</p> <ul style="list-style-type: none"> <li>• Work with the Office of Student Affairs to advance the SLEF timeline.</li> </ul> <p>September/October:</p> <ul style="list-style-type: none"> <li>• Idea submission campaign.</li> </ul> <p>November:</p> <ul style="list-style-type: none"> <li>• Idea vetting.</li> </ul> <p>January:</p> <ul style="list-style-type: none"> <li>• Voting period.</li> </ul>
Partners	<ul style="list-style-type: none"> <li>• Eva Bodrozic, Student Affairs Office</li> <li>• Jessica Anderson, AVP Finance</li> <li>• Finance Committee</li> </ul>

<b>Objective 26</b>	Promote the Sponsorship and Donations Fund
Description	The MSU has \$7,500 to allocate in Sponsorships and Donations every year. Most student groups are aware of this fund through word of mouth as the fund is not promoted. I would like to have this fund promoted so we can increase the number of students applying. Through fund promotion we can ensure we are reaching out and supporting as many students as possible.
Benefits	<ul style="list-style-type: none"> <li>• Students are supported with their various initiatives as they have become aware of this fund existence.</li> </ul>
Difficulties	<ul style="list-style-type: none"> <li>• The fund has only \$7,500 and last year the full \$10,000 was allocated, we may have to become more selective in our allocations.</li> </ul>
Long-term implications	<ul style="list-style-type: none"> <li>• Same as benefits.</li> </ul>
How?	<ul style="list-style-type: none"> <li>• Create graphics to share on social media and on the website homepage to promote the fund.</li> <li>• Share graphics (specifically during slower times of the year).</li> </ul>
Partners	<ul style="list-style-type: none"> <li>• Jessica Anderson, AVP Finance</li> <li>• Connor MacLean, Communications Officer</li> </ul>

	<ul style="list-style-type: none"> <li>• Sponsorship and Donations Committee</li> </ul>
--	---

<b>Objective 27</b>	Negotiate New HSR Bus Pass
Description	This year, the HSR pass will be up for negotiation and will going to referendum over presidential elections in January. The HSR agreement was last signed in the 2016-2017 year and it was signed before the implementation of a Presto system. I will be the MSU lead throughout negotiations and in this role, I will ensure I am advocating for students best interests to ensure we have a great, affordable HSR plan for the 2021-2025 academic school years.
Benefits	<ul style="list-style-type: none"> <li>• Students have continued HSR access for the next four school years.</li> </ul>
Difficulties	<ul style="list-style-type: none"> <li>• A lot of time and research will need to be done to ensure negotiations are well informed.</li> </ul>
Long-term implications	<ul style="list-style-type: none"> <li>• Students have continued HSR access for the next four school years.</li> <li>• The MSU continues to foster its relationship with the HSR.</li> </ul>
How?	<ul style="list-style-type: none"> <li>• Monthly regular structured negotiation meetings.</li> </ul> <p>December:</p> <ul style="list-style-type: none"> <li>• Agreement finalized.</li> </ul> <p>January:</p> <ul style="list-style-type: none"> <li>• Referendum.</li> </ul>
Partners	<ul style="list-style-type: none"> <li>• John McGowan, General Manager</li> <li>• Nancy Gray. Executive Director Strategic Projects</li> <li>• Nancy Purser, HSR</li> <li>• Debbie Good, Compass Manager</li> </ul>

<b>Objective 28</b>	Piolet Board Office-Hours
Description	The University Student’s Council at Western University hosts open-office hours within their main campus student center. I would like to do something similar with the BoD where we host open office hours, bi-weekly in MUSC/various other locations on campus. I think this will increase our transparency with students and provide us with an opportunity to engage with students, hear feedback, and also discuss with students our upcoming projects.
Benefits	<ul style="list-style-type: none"> <li>• The BoD can directly engage with our constituents and discuss with them what we are working on.</li> </ul>

	<ul style="list-style-type: none"> <li>• Students become more aware of what the BoD roles are and what we work on.</li> <li>• On the ground engaging with students about our progress and work.</li> </ul>
Difficulties	<ul style="list-style-type: none"> <li>• The BoD has very busy schedules so coordinating can be difficult.</li> </ul>
Long-term implications	<ul style="list-style-type: none"> <li>• More students become engaged with the MSU and potentially the various VP positions.</li> </ul>
How?	<ul style="list-style-type: none"> <li>• Schedule office-hours bi-weekly into our calendars where we rotate the office-hour (ach BoD member should have minimum one office-hour/month)</li> </ul>
Partners	<ul style="list-style-type: none"> <li>• Board of Directors</li> <li>• Emma Ferguson, Corporate Secretary</li> </ul>

<b>Objective 29</b>	Re-work MSU Organizational Structure
Description	The MSU currently has an incredibly horizontal organizational structure with too much pressure placed on the General Manager. Additionally, in light of the Student Choice Initiative, there will need to be changes made to increase the productivity of the MSU and ensure staff feel supported. To do this, I plan to undertake performing a full review of all of our different departments to understand how they can be better supported and how we can reduce some of the pressure on the General Manager.
Benefits	<ul style="list-style-type: none"> <li>• Full-time staff feel more supported.</li> <li>• General Manager can becomes less overwhelmed.</li> <li>• There can be clear lines of communication amongst all staff and students.</li> <li>• Better/more formalized structure.</li> </ul>
Difficulties	<ul style="list-style-type: none"> <li>• Change is difficult and this year will have lots of changes as a result of the SCI.</li> </ul>
Long-term implications	<ul style="list-style-type: none"> <li>• The MSU can continue to benefit students in the future even with the ambiguity of the future given SCI.</li> </ul>
How?	<p>Fall months:</p> <ul style="list-style-type: none"> <li>• Extensive research into other organizations.</li> <li>• Meetings with all stakeholders to assess need and hear their input.</li> <li>• Update job descriptions and role titles so they become more current.</li> </ul> <p>January:</p> <ul style="list-style-type: none"> <li>• Launch updated structure.</li> </ul>
Partners	<ul style="list-style-type: none"> <li>• John McGowan, General Manager</li> <li>• Josh Marando, President</li> </ul>

## Support

<b>Objective 30</b>	Support our part-time managers, full-time staff, and student leaders on campus
Description	<p>An ongoing goal I will have for next year is to support our full-time staff., part-time staff, and student leaders on campus. I want to ensure I am doing all that I can to support everyone throughout this precarious year given funding is incredibly ambiguous. To do this, I will assist Welcome Week planners, Faculty Executives, clubs executives, and anyone else who may need budgeting support.</p> <p>From an internal perspective, our full-time staff are also operating in a difficult year so I want to ensure I am there to support and assist them. The same goes with our part-time staff.</p>
Benefits	<ul style="list-style-type: none"> <li>• Increased communication so I can be directly informed about issues students are facing on campus.</li> <li>• Staff feel more supportive and comfortable coming to me for support.</li> <li>• The MSU has bridged the gap between different student groups on campus.</li> </ul>
Difficulties	<ul style="list-style-type: none"> <li>• Finding time and coordinating meetings with student leaders is difficult.</li> </ul>
Long-term implications	<ul style="list-style-type: none"> <li>• Same as benefits.</li> </ul>
How?	<ul style="list-style-type: none"> <li>• Regular meetings and check-ins with staff.</li> <li>• Ensuring I am always available to when needed so keeping a flexible schedule when possible.</li> </ul>
Partners	<ul style="list-style-type: none"> <li>• Endless 😊</li> </ul>

## GOALS

**List 5 things that you would like to have prepared for the beginning of September**

1. The Grind Expansion complete

2. Union-Market rebranded
3. Rep Support complete
4. Improvements to TwelvEighty space complete
5. The SCI campaign complete and ready to launch

**List 5 things you would like to have completed during the fall term (1<sup>st</sup>)**

1. Student Choice Imitative Campaign Complete
2. September Financial Transparency Complete
3. Finance and Sponsorship training for clubs
4. Launched TwelvEighty takeout
5. HSR negotiations complete

**List 5 things you would like to have completed during the winter term (2<sup>nd</sup>)**

1. January Financial Transparency Complete
2. Completed MSU wide-digital medial strategy
3. Re-worked MSU Organizational structure
4. Promotion of affordable food at MSU services
5. Second Grind Expansion complete

## Master Summary

July	<ul style="list-style-type: none"> <li>• Objective #12: Reduce Compass' hours of operation</li> <li>• Objective 15: Re-work the Programming Advisory Committee</li> </ul>
August	<ul style="list-style-type: none"> <li>• Objective #5: Grind Expansion → Phase 1</li> <li>• Objective #7: Improve TwelvEighty Space</li> <li>• Objective #9: Re-brand The Union Market</li> <li>• Objective #10: Add a large coffee cup size to Union Market</li> <li>• Objective #13: Increase MSU presence at Compass space</li> <li>• Objective #18, b: Creating an Opt-in Underground Voucher</li> <li>• Objective #18, c: Expanding the Clubs External Discount card</li> <li>• Objective #19: Continue Welcome Week rep support</li> </ul>
September	<ul style="list-style-type: none"> <li>• Objective #1: Student Choice Initiative Campaign</li> <li>• Objective #3: September Transparency Days</li> <li>• Objective #6: Create and promote TwelvEighty Takeout</li> <li>• Objective 17: Streamline clubs budget submission and funding process</li> <li>• Objective # 18, a: Implementing Mandatory Finance &amp; Sponsorship Training</li> </ul>
October	<ul style="list-style-type: none"> <li>• Objective #25: Update the SLEF timeline</li> <li>• Objective #26: Promote the Sponsorship and Donations Fund</li> </ul>
November	<ul style="list-style-type: none"> <li>• Objective #8: Increase TwelvEighty/ The Grind Sustainability Efforts</li> <li>• Objective #14: Evaluating The Silhouettes publication and print schedule</li> <li>• Objective #22: Promoting MSU affordable food options</li> <li>• Objective #24: MSU Wide Feedback Survey</li> </ul>
December	<ul style="list-style-type: none"> <li>• Objective #21: Oversee Student Activity Building and solidify building name</li> <li>• Objective #27: Negotiate new HSR bus pass</li> </ul>
January	<ul style="list-style-type: none"> <li>• Objective #3: January Transparency Days</li> <li>• Objective #4, part 1: Create service specific graphics breaking down their fee</li> <li>• Objective #5: Grind Expansion → Phase 2</li> <li>• Begin 2020-2021 budgeting consultations.</li> </ul>
February	<ul style="list-style-type: none"> <li>• Objective #11: Re-work Underground staffing structure/product offering</li> <li>• Objective #22: Promoting MSU affordable food options</li> <li>• Objective #29: Re-work MSU Organizational Structure</li> </ul>

	<ul style="list-style-type: none"> <li>• Promote VP positions.</li> </ul>
March	<ul style="list-style-type: none"> <li>• Objective #4, part 2: Create an easier to understand MSU operating budget.</li> <li>• Objective #23: Create an MSU wide Digital Media Strategy</li> </ul>
April	<ul style="list-style-type: none"> <li>• Wrap up any loose ends, transition new VP Finance 😊</li> </ul>
Ongoing Projects	<ul style="list-style-type: none"> <li>• Objective #2: Assist the VP Education and President with SCI specific lobbying efforts.</li> <li>• Objective #6: Promotion of TwelvEighty takeout</li> <li>• Objective #16: Refocus campus programming to larger scale events</li> <li>• Objective #20: Improve the MUSC space</li> <li>• Objective #22: Promoting MSU affordable food options</li> <li>• Objective #28: Piolet BoD Office-Hours</li> <li>• Objective #30: Support our part-time managers, full-time staff, and student leaders on campus</li> </ul>