



REPORT

From the office of the...
Vice-President (Finance)

TO: Members of the Student Representative Assembly
FROM: Alexandra Johnston, Vice-President (Finance)
SUBJECT: SRA 19E Report
DATE: July 16th, 2019

Dear Members of the Assembly,

It has been two months since my last report in July and I am incredibly excited to update you on the progress I have made in accomplishing my year plan thus far. October 1st marked the beginning of our 6th month in the role and I cannot believe how fast the time has gone already. These past 5 months have been incredibly busy and challenging, but I have learned so much already. I am proud of the progress I have been able to make so far into the role and I am thankful for the support I have received from the rest of the Board, MSU full-time staff, and University administration. Each day presents new challenges, but with these challenges comes new opportunity for the MSU to better support student life on campus. I am excited for the opportunity that is yet to come for the remaining 7 months in the role.

I have structured my reports so that they provide updates on each of my objectives and additional projects I have been working on. With each report, I will provide updates under each section.

If you have any questions for me after reading my report, please do not hesitate to email me vpfinance@msu.mcmaster.ca, or we can arrange a time to chat in advance of the meeting.

See you all soon,

Alexandra Johnston
Vice-President (Finance) & CFO
McMaster Students Union

PROGRESS ON YEAR PLAN

Objective #1: Lead the Student Choice Initiative Campaign

Status: Complete

The “Choose Student Life” campaign was highly successful. This campaign took months of planning and I am incredibly proud of the work we did. We created a SCI working group and met weekly to discuss progress, brainstorm, and plan for the 2-week campaign in September. At times we found ourselves conflicted as to what communication was best, specifically wondering if we should conduct a large campaign which could draw more attention to the notion of opt-ing out for students. However, I strongly believe that remaining transparent and clear with students about what was happening was the right move. It is important that students are aware about their fees and how the MSU utilizes their funds.

As such, the “Choose Student Life” campaign had its own separate [website](#). Which focused on an overview of the Student Choice Initiative, a breakdown of fees, both essential and non-essential, FAQ’s, and an area to Take Action/Join the Campaign. We specifically wanted to highlight that students have the power to have their voices heard and help the MSU advocate to reverse these changes as a result of poor government policy. Additionally, as part of the campaign, we created 2 videos which were shared on social media. The first video was a video of Josh speaking and providing a general overview of SCI and the potential harmful impacts it may have on the MSU. The second video was a longer, larger impact video that highlighted students and how their experiences at McMaster have been positively shaped by the MSU and Faculty Societies. Lastly, we encouraged students to come get a photo with one of our various cut outs so they could share it on their social media, and we could personalize our graphics/services.

With the videos and photos, we also had a suite of assets with campaign material for services that fell under specific headings. We tried to highlight all the services and their unique benefits to students. We also tailored content for various services. For example, Campus Events had their own slogan, “Choose Events” with stickers, lawn signs and additional promotional materials. Campus event was given lawn signs to put out at Sidewalk Sale and they also gave out “Choose Events” stickers in their popcorn line. They had signage at Bill Nye as well. Clubs also had their own slogan and stickers which said “Choose Clubs” which they were able to give out a Clubs Fest and to club’s members to inform them of SCI’s impact to our club’s department. Having Clubs and Campus Events share this information helped us to reach out to thousands of students and increase MSU brand awareness at our events. I noticed that there can be a disconnect in terms of which events/services are MSU, so I really tried to draw awareness to just how much the MSU does and how much we impact students overall experience. All of the assets for the campaign can be found [here](#). Lastly, we created content for our Business Units to encourage students to support their student services by supporting our business units, such as Underground, Union Market, 1280, and The Grind. This was positive as it provided another outlet for students to feel like they’re making a difference.

Coupling the SCI campaign with the September Financial transparency days, although a lot to plan, worked really well. I will touch on Financial transparency under Objective #3. However, I will note that having in-person conversations with students added a lot to the campaign and I would recommend that continue in the future. A large positive about this campaign was it was the first time we were able to collaborate with all the services and departments to really communicate to students just how much that we do. I strongly think that the MSU should start its year off every year with an awareness campaign to engage with students about all that we offer. Specifically, this can help first year students who are trying to navigate their transition to campus become more familiar with resources available to them and different ways to get involved. Additionally, as part of SCI I did interview with both the [Spectator](#) and [CBC Hamilton](#) to discuss the impact of SCI on students experiences and I wrote the Presidents page in the [Silhouette](#) which discuss SCI and transparency week.

To conclude, as I mentioned in my email update, the MSU averaged around a 32% opt-out rate. There were some variations amongst services and the final numbers will be shared later in the year once we have reconciled everything with the University as enrollment numbers will fluctuate (i.e. students changing from full-time to part-time, dropping out, etc.). I am happy with the success of the campaign and I think we were successful at encouraging students to make an informed decision when opt-ing out of their fees. The fluctuations among fees I think are evident of this as it shows students were not opt-ing out of every fee for the sake of opt-ing out. I will continue to provide updates throughout the year and update on next steps I am taking to help ensure financial longevity and sustainability of the MSU.



Photos of some of the Choose Student Life Graphics.

Objective #2: Assist the Vice-President (Education) and President with Advocacy Efforts

Status: On-going

This objective will be an ongoing objective for the year. As outlined in my year plan, I want to be available to assist Josh and Shemar with any advocacy efforts to support them when discussing anything related to SCI and changes that may result to students experiences due to lack of funding. So far, I have attended two different advocacy meetings. The first was with MP Karina Gould, the Minister of Democratic Institutions and the second was with MPP Sandy Shaw of Hamilton West-Dundas-Ancaster. These meetings have been very interesting, and it has been great speaking to the directly about the harmful effects of SCI. Additionally, I will be attending the OUSA Fall General Assembly in November where OUSA will be discussing their ancillary fees paper. I will be there to ensure OUSA passes a paper which is representative of McMaster students' needs and provide a financial perspective when required.

Objective #3: Implement September and January Transparency Weeks

Status: In-progress – Phase 1- September

The September transparency week was incredibly successful. In collaboration with the rest of the Board, the Finance Committee, and some SRA members, we were able to host four days of tabling between the week of September 12-19th, 2019. On September 12th, we started our tabling efforts and were inside by the Starbucks. This location allowed students waiting in the Starbucks line to look at the various graphics we had and ask questions if they needed. We were supposed to be outside in Mills Plaza, however, due to the rain we moved inside. Next, we tabled on Monday September 16th in Mills Plaza. This was an excellent location and we had so much engagement with students. Due to the success of the Plaza on the 16th, we decided to change locations on the 17th and table in the Plaza again on the 17th. We had initially planned the tabling to be in JHE, however, we felt we could engage with more students as we had very high traffic on the Monday and it did go really well. To conclude tabling efforts, we ended in MUSC Atrium on September 19th. At the tables, we had graphics breaking down essential/non-essential fees, a board for students to provide feedback, graphics breaking down the operating fee and how the MSU budgets for the year. Additionally, we had MSU and Choose Student Life stickers and rave cards.

Tabling for four days in the span of one week was a lot to plan but overall, I do think it was great to have transparency days early in the year. Predominately as many students came up to ask about how they could get involved and as it was September, we could direct them to clubs that are taking new members, services that were hiring, and upcoming events/opportunities for students. Additionally, I wanted the tabling to be focused on Transparency and not SCI as I did not want this to come across to students as a reaction to SCI, especially since we have had versions of transparency days/weeks for the last 3 years. However, having the tabling while the opt-out window was open was very successful as it provided students an opportunity to ask questions and seek additional information to make an informed decision. For example, there were many

times throughout the days where I was able to speak with students about the impact SCI may have on their overall university experience and they were receptive. I spoke with some students who imitated a conversation stating they were opting out of all fees, however, after providing them with information/a rave card, they came back to seek additional information about potential impacts. This is truly the most positive result of tabling that could have resulted as it demonstrated we were able to encourage students to make informed decisions.

Lastly, outside of transparency, providing an outlet for students to share their feedback with the MSU was incredibly important. Although at times hearing negative feedback can be hurtful, it is the only way we can continue to improve and support students. I think seeking feedback is so important and something the MSU and future Boards need to continue to do. I highly encourage my predecessor to continue transparency weeks in September and continue to provide an outlet to students to provide feedback.



Objective #4: Enhance the MSU Financial Transparency Resources

Status: In-Progress

The September transparency weeks were a great start to enhancing the MSU transparency resources. I was able to update our fee graphics and the website, specifically the “Your Money” tab. I noticed the Your Money tab was very outdated and was missing SRA monthly memos and needed some TLC. As such, I worked with Connor, the Communications Officer to update the [Your Money page](#) and the [VP Finance page](#) to include all updated documents.

As a next step, I will work to create service specific graphics to continue my transparency efforts and work with the Finance Committee who is looking to provide improvements to the Your Money tab this year.

Objective #5: Expand The Grind

Status: Complete

This was a very large undertaking for the summer; however, I am incredibly excited and proud that we were able to have the expansion completed for the start of September. When I first started in May, I was met with a lot of push back about the feasibility and timeline of my proposed expansion. However, after persisting through some of the

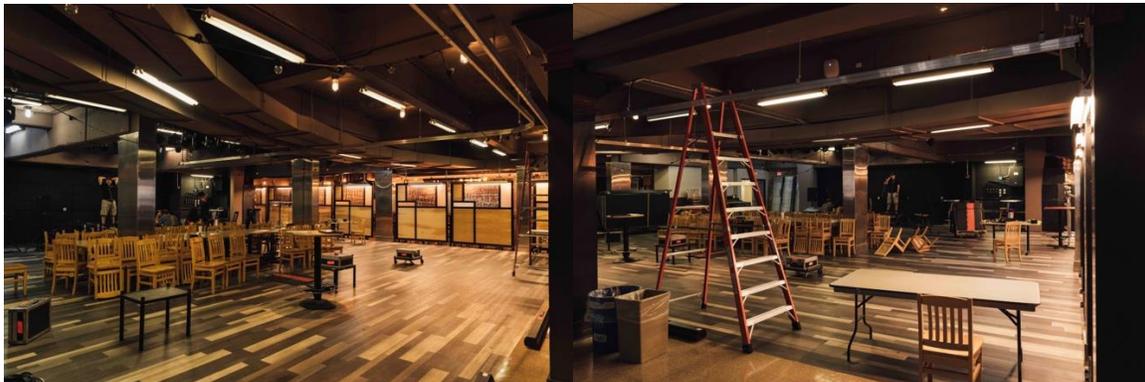
negative push back, we were able to complete the expansion and double space capacity of the Grind. After receiving the capital allocation approval from Executive Board in June, I routinely submitted memos with quotes for their expenditure approval. All of my memos can be found [here](#). I had a lot of trouble coordinating with Facility Services for the light installation, however, the lights were complete in the last week of August so literally just in time! With the expansion of the Grind, we also introduced new bagel melts. This is a new line of food we are offering to students which range in price from \$4-\$5. One of the only outstanding items for the space is that I would like to add two additional glass panels to the right side so we can keep the panels tight together and not spaced out. This should be done within the next couple weeks, we are waiting for a part to come in.

I think that the expansion of the Grind has been incredibly successful. A mere 4 days after opening, every seat in the space was full. This demonstrates the increased need for space and how unique the Grind is at filling its gap on campus. I routinely go down to check on the Grind and find that every time I go down, it is full! I am proud of the work we did over the summer and I am looking forward to seeing how the Grind can continue to evolve throughout the year and onwards. I will continue to provide updates as the year progresses and more details about trends from this year.



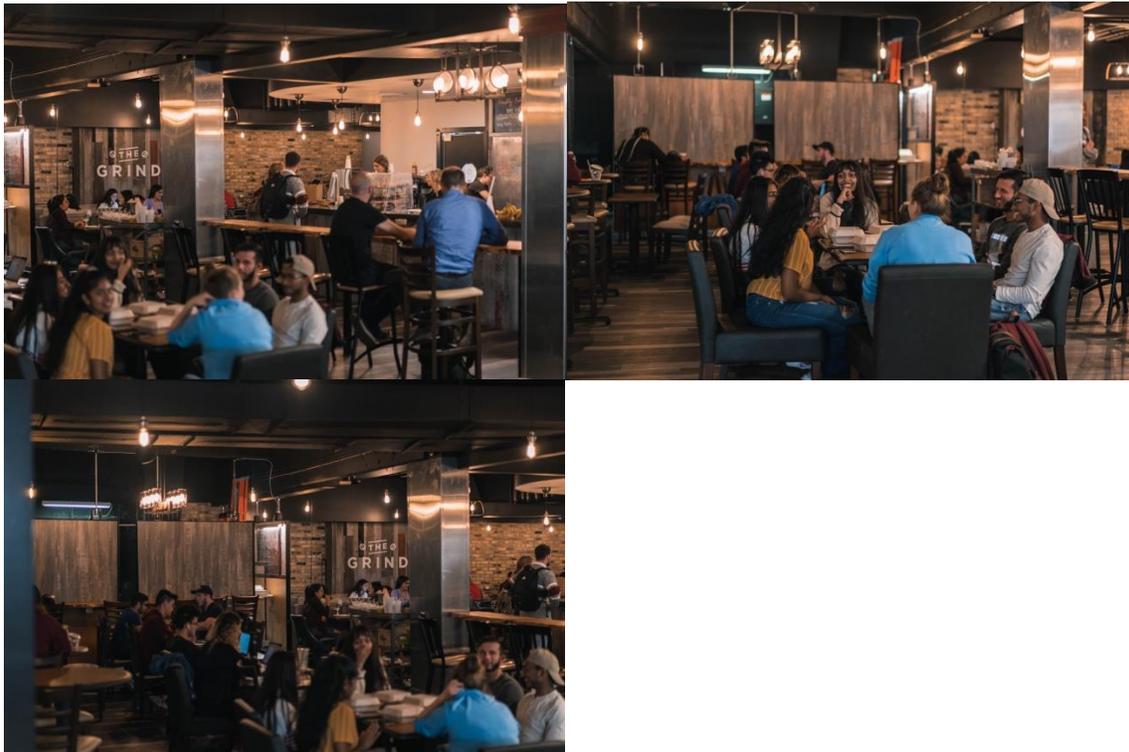
The new Bagel Melts menu.

Before:



The TwelvEighty event space before the expansion.

After:



The newly expanded Grind!

Objective #6: Create and Promote a TwelvEighty take-out

Status: Complete

I am very excited about the launch of 1280-2-Go. Over the summer, Josh and I worked with 1280 staff to design a take-out menu and create a stand-alone take-out booth. We capitalized on the empty space in the lobby area of 1280 and installed a take-out stand which hanging menus in the back, a pull up banner and 1280-2-Go stickers. I have attached a proof of the stickers below for reference about the logo we used for this space. Additionally, the new 1280/Grind Promotions coordinator, Kyle, has been an incredible addition to the team and has been promoting the new initiative on the various social media channels. We are currently running a cool contest with Pepsi where if you order a 1280-2-Go item you can be entered to win an iPhone 11, I'd suggest you check it out :)

As the year progresses, I will continue to provide updates about the progress and specific numbers from the POS system.



Objective #7: Improve TwelvEighty Space

Status: Complete

It is amazing how tiny tweaks can really go a long way to modernizing and improving a space. Over the summer, we added black vinyl coverings to the 1280 bar and poles to replace the dated wood colour. The addition of this vinyl completely modernizes the space and made a big difference. We also choose to paint the one pole in chalkboard paint which allows us to write daily specials on the pole- pretty neat!

Additionally, another exciting improvement is that we replaced the lighting around the bar to keep it consistent with the lights in The Grind. This helps to maintain flow between the two spaces. I think a great next step for Summer 2020 could be to update the floors in 1280 as well. This is over course cost dependent and will depend on the success of the space this year. This is something I also consider my predecessor to explore, I think it will completely modernize and change the space!

Objective #8: Increase TwelvEighty/ The Grind Sustainability Efforts

Status: In-Progress

I am incredibly excited to be a Community Project Champion for the 3rd year sustainability course this year. The students will be assessing various ways the Grind can become more sustainable and this project will wrap up in December. Thus far, I have met with the group of students a couple of times and they have great ideas about options to increase Grind sustainability. We will be launching a survey at the end of reading week to better understand students' perceptions surrounding sustainability and potential ideas we have. Stay tuned for the survey and I encourage you to complete it and share it when it's out!

Objective #9: Re-brand the Union Market

Status: Complete

The Union Market rebrand was completed in the beginning of August and the new sign and coffee sleeves look great! The new sign installation provided some difficulty as the drywall behind the old sign was old and discolored. However, we were able to install new dry wall and the new sign make such a big difference to the outside of the store. Additionally, we had originally planned to have printed cups with the new logo and in different colours for each size, however, we ran into a road block when the cup supplier was not able to complete this until the end of December. After weighing the options, we decided to order branded coffee sleeves as an alternative which have been really successful. It is great looking around MUSC and campus and seeing so many students carrying their coffee/tea from Union Market.

Objective #10: Add a large coffee-cup size at Union Market

Status: Complete

The large 20 oz cup size was introduced in September with the launch of the re-brand. They have been selling well so far and I anticipate sales to increase as the year progresses and the weather gets cooler!

Objective #11: Re-work Underground staffing structure/product offering

Status: In-Progress

The Underground has been in a big transitional phase over the last 5 months. Within the next month, the Underground will have had a complete turnover of staff in 6 months. In the summer, we hired a new Junior Designer, Designer and an Underground Creative Director. These new additions have been great for the team and the Underground. We just wrapped up hiring for a new Senior Graphic Designer and are currently in the process of hiring for a new Campus and Community Partnership Coordinator and Underground Service Manager. I am excited for the new team member to be hired and to have a suite of staff in the department. I think the new staff will have new ideas and positive fresh perspectives to the MSU.

Objective #12: Adjust the Compass Hours of Operation

Status: Complete

Compass is now open from 10:15-5:15 Monday-Friday and is closed on weekends. This has helped to reduce some of the overall overhead costs associated with Compass.

Objective #13: Increase MSU presence at Compass space

Status: Complete

New MSU logos were added to the front and sides of the compass space. Additionally, Compass has started “MSU Service Highlights” and we are highlighting our services and capitalizing on the traffic that Compass experiences.

Objective #14: Evaluate the Silhouette publication and printing schedule

Status: In-Progress

The Silhouette Board of Publications met three times so far this year and will be meeting again in mid-October. At the first two meetings, we approved a summer and fall publication schedule in which we reduced 6 issues. The 6 issues we removed equate to a cost savings of nearly \$30,000 for this year. The current plan is to re-evaluate in October/November and approve the winter publication schedule at this time.

Objective #15: Re-work the Programming Advisory Committee

Status: Complete

After meeting with the Campus Events Director and having chaired this Committee last year, we concluded that the Programming Advisory Committee was not necessary. The Programming Advisory Committee serves to gather feedback and provide guidance to the Campus Events Department. Additionally, it serves to ensure that the TwelvEighty All-

Ages Policy is followed. I felt it was best to rescind this services Operating Policy for a couple reasons.

In July the MSU signed a 2-year deal with Eventbrite for our ticketing needs. This new deal will allow us to directly contact event attendees (students) after an event to ask them for their feedback. For example, following an event with >1,000 individuals present, we could directly contact all 1,000 individuals for feedback. This will serve as a much better way to seek feedback and guidance from our students.

Additionally, as the chair of the committee last year, we ran a survey in December to gather feedback. Survey engagement was low (~80) and overall engagement within the committee was low as well. I did not find that this committee was effectively serving its purpose so in Term 2, I piloted a different idea. Instead, I ran a focus group with representatives from Faculty Societies to gather their input, suggestions, and created a space to share best practices. I had attendance from the various VP Socials of 5 different societies and this meeting was successful and provided valuable insight into what student leaders are planning in terms of events on campus and advice they have. Additionally, this provided a space for the opportunity to collaborate on events, something I think could be incredibly successful for the Campus Events Department.

As such, I think a better direction for the future of seeking input from students about Campus Events, is to host focus groups with faculty societies and see if there is opportunity for us to collaborate with societies to grow our outreach and support our student leaders.

Objective #16: Refocus Campus Programming to large-scale events and introduce bi-weekly trivia

Status: Complete

I met with Campus Events in May and at this time we discussed their plans for the year. This year, we will be having bi-weekly trivia this year and an increased focus on large-scale events. There have been two Trivia nights so far, Game of Thrones and Mean Girls, both have been very popular and well attended.

Additionally, in an effort to engage with students early in the year, I worked with Campus Events and Josh to explore various talent we could bring to campus early in the year. We brought Bill Nye to campus on September 20th and had over 1000 attendees for the event. This was a huge success and a great way to welcome students back to McMaster. This is also in replacement of a Homecoming concert/event as with the later Homecoming date (October 19th) we felt engagement would be low especially since it falls on reading week and right before midterms.

Additionally, this term Campus Events hosted Dirty Bingo which was incredibly successful and will be hosting a Drag Show in November. A shift to larger events has

been a positive move and been well received by students, something that has been evident based off of students' attendance at events.

Objective #17: Streamline clubs budget submission and funding process

Status: In-progress

Aditi and I have actually been meeting this week to review clubs' budgets submissions and I have been making notes for improvements for next year. As Josh and Graeme have been working to review Clubs policies, I decided to wait until after I had gone through the club's submission process and suggest changes to the policy all at once. Having gone through the process now, I realized it is truly a case-by-case basis for each club, however, I think we can create a guideline and considerations for next year. This will help make it smoother for next years Clubs Admin and VP Finance and elevate confusion for clubs.

Objective #18: Improve clubs support

Status: Complete

The AVP Finance, Jessica Anderson worked over the summer to expand the clubs external discount card and I we launched it with clubs training in September. Jess secured some great discounts including Boston Pizza and Fortinos. This is a great addition to our discounts and clubs were really excited about the new card. Each club received a card with the president's names and the discounts. Below is an example of the card.

Additionally, Jess and I both provided Finance and Sponsorship training to all clubs at the clubs training in September. This was great as we were able to connect with clubs and answer their questions before they completed their budget submission.



The front and back of the club's discount card.

Objective #19: Continue Rep Support

Status: Complete

This platform point became much more difficult than I had originally expected, however, after 2 months of work I was able to secure sponsorship to continue the project for this year. I was able to expand the program and provide snacks, pads, tampons, honey, Gatorade, meals and first aid kits to reps. The rep lunches in 1280 went incredibly well, we served around 700 meals in two days with the help of Maroons volunteers. It was great to provide support to reps and show them how much we appreciated their hard work. Additionally, Sarah and I worked together to improve the Rep Appreciation night and we provided 400 meals to reps on September 4th. Below is the graphic of all the rep support initiatives for the 2019 Welcome Week.



The Rep Support graphic.

Objective #20: Improve MUSC space

Status: In-Progress

Unfortunately, in early July, the basement of MUSC flooded and severely damaged the Silhouette's office and other MSU departments. Now that the renovations to the basement are complete, Josh and I have refocused our efforts on improvements to the MUSC 3rd floor patio. We will be contracting an architect to perform a feasibility study which will examine potential uses for the 3rd floor space and how we can create a more functional and usable space for students. I am excited to see the outcomes of this study and hope to engage students through the idea process for the space.

Objective #21: Oversee Student Activity Building and solidify building name

Status: In-Progress

At the end of September, I hosted a meeting with Sean Van Koughnett, Associate Vice-President (Students and Learning) and Dean of Students and Susan Wright, Director Stewardship and Donor Relations to discuss a short list of potential names for the new

Student Center. Currently, our short list looks like: Student Life Center, Marauder Activity Center and Student Activity Space. These are preliminary names and if you have any additional feedback or suggestions, please let me know. Students will vote on the final names in January with the presidential election.

Objective #22: Promote affordable food options

Status: Complete & on-going

Now that the 1280/Grind promotions coordinator has been working, we have begun promoting affordable food options to students. This has gone well so far, and we are brainstorming additional ways to reach out to students. If anyone has any ideas about how we can further our out-reach to students, please let me know :) Additionally, to draw further attention to our food and beverage updates and how affordable our food options are, I wrote a second Presidents page article in the [Silhouette](#).

Objective #23: Create an MSU wide Digital Media Strategy

Status: Not-started

This will begin in the new year once we have a full Underground team and have a better understanding of opt-out numbers.

Objective #24: MSU Wide Feedback Survey

Status: Not-started

November project.

Objective #25: Update the SLEF timeline

Status: Complete

I have worked with the Student Affairs office to update the SLEF idea submission timeline. The SLEF idea submission portal is currently open and will be opened from September 30-October 21st. This allows us to have two months to vet ideas for voting in January. The AVP Finance, Jess and the Finance Committee have begun to promote this project and will continue to engage with students over the next 2 weeks.

Objective #26: Promote the Sponsorship and Donations Fund

Status: Complete & on-going

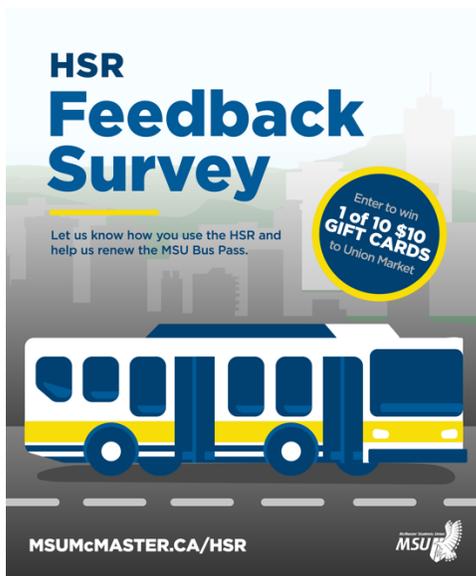
The Communications Officer created new graphics which we have used to promote Sponsorship and Donations. We have had the graphic as a banner on our website and shared it on various social media channels and will continue to promote the fund until it has been depleted. Below is one of the graphics we have used to promote the Fund.



Objective #27: Renew HSR Bus Pass Agreement

Status: In-progress

I have been attending monthly meetings pertaining to the HSR and contract renewal discussions began at the end of August. I have just launched the HSR Feedback Survey to ask for students' feedback about the HSR and guide renewal conversations. If possible, please share this graphic on your SRA accounts to encourage constituents to complete the [survey!](#)



Objective #28: Piolet Board Office-Hours

Status: Complete & on-going

Shemar and I have developed a bi-weekly office-hour schedule which began in September, each of the Board members have attended one office hour and they are off to a good start. The current system pairs two Board member together every other week to table and engage with students about current initiatives and hear feedback from constituents about how we can improve.

Objective #29: Re-work MSU Organizational Structure

Status: In-Progress

Josh and I have been working on how we can address the horizontal structure of the MSU. I have connected with various Student Unions and have been looking to industry for various ideas. This project will become more pressing in November as we will also have a better idea about some of the directions some of our services will be headed after SCI.

Objective #30: Support our part-time managers, full-time staff, and student leaders on campus

Status: On-going

This objective is my most vague objective; however, I believe it is going really well. Below is a point form overview of some of the projects I have done so far:

- Welcome Week Planner finance training
- 3 meetings with individual welcome week faculties about their budget
- Individualized budgeting support with: EFRT, PCC, WGEN, Maccess, Shine, Diversity Services, Maroons, Elections, Farmstand and Spark.
 - I also asked each PTM to submit a budget proposal and provided individualized feedback for each service.
- Faculty wide SCI meeting: I organized a meeting where all faculty societies came together to discuss SCI, working together, and if the MSU can support them at all
- Attended service exec meetings to speak with their execs about managing their finances.
- Created a sponsorship “tip-sheet” that I shared with all faculty societies to support them in their efforts of increasing their sponsorship. Vlad was a big help with this!
- Met with each MSU department and their full-time staff to solidify our working relationship and determine how I can support them this year. I am happy with the progress I have made on developing strong working relationships with our full-time staff. I have received several nice emails from staff complimenting my efforts at bridging the gap of communication that seems to exist.
- Meetings with various VP Finances for Program Societies, currently working with University Finance team to host a meeting in November with Faculty Societies to discuss implications of HST charges and SCI
- Supporting students in thesis completion who are working on projects for our business units
- Organized a senior leadership staff meeting to bridge communication and discuss issues facing full time staff.

ADDITIONAL PROJECTS

1. Website re-development

Our website is dated and does not meet AODA requirements. I have begun initial conversations about re-developing our website and I expect to report back with a further update in November. I have created a working group for the website consisting of myself, the Communications Officer, the Network Administrator and the Underground Creative Director.

2. Hire McMaster

I sit on the Hire McMaster Steering committee which is a University Committee focused on increasing recruitment on campus. I have been working with Daniel Hess, the director of this initiative, to plan their industry weeks. This week has been the first industry week which was focused on Cannabis, Pharma and Health. There were workshops and a career fair. There will be a second industry week in November which is focused on Government and NPO careers.

3. Child Care Center Support

I have really enjoyed working with Debbie Thompson, the director of the Child Care Center. I have met with Debbie monthly to stay in the loop about Child Care center activities.

4. Student Union Collaboration

I have been very interested in other Universities communication plans pertaining to SCI but also just their day-to-day operations. I have spoken with various individuals from the Western University Student's Council about their finances, org-structure, restaurants, and other plans pertaining to SCI. I have also spoken to people from York University, Waterloo, and Queens. We are interested in planning a "summit" where all University meet up for a day to chat about their successes/failures pertaining to SCI.

5. Health Plan Review

Over the summer, I worked with Victoria and John to review our Student Assistance Plan (SAP) provider. After researching other SAP providers, we decided to switch to Real Campus which has significantly higher usage rates at other institutions and has different avenues of support which it can provide students.

6. BDS

It was brought to my attention during my election that the MSU still carried certain products which did not align with the 2015 General Assembly motion to divest in products from Israel. As such, Josh and I worked to ensure all our vendors are in support

of BDS movement and have been working with the students from the Solidarity for Palestinian Human Rights group.

UPCOMING EVENTS, PROJECTS & ACTIVITIES

- HSR Feedback Survey
- MSU Wide Feedback Survey
- SAB naming finalization
- Finalize Silhouette winter publication schedule

CURRENT CHALLENGES

The largest challenge I have faced so far is my really busy schedule and managing a balance between my personal and professional life. I have recently started studying for my LSAT in November which has left me struggling to find a balance between studying and work. This job is incredibly demanding, and I want to ensure I can do all that I can to improve students experiences for the year. This said, I do need to work to find a better balance and have explored different options like logging out of my email for the weekends and removing social media from my phone.

CLOSING REMARKS:

Overall, I am excited that everything is on track and moving along well. I am looking forward to the rest of the year.

Best,

A handwritten signature in black ink that reads "Alex Johnston". The signature is written in a cursive, flowing style with a large loop at the end of the name.

Alexandrea Johnston

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McMaster Students Union
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Appendix: Master Summary of Projects

Master Summary

July	<p>Objective #12: Reduce Compass' hours of operation</p> <p>Objective 15: Re-work the Programming Advisory Committee</p>
August	<p>Objective #5: Grind Expansion → Phase 1</p> <p>Objective #7: Improve TwelvEighty Space</p> <p>Objective #9: Re-brand The Union Market</p> <p>Objective #10: Add a large coffee cup size to Union Market</p> <p>Objective #13: Increase MSU presence at Compass space</p> <p>Objective #18, b: Creating an Opt-in Underground Voucher</p> <p>Objective #18, c: Expanding the Clubs External Discount card</p> <p>Objective #19: Continue Welcome Week rep support</p>
September	<p>Objective #1: Student Choice Initiative Campaign</p> <p>Objective #3: September Transparency Days</p> <p>Objective #6: Create and promote TwelvEighty Takeout</p> <p>Objective 17: Streamline clubs budget submission and funding process</p> <p>Objective # 18, a: Implementing Mandatory Finance & Sponsorship Training</p>
October	<p>Objective #25: Update the SLEF timeline</p> <p>Objective #26: Promote the Sponsorship and Donations Fund</p>
November	<p>Objective #8: Increase TwelvEighty/ The Grind Sustainability Efforts</p> <p>Objective #14: Evaluating The Silhouettes publication and print schedule</p> <p>Objective #22: Promoting MSU affordable food options</p> <p>Objective #24: MSU Wide Feedback Survey</p>
December	<p>Objective #21: Oversee Student Activity Building and solidify building name</p>

	Objective #27: Negotiate new HSR bus pass
January	Objective #3: January Transparency Days Objective #4, part 1: Create service specific graphics breaking down their fee Objective #5: Grind Expansion → Phase 2 Begin 2020-2021 budgeting consultations.
February	Objective #11: Re-work Underground staffing structure/product offering Objective #22: Promoting MSU affordable food options Objective #29: Re-work MSU Organizational Structure Promote VP positions.
March	Objective #4, part 2: Create an easier to understand MSU operating budget. Objective #23: Create an MSU wide Digital Media Strategy
April	Wrap up any loose ends, transition new VP Finance ☺
Ongoing Projects	Objective #2: Assist the VP Education and President with SCI specific lobbying efforts. Objective #6: Promotion of TwelvEighty takeout Objective #16: Refocus campus programming to larger scale event Objective #20: Improve the MUSC space Objective #22: Promoting MSU affordable food options Objective #28: Piolet BoD Office-Hours Objective #30: Support our part-time managers, full-time staff, and student leaders on campus