



**AGENDA - SRA 13Q**  
STUDENT REPRESENTATIVE ASSEMBLY  
Sunday, March 23, 2014, 6:30pm  
**Council Chambers, GH 111**

**PROCEDURE**

Call of the Roll, Adoption of Agenda, Playing of National Anthem, Announcements from the Chair, Adoption of Minutes SRA 130, Delegation from the Floor, Report Period, Information Period, Question Period, Business Arising from the Minutes, Business, Committee Business, Unfinished Business, New Business, Time of Next Meeting, Call of the Roll, Adjournment

**REPORT PERIOD**

- |                     |                             |
|---------------------|-----------------------------|
| 1. Elections Report | Lindsey Huff &<br>Saad Syed |
|---------------------|-----------------------------|

**BUSINESS**

- |                                     |        |
|-------------------------------------|--------|
| 1. OUSA General Assembly            | Graham |
| 2. Health Referendum Recommendation | Harper |
| 3. Committee of the Whole – CASA    | Graham |

**COMMITTEE BUSINESS**

- |  |        |
|--|--------|
| 1. Operating Policy 1.8.3 – Underground Media & Design | Pullen |
| 2. Operating Policy 1.3.3 – VLOG Guidelines            | Pullen |
| 3. Student Retention Policy Paper                      | Long   |

## MOTIONS

1. **Moved** by Graham, seconded by \_\_\_\_\_ that the Assembly ratifies Spencer Graham, David Campbell, Jimmy Long, Rodrigo Narro-Perez, Jess Shoker as voting delegates, and Anser Abbas as an observer, for the 2014 Spring OUSA General Assembly.”
2. **Moved** by Harper, seconded by \_\_\_\_\_ that SRA 13 adopt the following motion:  
*Whereas the Elections Committee has recommended to the SRA that the 2014 "health care referendum be re-run".*  
*Be it resolved, That SRA 13 recommend to SRA 14 to initiate a health care referendum concurrent with the 2015 Presidential Elections.*
3. **Moved** by Graham, seconded by \_\_\_\_\_ that the SRA enter into Committee of the Whole to discuss a forthcoming motion to drop to associate membership of the Canadian Alliance of Student Associations (CASA) at the March 30<sup>th</sup> meeting of the SRA
4. **Moved** by Pullen that the Assembly approve the changes to Operating Policy 1.8.3 – Underground Media & Design
5. **Moved** by Pullen that the Assembly approve the changes to Operating Policy 1.3.3 – VLOG Guidelines
6. **Moved** by Long that the Assembly approve the changes to the Student Retention Policy Paper



**Student Representative Assembly Meeting 13Q**  
**Sunday, March 23, 2014 at 6:30 pm**  
**Council Chambers, GH 111**

**Called to Order at 6:34 pm**

**CALL OF THE ROLL**

<b>Present</b>	Abbas, Campbell, Chennabathni, Cicchi, A. D'Angela, D. D'Angela, DiCenzo, D'Mello, Doucet, Garasia, Gillis, Graham, Guarna, Harper, Hetz, Long, Mallon, Morrow, Narro Perez, Osazuwa, Palczewski, Paul, Pullen, Rheume, Sparrow, Wilson, Wolwovicz
<b>Absent Excused</b>	Jeyasingham
<b>Absent</b>	Leslie, Traynor, Tichenkov
<b>Late</b>	Brodka, Mackinnon
<b>Others Present</b>	Chantal Labonté (UPC Undergrad Rep), Sarah Mohamed (Incoming SRA Business), Mike Gill (Incoming SRA Science), Patricia Kousoulas (Incoming SRA Science), Spencer Nestico-Semianiw (Incoming SRA Arts & Science), Mitchell Gillies (Incoming SRA Nursing), Inemesit Etokudo (Maroons Coordinator), Pardh Chivukula (Incoming SRA Health Sciences), Alexa Mordhorst (Incoming SRA Health Sciences), Jay Modi (Incoming SRA Engineering), Victoria Tweedie (Incoming SRA Science), Daymon Oliveros (Incoming SRA Humanities), Teddy Saull (President-Elect), Elise Milani (MAPS member), Saad Syed (DRO), Salah Abdelrahman (MSU Member), Ahmad Ali (MSU Member), Nabihah Samsodeen (MSU Member), Zaid Telegraph (MSU Member), V. Scott (Recording Secretary)
<b>Chair</b>	Maria Daniel

**ADOPTION OF AGENDA**

**Moved** by Rheume, **seconded** by Cicchi that the Assembly adopt the agenda as amended.

**Amendments**

**Moved** by Graham, **seconded** by Doucet to amend motion #1 to read "Moved by Graham, seconded by \_\_\_ that the Assembly ratifies Spencer Graham, David Campbell, Rodrigo Narro Perez, Jimmy Long, Hiral Patel, Michael Gill, and Jacob Klugsberg as voting delegates for the 2014 Spring OUSA General Assembly"

**Vote on Amendment**

**Passes Unanimously**

**Moved** by A. D'Angela, **seconded** by Cicchi to add the following motion as Business Item #4 "Moved by A. D'Angela, seconded by \_\_\_ that the SRA open nominations for Speaker elections, and Vice-President (Administration), Vice-President (Education), and Vice-President (Finance) elections."

- A. D'Angela stated that they should open nominations so that people could be nominated in the next couple of weeks.

**Vote on Amendment**

**Passes Unanimously**

**Moved** by Abbas, **seconded** by Guarna to add the following motion as Business Item #5 “Moved by Abbas, seconded by \_\_\_ that the MSU Board of Directors refrain from using MSU credentials or titles to promote a stance on motions brought forward at General Assembly, before the Assembly itself takes place.”

- Abbas explained that the purpose of the motion is not to discuss GA motions or anything at GA. He stated he was concerned about the Board of Directors or anyone else involved in the MSU using their credentials to promote stances on motions, where it may look like the MSU itself is taking the stance. He felt that the SRA needed to decide whether this would be a good idea or not.
- Guarna stated that it would be worth the discussion.

#### **Vote on Amendment**

**Passes by General Consent**

#### **Vote to Adopt Agenda**

**Passes by General Consent**

#### **ANNOUNCEMENTS FROM THE CHAIR**

- The Speaker reminded the observers at the back of the room to please sign the Observer’s List that was being circulated.

#### **ADOPTION OF MINUTES**

**Moved** by Cicchi, **seconded** by Campbell that the Assembly adopt the minutes from SRA meeting 130 – February 23, 2014, as circulated and presented.

**Passes by General Consent**

#### **REPORT PERIOD**

##### **1. Elections Report – Saad Syed presented**

- Syed summarized the report.

#### **Questions**

- Campbell congratulated the Elections Department. He stated that there were some difficult appeals, and that the department was still dealing with some. Campbell asked when decisions would be finalized. Syed responded that the SRA Generals appeals meeting would be held on March 25, and then after that candidates would have five business days to appeal to the Electoral Appeal Board if they did not like the decision from EC.
- Guarna ceded to Milani. Milani asked about Kin voting for Science. Syed responded that they caught that there were kinesiology students voting in the Science election, but the Elections Committee had the ability to remove those specific votes so only eligible science ballots were counted. D. D’Angela asked if they thought the snow day had an effect on voter turnout. Syed responded that he looked at the numbers from the previous SRA Generals and there was no decrease when compared.
- Rheume asked if the seat allocation based on a miscalculation or a lack of calculation. Syed responded that it was a miscalculation.
- Gillis asked what the logic was behind not extending the polls because of the snow day. Syed responded that it happened halfway through the day, and there was enough time for candidates to campaign. They felt it was a good decision to make.

### INFORMATION PERIOD

- Narro Perez reported that Friday was the Learning Portfolio Showcase.
- Sparrow reported that while he was at Student Recognition Night, he was sitting with some MSU members who raised concerns about the inability for the MSU to defend selling food from the kitchen window on club nights. He explained that clubs were raising money when they were able to use this.
- A. D'Angela announced that at the next SRA meeting they would be discussing Constitutional amendments. She asked everyone to review the documents, and that they were advertised in *The Silhouette*. She reported that the final Executive Board meeting would be held on Friday at 2:30. D'Angela congratulated the returning and new SRA members.
- Doucet addressed the concern from Sparrow. He asked that when having conversations with club members to ask them to email him. Doucet stated that he hadn't heard anything about this, and that he takes pride with being aggressive with Paradise Catering this year. Doucet raised a concern he had from earlier in the year. He stated that SRA members brought forward a motion with strong language about the Campus Store selling costumes, and yet when he brought forward an opportunity for SRA members to voice their concerns on the committee in charge of ordering costumes no one was interested. Doucet stated that he found this to be challenging as members were angry and criticizing the University, yet no one was interested in following up on their concerns.
- Campbell reported that Teaching Awards were held last Thursday. He congratulated Jacob Klugsberg, TAC Coordinator, and the rest of TAC for putting on a great event. Campbell gave a shout out to the Kinesiology Society for putting on the Kin Games this past weekend. Campbell announced that the MSU General Assembly was this Wednesday, March 26 at 5 pm. He asked that the SRA bring friends and promote the heck out of it. Campbell reported that the Student Leaders' Dinner had been rescheduled for April 1.
- Sparrow, in response to Doucet, stated that he felt it wasn't the role of white males on the Assembly to direct the University on vetting costumes.
- Rheume stated that his last correspondence with Doucet about the Costume Committee at the Campus Store was that he was still in talks and that Doucet would let him know about the committee later, and he hadn't heard anything since.
- Osazuwa ceded to Milani. Milani reported that at the next meeting (March 30), the SRA will be seeing a policy coming forward for the creation of a pilot project for the Women and Gender Equity Network, as well as a general policy.
- Brodka announced that the Services Committee launched a services review survey, and asked the Assembly to please promote this. He added that the SRA would see the findings in his final report presented at the last SRA meeting.

### QUESTION PERIOD

- Sparrow asked the Speaker to give the times of submission of motions for General Assembly, as he thought the agenda would be done in the order the motions were received. The Speaker responded that in terms of timing, the order of the agenda would not follow the order of when items were received. The Speaker explained that all motions were reviewed to make sure they were in order, and in line with the Constitution, as well as making sure they were not in conflict with other motions being presented. The Speaker stated that there were a few motions in conflict with each other and they were placed in the order that they were, due to how the passing of one motion would affect the status of the other motion.
- Sparrow asked the Speaker what order the motions were received. The Speaker responded that all correspondence was confidential. Sparrow argued that he felt that students have a right to know how the agenda was put together as students were under the assumption that motions were put in the order that they were received. The Speaker responded that those concerns would be taken into consideration and a ruling would be provided on whether the submission times would be released. The Speaker stated that they were only put in scrutiny of when the deadline was, which was noon on April 19.

- Gillis asked the Speaker which motions, for General Assembly, were ruled out of order, and why. The Speaker responded that they would have to refer to the correspondence, which they don't have right now.
- Sparrow asked the Speaker for the information on how the motions for General Assembly were submitted, as there was nothing in the bylaws and procedures that they are to be kept in closed session. The Speaker responded that the times of submission would not be provided, but a ruling on whether the submission times should be released would be provided at a later time. Sparrow argued that the Speaker was keeping information from students. The Speaker kindly asked the member to provide time for a ruling to happen.
- D'Angela asked the Science Caucus if they could update the Assembly on the outcomes of the SSCC fee that was discussed at the last SRA meeting. Guarna ceded to Victoria Tweedie. Tweedie responded that they have come to a resolution and agreement that the fee will not be going through next year, and there would be consultation on seeing what the students wanted.

**Moved** by Gillis, **seconded** by Osazuwa that the Assembly recess for 10 minutes.

- Gillis explained that he would like to recess to allow the Speaker time to do research into the matters of the questions brought up about GA.
- Campbell responded that he was in favour of this, but reminded everyone that they need to remember that GA is an independent body, and that the agenda isn't official until approved at GA.
- Sparrow stated that if students wanted to find out the order of the agenda while GA was going on, that it would be fair for students to have the information ahead of time so that they could make an informed decision.
- Doucet stated that if it was the will of the Assembly to have this public, he did not think that it could be done in ten minutes. He asked to give the Speaker 24-48 hours to make a reasonable decision.
- Sparrow didn't believe that since GA was on Wednesday that 48 hours wouldn't be enough notice. That wouldn't be fair to students. He stated that he doubted it would take longer than 10 minutes to put the information together.
- Osazuwa asked the Speaker if it would take more than 10 minutes to look into this matter.
- The Speaker responded that a fair time would be 20 minutes. The Speaker stated that there was some confusion about the motion. The Speaker explained that in that time the research of the motions called out of order could be done and brought back to the Assembly. The Speaker explained that if the Assembly wanted to know the order of which the motions were submitted, the Speaker would provide a ruling.
- Gillis agreed that the motion's intent was to research now to make a ruling today as GA was on Wednesday.
- Harper stated that they need to be fair to students to have enough time to make decisions, but they need to be fair to the Speaker and provide more than 10 minutes to make a decision.
- Osazuwa stated that he wouldn't mind changing the motion to be 20 minutes.
- Gillis stated that the amendment would be friendly

**The mover and seconder were friendly with the following amendment:**

**Moved** by Gillis, **seconded** by Osazuwa that the Assembly recess for 20 minutes.

**Vote to Recess**

**In Favour: 12 Opposed: 6 Abstentions: 9**  
**Opposed: Doucet, Graham, Hetz, Brodka, Mackinnon, D. D'Angela**  
**Abstained: Wolwowicz, Leslie, Abbas, Garasia, Pullen, Paul, Palczewski, Long, Wilson**  
**Motion Passes**

**Recessed at 7:27 pm**

**Called to Order at 7:48 pm**

### CALL OF THE ROLL

<b>Present</b>	Abbas, Campbell, Chennabathni, Cicchi, A. D'Angela, D. D'Angela, DiCenzo, D'Mello, Doucet, Garasia, Gillis, Graham, Guarna, Harper, Hetz, Mallon, Mackinnon, Morrow, Narro Perez, Palczewski, Paul, Pullen, Rheume, Sparrow, Wilson, Wolwowitz
<b>Absent Excused</b>	Jeyasingham
<b>Absent</b>	Leslie, Traynor, Tichenkov
<b>Late</b>	Brodka, Long, Osazuwa
<b>Others Present</b>	Chantal Labonté (UPC Undergrad Rep), Sarah Mohamed (Incoming SRA Business), Mike Gill (Incoming SRA Science), Patricia Kousoulas (Incoming SRA Science), Spencer Nestico-Semianiw (Incoming SRA Arts & Science), Mitchell Gillies (Incoming SRA Nursing), Inemesit Etokudo (Maroons Coordinator), Pardh Chivukula (Incoming SRA Health Sciences), Alexa Mordhorst (Incoming SRA Health Sciences), Jay Modi (Incoming SRA Engineering), Victoria Tweedie (Incoming SRA Science), Daymon Oliveros (Incoming SRA Humanities), Teddy Saull (President-Elect), Elise Milani (MAPS member), Saad Syed (DRO), Salah Abdelrahman (MSU Member), Ahmad Ali (MSU Member), Nabihah Samsodeen (MSU Member), Zaid Telegraph (MSU Member), V. Scott (Recording Secretary)
<b>Chair</b>	Maria Daniel

- The Speaker stated that this was a unique position as this was being done in the middle of Question Period. The Speaker went over the motions that were out of order, and explained to the Assembly why they were considered to be out of order. The Speaker stated that at this time they have put together a ruling on the request on which motions came forward at which time.

### **Ruling**

- The Speaker stated that the motions for each subject came in on the subsequent dates: BDS McMaster (March 11), Accessibility in McMaster (March 17), MSU Stances on International Issues (March 19), and Diversity at Bridges (March 19).  
The Speaker reminded the Assembly that the duty to construct the agenda is placed on the Speaker. In their considerations they have considered only whether or not the agenda items were submitted in advance of the deadline, which was March 19 at noon. The Speaker considered if in structuring the agenda, procedural logic of discussing the motions, given their scope and impact on other motions. The Speaker approves the agenda for all SRA meetings and the GA, and within that consideration, procedural logic informs the Speaker's decision on the order of discussion items. The Speaker emphasized, that the order has been set at such, because the first motion, which is more overarching and general in nature, impacts the discussion of the second, which addresses a specific motion that falls within the scope of the first.  
If the membership of the General Assembly wishes to amend the agenda, students can do so at the meeting.
- Sparrow stated that the role of the MSU Speaker is to be impartial. He felt that the agenda of the GA didn't reflect that. He explained that the second motion is politically crafted another motion to thwart the first motion and that it superseded the order.
- The Speaker stated that the role of the Speaker is to not take a stance, but the Speaker must assess motions to make sure that they are in order.
- Campbell explained that they shouldn't descend into debate. He stated that if the General Assembly was in favour of pro-BDS then the first motion would be struck down and the motion would pass. Campbell didn't see how that would influence the debate. He added that he didn't see how placing one before the other would advantage one over the other. He asked Sparrow why he thought it would influence the outcome of the votes. Sparrow responded that the main purpose was that it could be a time waster and they would need two-thirds majority to call to question.

- The Speaker clarified that it would take a majority to call to question. The Speaker emphasized if the general membership of the MSU would like to amend the agenda they could do so at GA.
- Gillis asked the Speaker, in terms of motions received ruled out of order, was it a common practise of just ruling out of order, or did the Speaker assist the movers of the motions. The Speaker responded that multiple motions came forward, and that if they were out of order the Speaker did try to assist in making them in order for the meeting.

## **BUSINESS**

### **1. OUSA General Assembly**

**Moved** by Graham, **seconded** by D. D'Angela that the Assembly ratifies Spencer Graham, David Campbell, Rodrigo Narro Perez, Jimmy Long, Hiral Patel, Michael Gill, and Jacob Klugsberg as voting delegates for the 2014 Spring OUSA General Assembly

- Graham stated that it was pretty straight forward.

#### **Vote on Motion**

#### **Passes by General Consent**

### **2. Health Referendum Recommendation**

**Moved** by Harper, **seconded** by Morrow that SRA 13 adopt the following motion:

*Whereas the Elections Committee has recommended to the SRA that the 2014 "health care referendum be re-run". Be it resolved, That SRA 13 recommend to SRA 14 to initiate a health care referendum concurrent with the 2015 Presidential Elections.*

- Harper explained that everything was outlined in the memo, and that he hoped they would pass this motion and have some open dialogue.
- Morrow wanted to emphasize that SRA 14 would need to discuss this as well.
- D. D'Angela asked why they would be re-running this.
- Pullen responded that it was outlined in the EC Appeals minutes.
- Sparrow explained that there was an appeal brought forward based on lack of information on the referendum. Concerns were brought forward and EC felt that they were cogent and that it made sense to recommend to the SRA the running of another Health plan referendum.
- Campbell stated that next year's group should make sure that students are aware that they can form a 'yes' or 'no' side.
- Campbell ceded to Milani. Milani suggested the possibility of having the SRA form a side. Milani stated that there were issues in the way the questions were presented and the information was put forward. She felt that the Health Plan referendum wasn't as equally promoted as the bus pass referendum.
- Doucet advised to possibly look at the services being enhanced and having one question brought forward at a time. Doucet added that this referendum was recommended by the previous Assembly.
- D. D'Angela recommended for next year's Assembly to not debate it or bring it forward until the next school year.
- A. D'Angela recommended that, if the Assembly chose not to take a side, they look into having the caucuses brainstorm how members will promote the information to students.

#### **Amendment**

**Moved** by Doucet, **seconded** by Harper that the motion is amended to read, "**Moved** by Harper, **seconded** by Morrow that SRA 13 adopt the following motion:

*Whereas the Elections Committee has recommended to the SRA that the 2014 "health care referendum be re-run".*

*Be it resolved, That SRA 13 recommend to SRA 14 to initiate a health care referendum by November 1, concurrent with the 2015 Presidential Election."*

- Doucet recommended that SRA 14 should have it called by November 1 as it gives next year's VP Finance time to figure out logistics, and those who would like to be part of a campaign time to organize.

**The Amendment was friendly with the mover and seconder of the original motion.**

**Vote on Motion**

**Passes Unanimously**

### **3. Committee of the Whole – CASA**

**Moved** by Graham, **seconded** by Abbas that the SRA enter into Committee of the Whole to discuss a forthcoming motion to drop to associate membership of the Canadian Alliance of Student Associations (CASA) at the March 30<sup>th</sup> meeting of the SRA.

- Graham ceded his time to the Speaker, so that they could explain how Committee of the Whole works. The Speaker explained that the SRA would function as a committee as opposed to debating items for or against. The Assembly would discuss the issue at hand and everyone would have a chance to speak to the issue. Once everyone has had a chance to address the issue at least once, a member would rise and report.
- Abbas explained that the concerns were outlined in the document that was circulated, and that they would be voting next week on whether the MSU should be dropping down to Associate Member Status or not.

**Vote on Motion**

**Passes Unanimously**

### **Committee of the Whole**

**Moved** by Campbell, **seconded** by Harper to move out of Committee of the Whole and to Rise and Report.

**Passes Unanimously**

### **Rise and Report**

- Campbell reported that the SRA discussed the report that was circulated by Graham, in regards to CASA and about the upcoming motion of dropping to Associate Member Status at the next SRA meeting.

### **4. Speaker and Vice-President Nominations**

**Moved** by A. D'Angela, **seconded** by Osazuwa that the SRA open nominations for Speaker elections, and Vice-President (Administration), Vice-President (Education), and Vice-President (Finance) elections.

- A. D'Angela explained that on April 6 at noon they would be having elections for the new Speaker and VPs. They are opening nominations to get potential candidates.

**Vote on Motion**

**Passes by General Consent**

Moved by Harper, seconded by Abbas that the Assembly recess for 10 minutes.

### Passes by General Consent

Recessed at 8:54 pm

Called to Order at 9:08 pm

#### CALL OF THE ROLL

<b>Present</b>	Abbas, Brodka, Campbell, Chennabathni, Cicchi, A. D'Angela, D. D'Angela, DiCenzo, D'Mello, Doucet, Garasia, Gillis, Graham, Guarna, Hetz, Long, Mallon, Mackinnon, Morrow, Narro Perez, Osazuwa, Palczewski, Paul, Pullen, Rheume, Sparrow, Wilson, Wolwowicz
<b>Absent Excused</b>	Jeyasingham
<b>Absent</b>	Leslie, Traynor, Tichenkov
<b>Late</b>	Harper
<b>Others Present</b>	Chantal Labonté (UPC Undergrad Rep), Sarah Mohamed (Incoming SRA Business), Mike Gill (Incoming SRA Science), Patricia Kousoulas (Incoming SRA Science), Spencer Nestico-Semianiw (Incoming SRA Arts & Science), Mitchell Gillies (Incoming SRA Nursing), Inemesit Etokudo (Maroons Coordinator), Pardh Chivukula (Incoming SRA Health Sciences), Alexa Mordhorst (Incoming SRA Health Sciences), Jay Modi (Incoming SRA Engineering), Victoria Tweedie (Incoming SRA Science), Daymon Oliveros (Incoming SRA Humanities), Teddy Saull (President-Elect), Elise Milani (MAPS member), Saad Syed (DRO), Salah Abdelrahman (MSU Member), Ahmad Ali (MSU Member), Nabihah Samsodeen (MSU Member), Zaid Telegraph (MSU Member), V. Scott (Recording Secretary)
<b>Chair</b>	Maria Daniel

#### 5. Stance on Motions Brought Forward at General Assembly

Moved by Abbas, seconded by Doucet that the MSU Board of Directors refrain from using MSU credentials or titles to promote a stance on motions brought forward at General Assembly, before the Assembly itself takes place.

- Abbas stated that this wasn't intended to be a discussion on the motions themselves, or perceived merits or cons of GA. He added that it wasn't to be muzzling people on speaking opinions either. Abbas explained that there are concerns about using BOD credentials on taking a stance on something that will sway voters, as people will respond accordingly. Abbas brought this motion forward to discuss whether it was appropriate or not for the BOD to use their titles to promote a stance, especially when in the past the MSU has not been allowed to take a pro or con stance.
- Doucet felt that the reality of being in the position is that no one is ever separated from it. He added that everything he says in public is a reflection of himself as an individual. He felt it would be hard to separate it. The issue at hand is whether the BOD has the right to speak for or against a motion on something that was being presented to the public. Doucet felt that they should be able to speak on a cause in advance of General Assembly as his job description stated that he has an obligation to inform students about issues pertaining to financial affairs of the student union. Doucet stated that they have a right, and freedom of speech to discuss their opinions, for or against any motion.
- Sparrow stated that this motion does not restrict a member's freedom of speech, except that giving the title of a BOD member gives the impression to outsiders that the MSU has an opinion. Sparrow stated that some students have felt upset that as VP Finance they have put their credentials on something and it looks like the MSU is leaning in that direction. Sparrow explained that they can have their opinion, but they can't use the BOD title.
- Campbell stated that this was a fair discussion to have, and it's his personal opinion that the BOD should be able to do that. He stated that he understood the concern, and that the discussion was valuable.

- D. D'Angela ceded to Salah Abdelrahman. Abdelrahman stated that this was not just directed to one BOD member. He felt that when a member of the BOD discusses something that is related for a certain sector of the student body it looks like they are supporting them. Abdelrahman stated that he felt alienated that the VP Finance was taking a stance, and shared a photo saying that he was in support of a certain motion.
- Graham stated that making someone take off their title when saying something is irrelevant and unnecessary.
- Abbas ceded to Elise Milani. Milani read out the Canadian Charter of Rights and Freedoms. She stated that while Canadians can speak their mind, "freedom of speech" is only protected between public to government relations. She believed members should refrain from calling to their "freedom of speech" rights without knowing the true context that it exists. Milani felt it wasn't fair for the BOD to use their position on taking a side before bringing forward to GA. She reminded the Assembly that it was up to them to set precedent. Milani felt that Doucet should retract his statement with his position title and use his own name.
- Paul wanted to emphasize that this doesn't make sense to focus on just the BOD. They could take a look at SRA members using titles to influence. Paul felt that if they are asking this of the BOD, that they should be asking this of Commissioners and SRA members as well.
- Gillis stated that he doesn't have an issue with anyone expressing their opinion, just the fact that it was done through someone's position.
- Pullen wondered if this motion passed, would it restrict the BOD from saying in their expertise separate from their own personal opinion.
- Abbas stated that this would not prevent the BOD from speaking at GA itself. The motion is just for statements beforehand that could be construed as a MSU stance.
- The Speaker added that the way the motion reads and if passed a student could go to the MSU office and speak to the VP Administration about something at GA, but they would have to refrain from saying that 'As VP Admin this should happen'.
- Abbas stated that at meetings it's more difficult to separate the name from the title. He felt that it could be avoided with an asterisk saying that this was not the official MSU position.
- Rheume felt that there should be a disclaimer as the solution.
- A. D'Angela felt that this was unfair to extend to the BOD, and not be extended to all SRA members. She stated that she was thinking of amending the motion to include SRA members, but felt it would be inappropriate that SRA members aren't able to say if they were in support or not.
- Guarna stated that she liked the suggestion of an asterisk.

#### **Amendment**

**Moved** by Pullen, **seconded** by Graham to amend the motion to read "**Moved** by Abbas, **seconded** by Doucet that the MSU Board of Directors refrain from using MSU credentials or titles to promote a stance on motions brought forward at General Assembly, before the Assembly itself takes place unless they include a caveat that their opinion is not necessarily representative of the entire MSU."

- Pullen stated that the intent was clear.
- Graham spoke against the amendment, and stated that the Assembly should consider voting down the original motion as well. He didn't feel this was necessary, as they as a group can come up with a number of ways for their jobs to having an opinion.
- Wolwovicz asked if this now included SRA members. He stated that social media can be interesting, and if he, as a caucus leader for Humanities, tweeted from a SRA account he would probably refrain from using that account for voicing his personal opinion.
- Paul stated that the intention of bringing up SRA members was to those who were saying it gets blurry. Paul stated he will be voting against the amendment, even though he originally suggested it.
- D. D'Angela felt it was completely wrong to go in this direction.
- Doucet stated that he was voting against this because this will look like an organization deciding to limit the ability of free speech, and he tried to make it clear that the opinion that was expressed was his own and not the MSU's.

- Wolwowicz ceded to Milani. Milani felt that this had gone away from the original intent of the motion which was to say that the BOD should not be using their positions prior to GA on what students or should not do during this. She felt that SRA members shouldn't be in this motion as they aren't paid members and don't have as much clout as the BOD.
- Rheume agreed with the spirit of the motion pertaining to the SRA and BOD, but see it being a logistical issue as there are already things on twitter. He suggested perhaps limiting this to personal posts.
- Sparrow stated that this motion will exist for the next week and then won't matter anymore. He felt that everyone was talking a lot about something that will expire in seven days.

**Moved** by Graham, **seconded** by Guarna to Call to Question

**In Favour: 28 Opposed: 1 Abstentions: 0**  
**Opposed: Gillis**  
**Motion Passes**

**Vote on Amendment**

**In Favour: 11 Opposed: 16 Abstentions: 2**  
**Opposed: Campbell, A. D'Angela, Doucet, Graham, Hetz, Morrow, Narro Perez, Brodka, D'Mello, Mackinnon, Harper, Paul, D. D'Angela, Mallon, Long, Cicchi**  
**Abstained: Wolwowicz, Palczewski**  
**Motion Fails**

**Back to Main Motion**

**Moved** by Abbas, **seconded** by Doucet that the MSU Board of Directors refrain from using MSU credentials or titles to promote a stance on motions brought forward at General Assembly, before the Assembly itself takes place.

**Moved** by Graham, **seconded** by Mallon to Call to Question

**In Favour: 25 Opposed: 3 Abstentions: 2**  
**Opposed: Guarna, Gillis, Abbas**  
**Abstained: Morrow, Osazuwa**  
**Motion Passes**

**Vote on Main Motion**

**In Favour: 6 Opposed: 16 Abstentions: 7**  
**Opposed: Campbell, A. D'Angela, Doucet, Graham, Wilson, Hetz, Wolwowicz, Morrow, Narro Perez, Brodka, Harper, Palczewski, Paul, D. D'Angela, Mallon, Long**  
**Abstained: Cicchi, Mackinnon, Pullen, Chennabathni, Garasia, Guarna, Rheume**  
**Motion Fails**

## **COMMITTEE BUSINESS**

### **1. OPERATING POLICY 1.8.3 – UNDERGROUND MEDIA & DESIGN**

**Moved** by Pullen that the Assembly approve the changes to OPERATING POLICY 1.8.3 – UNDERGROUND MEDIA & DESIGN.

- Pullen went over the changes with the Assembly.

**Vote on Motion**

**Passes by General Consent**

**2. OPERATING POLICY 1.3.3 – VLOG GUIDELINES**

Moved by Pullen that the Assembly approve the changes to OPERATING POLICY 1.3.3 – VLOG GUIDELINES.

- Pullen went over the changes with the Assembly.
- Harper highlighted section 6.6 that members may request the assistance of the Communications Officer. He added that they don't have to do this on their own.
- Abbas asked if the VLOG alternatives included graphics and pictures online.
- Pullen responded that it would be up to each caucus to work that out with the Speaker.

**Vote on Motion**

**Passes by General Consent**

**3. Student Retention Policy Paper**

Moved by Long that the Assembly approve the changes to the Student Retention Policy Paper

- Long went over the changes with the Assembly.

**Vote on Motion**

**Passes Unanimously**

**TIME OF NEXT MEETING**

**March 30, 2014  
6:30pm  
MDCL 1009**

**CALL OF THE ROLL**

<b>Present</b>	Abbas, Brodka, Campbell, Chennabathni, Cicchi, A. D'Angela, D. D'Angela, DiCenzo, D'Mello, Doucet, Garasia, Gillis, Graham, Guarna, Harper, Hetz, Long, Mallon, Mackinnon, Morrow, Narro Perez, Osazuwa, Palczewski, Paul, Pullen, Rheaume, Sparrow, Wilson, Wolwowicz
<b>Absent Excused</b>	Jeyasingham
<b>Absent</b>	Leslie, Traynor, Tichenkov
<b>Late</b>	
<b>Others Present</b>	Chantal Labonté (UPC Undergrad Rep), Sarah Mohamed (Incoming SRA Business), Mike Gill (Incoming SRA Science), Patricia Kousoulas (Incoming SRA Science), Spencer Nestico-Semianiw (Incoming SRA Arts & Science), Mitchell Gillies (Incoming SRA Nursing), Inemesit Etokudo (Maroons Coordinator), Pardh Chivukula (Incoming SRA Health Sciences), Alexa Mordhorst (Incoming SRA Health Sciences), Jay Modi (Incoming SRA Engineering), Victoria Tweedie (Incoming SRA Science), Daymon Oliveros (Incoming SRA Humanities), Teddy Saull (President-Elect), Elise Milani (MAPS member), Saad Syed (DRO), Salah Abdelrahman (MSU Member), Ahmad Ali (MSU Member), Nabihah Samsodeen (MSU Member), Zaid Telegraph (MSU Member), V. Scott (Recording Secretary)
<b>Chair</b>	Maria Daniel

**ADJOURNMENT**

**Moved** by Cicchi, **seconded** by Osazuwa that the meeting be adjourned.

**Motion Passes by General Consent**

Adjourned at 10:51 pm

/vs



# REPORT

*From the office of the...*

## Elections Department

---

TO: Members of the SRA  
FROM: Saad Syed (DRO)  
SUBJECT: Elections Department Report  
DATE: March 18, 2014

---

### UPDATE

The Elections Department has now completed the Presidentials Elections/Referenda Cycle. We are in the appeals phase of SRA Generals.

### PAST ELECTIONS

The Presidential Election/Referenda was very successful in terms of voter turnout as we saw an increase of over 10% (or over 2000 students). Exact turnout was 8364 or 40.2%. SRA Generals also had good turnout with the number of voters per day increasing from last year in all faculties. However, because polling was only run for 2 days this year rather than the 3 days it was run last year, total voter turnout was slightly lower. We will look into returning to 3 days of polling for next year. Full results are available online on the elections page. This year Nursing, Arts & Science, Engineering and Kinesiology were acclaimed.

There were no issues in Presidentials and the full timeline of that election is detailed under "PRESIDENTIALS/ REFERENDA 2014". In regards to the referenda, the HSR bus pass for next year has been changed to a full 12 months with extended coverage. None of the health referenda passed.

The Elections Department encountered some issues in SRA Generals. First, it was discovered on the evening before polling was set to begin that the SRA 2014-2015 Seat Allocation had been miscalculated. Due to the snow day on the first day of polling, action could not be taken regarding this until the second, and last, day of SRA campaigning and polling. Further details regarding this incident are available on our website. In addition, during the recalculation of SRA Seat Allocations, it was discovered that Kinesiology students were able to vote in the Science division election. These students, and their votes were promptly removed from the ballot and thus were not counted in the results.

### PRESIDENTIALS/REFERENDA 2014

The elections cycle for Presidentials 2014 is now complete. Teddy Saull, garnering 2904 1st preference votes, will be the MSU President for the 2014-2015 term. This year we had an extensive appeals process. Four appeals were heard by the Elections Committee, one of which was also heard by the Electoral Appeal Board.

Referenda 2014 is also complete. With 3259 first preference votes, the HSR pass for next year will have expanded service and be for 12 months. All 3 Health and Dental Referendums failed. An appeal was heard regarding them and EC passed a motion to accept the appeal and "make a recommendation to the SRA to re-run the Health Care Referendum. "

#### SRA GENERALS 2014

Preliminary results can be found on our website. The appeals period is open until the Thursday prior to this meeting.

#### BUDGET

We are on a similar pace in regards to using our budget.

#### OTHER

Please direct any questions or concerns regarding Presidentials/ Referenda 2014 to the CRO, Lindsey Huff. Please send any questions or concerns regarding SRA Generals to the DRO, Saad Syed.



# MEMO

*From the office of the...*

---

TO: SRA13  
FROM: Chris Harper, SRA Health Sciences  
SUBJECT: Motion to Recommend Health Care Referendum be  
Initiated by SRA 14  
DATE: Tuesday, March 18 2014

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Hi everyone,

This memo accompanies the motion:

"That SRA 13 recommend to SRA 14 to initiate a health care referendum concurrent with the 2015 Presidential Elections."

This motion comes as a result of the Elections Committee's recommendation on February 13, 2014 to "re-run the [2014] Health Care Referendum" as outlined in their report to SRA 13Q. The basis of this recommendation centered on a lack of information shared surrounding the question. This concern is understandable, given that the finalized wording of the question was released (via the MSU website) no earlier than January 26, with voting occurring from January 28-30. This timing limited student discussion on the issue, and may have dissuaded campaign sides to form, as they did not know the exact parameters of what their side would entail.

To reiterate, this motion simply *recommends* that the incoming assembly address the issue.

During debate on this motion, I also plan on moving to enter Committee of the Whole. The goal of this second motion is to have an open discussion about:

1. whether another health care insurance referendum should occur *and*
2. *how* the question may look should it happen in 2015, given the current assembly's experience with the 2014 referendum question.

Again, the aim of this discussion would be to provide *recommendations & ideas* for the incoming assembly, while still allowing SRA 14 the flexibility to address the issue in the way they see best.

If you have any questions, feel free to shoot me an email.

Cheers,

Chris Harper  
SRA Health Sciences  
[harperc@mcmaster.ca](mailto:harperc@mcmaster.ca)



# Memorandum

*From the office of the...*

## Operations Commissioner

---

TO: Members of the Student Representative Assembly  
FROM: Naomi Pullen  
SUBJECT: Changes to OPERATING POLICY 1.8.3 – UNDERGROUND MEDIA & DESIGN  
DATE: 16 March 2014

---

Dear Assembly,

The changes being proposed to OPERATING POLICY 1.8.3 – UNDERGROUND MEDIA & DESIGN are simply to make the Operating Policy better and more accurately reflect the personnel and reporting structure of the Underground, and to acknowledge that the production of the Marmor is an annual task. The positions, instead of being each their own section, were all moved under an all-encompassing Personnel section, the reporting structure was changed to represent actual and best practices, and a no-longer-existent position of Sales Representatives was removed from the policy. These changes were also reviewed and approved by the Underground.

If you have any questions or concerns, please let me know!

Thank-you,

Naomi Pullen  
Operations Commissioner  
sraops@msu.mcmaster.ca



## **OPERATING POLICY 1.8.3 – UNDERGROUND MEDIA & DESIGN**

### **1. PURPOSE**

- 1.1 To provide graphic arts and printing services to members of the McMaster and ~~the~~ surrounding community;
- 1.2 To deliver the annual MSU yearbook (Marmor) to its purchasers ~~McMaster and the surrounding community~~;
- 1.3 To solicit advertising, sponsorship, or service revenue for MSU print media, special projects services, and/or events.

### **2. OPERATING PARAMETERS**

- 2.1 Underground Media & Design shall prepare advertising copy for MSU publications;
- 2.2 Customer accounts for Underground Media & Design shall be paid on delivery either by cash or cheque;
- 2.3 Underground Media & Design shall operate year round with the objective of maximizing the advertising revenue obtained for the media of the MSU, within the restrictions of publication size and good taste as defined by the editors of MSU publications and the MSU Good Taste Policy;
- 2.4 Advertising activity from Underground Media & Design will be accounted for independently from Graphic Arts & Printing Services.
- 2.5 Underground Media & Design shall be responsible for selling advertising and obtaining sponsorship and/or service revenue to McMaster University clients and external organizations as directed by the General Manager on behalf of the Executive Board;
- 2.6 Underground Media & Design shall compensate the Manager 15% of collected advertising sales;
- 2.7 Underground Media & Design shall not include advertising sold to MSU Departments as sales when calculating commissions;
- 2.8 Underground Media & Design shall operate under the Accounts Receivable guidelines outlined in the Accounting Procedures Manual;

- 2.9 Underground Media & Design shall receive a monthly list of overdue accounts and balances from the Accounting Department; this list shall outline the overdue accounts for each of the Sales Representatives and the Manager. The Manager shall coordinate collection of outstanding invoices, in conjunction with the Accounting Group.

### 3. PERSONNEL STRUCTURE

3.1 Underground Media & Design shall consist of:

3.1 The Underground Manager, who shall:

- 3.1.1 Coordinate and oversee the operations of the Underground Media & Design;
- 3.1.2 Perform duties outlined in the Manager job description;
- 3.1.3 Ensure that OPERATING POLICY 1 – SERVICES, OPERATING POLICY 1.8.3 – UNDERGROUND MEDIA & DESIGN, and OPERATING POLICY 1.8.3.1 – Marmor, and OPERATING POLICY 1.3.2 – PROMOTIONS & ADVERTISING are upheld;
- ~~3.1.4~~ Be full-time, hired by and responsible to the Board of Directors through the General Manager;

3.1.4

3.2 The Production Manager, who shall:

- ~~3.1.5~~ 3.2.1 Coordinate all aspects of production jobs including, but not limited to, quoting, production, and delivery for internal and external clients;
- ~~3.1.6~~ 3.2.2 Perform duties outlined in the Production Manager job description;
- ~~3.1.7~~ 3.2.3 Ensure OPERATING POLICY 1 – SERVICES and OPERATING POLICY 1.8.3 – UNDERGROUND MEDIA & DESIGN are upheld;
- ~~3.1.8~~ 3.2.4 Be full-time, hired by and responsible to the General Manager through the Underground Manager;

3.3 The Graphic Designer, who shall:

- ~~3.1.9~~ 3.3.1 Prepare graphic designs, using a computer and various industry-standard computer graphics programs;
- ~~3.1.10~~ 3.3.2 Assist clients through graphic design consultation;
- ~~3.1.11~~ 3.3.3 Perform duties outlined in the Graphic Designer job description;
- ~~3.1.12~~ 3.3.4 Be full-time, hired by and responsible to the General Manager through the Production Manager;

3.4 The Multimedia Designer, who shall:

- 3.4.1 Prepare graphic design using of a computer and various industry standard computer graphics programs;
- 3.4.2 Assist clients through graphic design consultation;
- 3.4.3 Be responsible for the creation and production of the Marmor working in conjunction with the Marmor Staff annually;
- 3.4.4 Perform duties outlined in the Multimedia Designer job description.
- 3.4.5 Be full-time, hired by and responsible to the General Manager through the Production Manager;

~~3.1.13~~ The Multimedia Designer shall be responsible for annual production of the Marmor;

3.5 The Service Coordinator, who shall:

- ~~3.1.14~~ 3.5.1 Oversee and maintain photocopying billings on a daily basis;
- ~~3.1.15~~ 3.5.2 Perform duties outlined in the Service Coordinator job description;
- 3.5.3 Be a full-time Student Opportunity Position, hired by and responsible to the General Manager through the Manager, and hired by a hiring committee struck by the Board of Directors that shall consist of:
  - 3.5.3.1 The Underground Manager;

3.5.3.2 The outgoing Service Coordinator;

3.1.163.5.3.3 One (1) Board of Directors member.

3.1.17 Part Time Sales Representative(s), hired by and responsible to the Manager when activity warrants;

3.6 Part-Time Customer Service Representative(s), who shall:

3.1.183.6.1 Perform receptionist duties;

3.1.193.6.2 Perform other duties outlined in the Customer Service Representative job description;-

3.1.203.6.3 Be part-time positions, hired by the Service Coordinator and responsible to the Underground Manager through the Service Coordinator when activity and budget allocation warrants;

3.7 The Marmor Photo and Copy Editor(s), Staff, who shall:

3.1.213.7.1 Produce the MSU Marmor Yearbook annually;

3.1.223.7.2 Perform duties outlined in their appropriate job descriptions;

3.1.233.7.3 Ensure OPERATING POLICY 1 – SERVICES and OPERATING POLICY 1.8.3.1 – MARMOR are upheld.

3.1.243.7.4 Be part-time positions, hired by and responsible to the Underground- Manager through the Multimedia Designer/Marmor Production Manager.

## **4. MANAGER**

4.1 The Manager shall:

~~4.1.1 Coordinate and oversee the operations of the Underground Media & Design;~~

~~4.1.2 Perform duties outlined in the Manager job description;~~

~~4.1.3 Ensure that OPERATING POLICY 1 – SERVICES, OPERATING POLICY 1.8.3 – UNDERGROUND MEDIA & DESIGN, and OPERATING POLICY 1.8.3.1 – Marmor are upheld.~~

## **5. PRODUCTION MANAGER**

5.1 The Production Manager shall:

~~5.1.1 Coordinate all aspects of production jobs including, but not limited to, quoting, production, and delivery for internal and external clients;~~

~~5.1.2 Perform duties outlined in the Production Manager job description;~~

~~5.1.3 Ensure OPERATING POLICY 1 – SERVICES and OPERATING POLICY 1.8.3 – UNDERGROUND MEDIA & DESIGN are upheld.~~

## **6. GRAPHIC DESIGNER**

6.1 The Graphic Designer shall:

~~6.1.1 Prepare graphic designs, using a computer and various industry standard computer graphics programs;~~

~~6.1.2 Assist clients through graphic design consultation;~~

~~6.1.3 Perform duties outlined in the Graphic Designer job description.~~

## **7. SERVICE COORDINATOR**

~~7.1 — The Service Coordinator shall:~~

- ~~7.1.1 Oversee and maintain photocopying billings on a daily basis;~~
- ~~7.1.2 Perform duties outlined in the Service Coordinator job description.~~

## ~~8. CUSTOMER SERVICE REPRESENTATIVE(S)~~

~~8.1 — The Customer Service Representatives shall:~~

- ~~8.1.1 Perform receptionist duties;~~
- ~~8.1.2 Perform other duties outlined in the Customer Service Representative job description.~~

## ~~9. SALES REPRESENTATIVE(S)~~

~~9.1 — The Sales Rep shall:~~

- ~~9.1.1 Service a set of regular accounts determined by the Manager;~~
- ~~9.1.2 Perform duties outlined in the Sales Representative job description.~~

## ~~10. THE MARMOR STAFF~~

~~10.1 — The Marmor Staff shall:~~

- ~~10.1.1 Produce the MSU Marmor Yearbook;~~
- ~~10.1.2 Perform duties outlined in their appropriate job descriptions;~~
- ~~10.1.3 Ensure OPERATING POLICY 1 – SERVICES and OPERATING POLICY 1.8.3.1 – MARMOR are upheld.~~

## ~~11. MULTIMEDIA DESIGNER~~

~~6.1 — The Multimedia Designer shall:~~

- ~~6.1.1 Prepare graphic design using of a computer and various industry standard computer graphics programs;~~
- ~~6.1.2 Assist clients through graphic design consultation;~~
- ~~6.1.3 Be responsible for the creation of the MSU Marmor Year book working in conjunction with the Marmor Staff;~~
- ~~6.1.4 Perform duties outlined in the Multimedia Designer job description.~~



# Memorandum

*From the office of the...*

## Operations Commissioner

---

TO:	Members of the Student Representative Assembly
FROM:	Naomi Pullen
SUBJECT:	Changes to OPERATING POLICY 1.3.3 – VLOG GUIDELINES
DATE:	16 March 2014

---

Dear Assembly,

After hearing opinions from every side and trying to accommodate these varying perspectives, the Operations Committee recommends for your approval changes to OPERATING POLICY 1.3.3 – VLOG GUIDELINES. If you read over the policy you will hopefully notice quite a few changes and overarchingly they tried to achieve three main goals.

First, to address the concern that Vlogs involve too cumbersome a process to organize and execute generally and among a caucus so that is not worth the outcome, the policy now outlines more available sources for technological assistance, no longer requires the use or approval of a script (just approval of the final product with the option of having an outline approved), no longer puts as many rules on Vlog contents, puts the Caucus Leader in charge of organizing their caucus's Vlog process, and makes clear that while caucus members must participate they need not agree on what they are discussing (or debating) in the Vlog.

Second, to address the concern that Vlogs have typically been not of an entertainment calibre such that people want to watch them, the policy now outlines more accurately what Vlogs should contain and most importantly that they need not be formal, they can be controversial in nature, they can (and hopefully will) include debate on SRA business among caucus members, reminds caucuses that it would be beneficial if they were more entertaining and that it is in their power to make them so, and again removes the necessity of having a script.

Third, to address the concern that Vlogs are simply not the most ideal medium for occasional constituent communication, a section has been added to outline Vlog Alternatives and the requirements should one wish to create a Vlog Alternative. An example in this case may be, in Arts & Science there is an annual Drama Night, in which anyone can perform a dramatic act. As I know that many Arts & Science students will be in attendance, more than may wish to view my Vlog, I think it would be more advantageous to perform a one-woman skit on what's been happening at the SRA. As long as I get approval from the Speaker, still include all of my caucus members, make sure it doesn't require more from viewers than a Vlog does, and basically adhere to the structural Vlog rules, I can perform my Tony-award winning musical, *A Funny Thing Happened on the Way to SRA* (or if this doesn't pass, *Les Misérables*).

I hope that this addresses as many concerns as possible and clarifies a simple and fun way of communicating with constituents! If you have any questions or concerns, please let me know! And thank-you to Anna D'Angela, Michael Wooder, Jess Bauman, and of course Ops for all of their input on this policy!

Thank-you,  
Naomi Pullen  
Operations Commissioner  
sraops@msu.mcmaster.ca



# OPERATING POLICY 1.3.3 - VLOG GUIDELINES

## 1. PURPOSE

1.1 To outline the process of creating an SRA Vlog and criteria that should be met for Vlogs which will be appearing on the MSU website and related social media accounts. SRA Vlogs and their distribution, so as to encourage the communication of pertinent SRA information by caucuses to their constituents.

## 2. DEFINITIONS

- I. Vlogs: A video blog which will serve the purpose of communicating with students;
- II. Caucus: The members of the SRA representing an academic division;
- III. SLDC: Student Life Development Coordinator;-
- III.IV. Good taste: not promoting violence, oppressive or discriminatory practices, or contravening the McMaster University Anti-Discrimination Policy or the MSU Anti-Oppression Policy.

## 3. ADMINISTRATION

3.1 Each caucus will be responsible for completely three (3) Vlogs.

3.1.1 The first Vlog will be an Introductory Vlog, for which the Vice President (Administration) will provide time to complete during Summer Training. Each caucus will be responsible for completing two (2) Vlogs. The first Vlog will be completed during Summer Training at the discretion of the Vice President (Administration).

3.1 The second will be completed throughout the school year during the Fall Term and the third during the Winter Term, based on a rotational schedule. c-1NP2

3.1.2 Vlogs shall be completed by individual caucuses on a rotational basis as per a schedule compiled by the VP Admin Vice President (Administration) at the beginning of the term and The schedule will be approved by the SRA.

3-23.1.2.1 The schedule shall ensure that at least one caucus is covering each SRA meeting during the school year.

## 4. CONTENT

4.1 Each member of a caucus shall appear in their caucus's Vlog;

~~4.1~~ 4.1.1 Should an individual member feel uncomfortable being viewed in a Vlog, they may contribute to Vlog production in an alternate capacity (e.g., e-writing, editing).

4.2 The first Vlog will serve as an introductory video;

4.2.1 Members will introduce themselves and their plans for the upcoming year;

~~4.2.4.2.2~~ Members will highlight the methods with which they can be contacted;

~~4.3.4.2.3~~ Introductory Vlogs are to be posted on the MSU website prior to September 1;

4.3 ~~Secondary Vlogs shall include information in the following priority~~ Secondary Vlogs shall include information pertinent to the SRA and the caucus completing the Vlog, such as:  
~~4.4~~

~~4.4.1~~ Special orders of the day;

4.3.1 Important business that the SRA ~~has~~ completed at the previous meeting (e.g. major expenditures, organizational changes, policy statements);

~~4.4.2.4.3.2~~ Academic division-related projects, as well as progress on their caucus year plan;

~~4.4.3.4.3.3~~ Opportunities available to all MSU students (e.g. MSU job opportunities, SRA or Committee seat vacancies);

~~4.4.4.4.3.4~~ Reports that contain information of interest to the MSU membership at large (e.g. MSU campaigns or projects);

~~4.4.5.4.3.5~~ Opportunities available to all MSU students (e.g. MSU job opportunities, SRA or Committee seat vacancies);

~~4.4.6~~ The caucus shall report on any faculty related projects, as well as progress on their respective caucus year plan;

4.3.6 Information on deliberations relating to closed session portions of a meeting is not permitted to be included in the Vlog.

4.4 The following shall be considered when creating a Vlog:

4.4.1 Vlogs need not be formal;

4.4.2 Vlogs need not follow a script;

4.4.3 Vlogs are intended to be viewed by constituents and MSU members generally;

4.4.4 Vlogs may contain debate between caucus members;

4.4.5 Vlogs may contain controversial content, subject to 6.2.

~~4.4.7~~

## 5. FORMAT

- 5.1 Vlogs should be three to four (3-4) minutes in length ~~at the maximum~~ (aim for 3 minutes if possible);
- 5.2 The Vlogs will begin and end with a standardized MSU branded banner, designed by the Underground. Each caucus will have access to the file at the beginning of their term;
- 5.3 ~~The c~~losing title should be kept consistent at “-Thanks for watching! E-mail [us/me] if you have any questions at [inset caucus e-mail here]”;
- 5.4 ~~Tags for the video~~The video could be any number of the following; shall be tagged with MSU and SRA, and can also use tags including but not limited to any number of the following: McMaster University, ~~MSU~~, McMaster Students Union, Mac, Hamilton, Canada, Student Representative Assembly, ~~SRA~~, Students, Student Government.

## 6. LOGISTICS

~~6.1 Position the camera so the whole face is in the frame, and about 2./3 of the speaker's torso;~~

- 6.1 The Caucus Leader shall be responsible for organizing their caucus's Vlogs process;
- 6.2 Caucuses shall have their Vlog approved by the Speaker to ensure the content does not violate any Bylaws or Operating Policies, and that it is done in good taste;
  - 6.2.1 Caucuses may send an outline of what is to be included in the Vlog via e-mail to the Speaker prior to filming, to which the Speaker will respond with either an approval or recommendations for modification;
  - 6.2.2 The Speaker will respond to filmed Vlog submissions with either an approval or recommendations for modification.
- 6.3 Once the final Vlog is approved by the Speaker, the Speaker will send it to the SLDC;
- 6.4 The SLDC shall upload the Vlog onto the MSU YouTube channel [NP3];
- 6.5 The Vlog shall be sent to the Speaker by 11:59pm on the caucus's scheduled due date;
- 6.6 SRA members may request the assistance of the MSU Communications Officer in filming and/or editing their Vlog;
- 6.7 SRA members may use the MSU camera to film Vlogs, at which point they shall comply with the MSU camera sign-out policy (see the SLDC);
- 6.8 SRA members who require editing technology can access video editing software at the Mills Library, in the Lyons New Media Center in Mills Memorial Library.;

6.2

~~6.3~~ When exporting videos, choose the highest quality that allows for both mobile and computer viewing;

~~6.46.9~~ When Students are using the MSU camera rather than a computer to film Vlogs, SRA members should comply with the MSU camera sign out policy; see the SLDC;

~~6.5~~ Vlogs should be filmed with caucus members, on a fair Vlog rotation schedule (see 3.2):

~~6.5.16.9.1~~ Should an individual member feel uncomfortable being viewed in a Vlog, they may contribute to Vlog production in an alternate capacity (i.e. editing);

~~6.6~~ Caucuses should send an outline of what is to be included in the Vlog, via e-mail to the Speaker prior to filming to ensure that the content does not violate any bylaws or operating policies;

~~6.7~~ The Speaker will e-mail the caucus with either an approval or, in the event that the Speaker takes issue with the script, the Speaker will provide the caucus with recommendations for script modifications;

~~6.7.1~~ If the caucus receives recommendations for modification, the caucus shall incorporate the recommendations and proceed to film the Vlog;

~~6.7.2~~ The Vlog shall reflect the content of the script that has been approved by the Speaker.

~~6.8~~ Once the Vlog is complete, the caucus shall send the Vlog to the Speaker, who will send it to the SLDC;

~~6.9~~ The SLDC shall upload the Vlog onto the MSU Youtube channel ~~(NP4)~~;

~~6.10~~ The Vlog should be completed and sent to the Speaker by 11:59pm on the caucus' scheduled date.

## **~~7.~~ EDITING**

~~7.1~~ The MSU camera may be used, if needed. Caucuses must contact the SLDC to make arrangements;

~~7.27.1~~ SRA members who require edition technology can access video editing software at the Mills Library, in the Lyons New Media Center.

## **~~78.~~ PROMOTIONS AND ADVERTISING**

~~8.47.1~~ After uploading the Vlog onto the MSU You Tube Channel, it shall be posted onto the following media by the SLDC and MSU Social Media Coordinator:

~~8.1.1~~ 7.1.1 MSU Website (On the SRA Vlogs page and ~~www~~ where else space allows);

7.1.2 MSU social media accounts.

7.2 Other acceptable venues to post the Vlog are caucus, faculty society, and personal -accounts on the following media:

8-27.2.1 Personal Twitter Accounts;

8-37.2.2 Personal Facebook Accounts;

8-47.2.3 LearnLink;

8-57.2.4 Avenue2Learn;

8-67.2.5 MacInsiders;

8-77.2.6 Modes of communication used by individual caucuses such as electronic newsletters or during open forums;

8-87.2.7 Faculty society websites or social media pages, where applicable.

8.8.1

## **~~9. OTHER ACCEPTABLE VENUES TO POST THE VLOG ARE PERSONAL ACCOUNTS ON THE FOLLOWING MEDIA~~**

~~9.1 Personal Twitter Accounts;~~

~~9.2 Personal Facebook Accounts;~~

~~9.3 LearnLink;~~

~~9.4 Avenue2Learn;~~

~~9.5 MacInsiders;~~

~~9.6 Modes of communication used by individual caucuses such as electronic newsletters or during open forums;~~

## ~~Faculty society websites or social media pages, where applicable.~~ **8. VLOG ALTERNATIVES**

8.1 If a caucus decides that they would prefer to create a Vlog alternative, they must:

8.1.1 Make that decision by a majority vote;

8.1.2 Make that decision at least one (1) week before their approved Vlog deadline;

8.1.3 Devise an alternative that, like a Vlog, is easily disseminable;

8.1.4 Devise an alternative that, like a Vlog, does not require much time (3-4 minutes) for constituents to view and/or understand;

8.1.5 All be involved in the creation of this alternative;

8.1.6 Receive approval for this alternative from the Speaker.

8.2 Vlog alternatives are subject to 6.2 (content);

8.3 Vlog alternatives are subject to 6.5 (deadlines) unless otherwise approved by the Speaker.



# Memo

*From the office of the...*

## External Affairs Commissioner

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TO: Members of the Student Representative Assembly  
FROM: Jimmy Long, SRA External Affairs Commissioner  
SUBJECT: Student Retention Revisions  
DATE: March 18, 2014

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Dear Assembly,

This past year one of my main goals through the External Affairs committee has been to revise our current policy bank to ensure they're all up-to-date and relevant. One that was recently passed at last year's SRA was the Student Retention and Engagement paper and we have made a number of small additions and changes to it as outlined below.

**1) Rewording of Principle Two**

Originally this principle read as more of a concern than an actual principle, so it has been rewritten to reflect that.

**2) Addition of Principle Five**

It was brought up in EA that there was not enough focus put on actual employment in the paper, so principle five has been added to fill that gap.

**3) Addition of Concern Four**

To build off of the newly added principle five, concern four talks about how there aren't enough jobs available in the city to cater to the degrees that McMaster students are graduating with. This is key to student retention – if we want students to stay in Hamilton upon graduating, there need to be jobs available that they want to take on.

**4) Addition of Recommendation Ten**

Working as a potential solution to concern four, this recommendation talks about the implementation of a youth employment strategy to attract McMaster students upon graduation. The two sides of this are the addition of more internships, co-ops, etc. as well as incentives for local employers to hire students out of university and to create jobs that cater to what our students are graduating with. This was a recommendation that received a fair amount of discussion among the committee and we aimed for it to strike a balance between telling the municipal government what they already know while also not going outside of our depth.

**5) Removal of all transit-related concerns and recommendations**

In the hopes of reducing redundancies within our policy bank all public transit-related components of this policy have been removed and can be found in the transit-specific policy that is also being passed at this meeting.

Finally we just made a couple smaller grammar corrections throughout the entire paper. The formatting will also be updated to align with other policies once we have decided what we want that to look like.

If you have any questions about the policy please feel free to contact me at any time.

Jimmy Long

SRA External Affairs Commissioner  
McMaster Students Union  
sraexternal@msu.mcmaster.ca



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## POLICY PAPER

### Student Engagement and Retention

March 2013

Updated March 2014

#### Prepared by:

Jimmy Long

Justin Neves

Anser Abbas

# Student Engagement and Retention

**Background:** In 2012 the McMaster Students Union External Affairs Committee launched the Your City survey with the hopes of learning more about how McMaster students felt about Hamilton. With over 900 student responses there was one very clear conclusion: students want to be more involved in the city, but there are several barriers preventing them from doing so. This is hurting student retention later on as well as the student experience right now. McMaster provides a wide breadth of different, high-quality educations, but the problem is that these students aren't staying in Hamilton after they graduate. These barriers range from the public transit being offered to the negative stigma attached to the city itself, and this policy paper aims to alleviate these concerns through a set of nine recommendations.

A large and concerning discrepancy found in student responses was how much students valued certain aspects of a city and then how they felt the city of Hamilton was doing in these areas. The results were fairly consistent across all answers, showing that whenever students valued an aspect highly, they did not perceive Hamilton to be a strong provider of these attributes. As an example, survey respondents gave “A Broad choice of places to work, professional job opportunities and an environment that is friendly to entrepreneurs” an 89% value rating, while only 31% viewed Hamilton as embodying this description.<sup>1</sup> These differences in value and perception are driving factors behind the continuing negative image students have of the city and by extension, the low student retention rates.

Many programs are currently in place throughout Hamilton, such as the Pop the Bubble campaign and the Get Cultured Program, but there are other areas needing development that are not currently being catered to, with 54% of students explicitly stating that the city of Hamilton is not promoting its involvement opportunities well enough.<sup>2</sup>

## Principles

**Principle One:** The MSU believes that the city of Hamilton needs to have a strong online presence in order to connect with McMaster students.

**Principle Two:** The city of Hamilton must maintain a positive image in the minds of students for them to consider it a desirable place to live upon graduation.

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<sup>1</sup> McMaster Students Union, “Your City Survey,” Survey, 2011.

<sup>2</sup> *ibid*

**Principle Three: The MSU believes that student retention relies on proper coordination and communication between Hamilton and McMaster University.**

**Principle Four: The MSU believes that student retention relies on proper coordination and communication between local businesses and McMaster University.**

**Principle Five: For students to stay in Hamilton upon graduation there must be employment opportunities available in their field of study.**

## **Concerns**

**Concern One: Students at McMaster don't know about the opportunities that are available to them within Hamilton.**

One of the biggest reasons why students are not getting involved in Hamilton is a simple lack of awareness of what is being offered. This is proven by the fact that 54% of students say that they aren't aware that they can visit various art galleries and museums for free with the Get Cultured program. At the same time, 31% of students specifically identified art galleries and museums as venues they would like to visit within the city. When asked what was deterring students from further experiencing what Hamilton has to offer, 66% of respondents said that they simply aren't aware of what is being offered.<sup>3</sup>

**Concern Two: The city of Hamilton has a very negative reputation in the minds of many students.**

Although Hamilton has a lot to offer to its residents, it still carries a very negative stigma of being a steel town that can offer students little else besides manufacturing. More than 50% of respondents said that they would not recommend Hamilton to others, and even despite the school pride most McMaster students feel, only 32% were likely to recommend it to prospective students. There are also strong discrepancies between what students value in a city and how they perceive Hamilton to rank in these categories. In addition, 40% of students said that they would not consider living and working in Hamilton after graduation.<sup>4</sup> A large part of this involves the negative perception students have of the general aesthetics of the city.

**Concern Three: There is not an appropriate number of job opportunities available given the number of McMaster students who could benefit from them.**

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<sup>3</sup> *ibid*

<sup>4</sup> *ibid*

There is a large number of highly qualified students currently attending and graduating from McMaster University, but a constant issue is the fact that there are not enough jobs available for them. One of the survey categories, as previously mentioned in the background, was "a broad choice of places to work, professional job opportunities, and an environment that is friendly to entrepreneurs." Students ranked it as being a highly valued component of a city with 89% saying it was important, but only 31% said that this was an accurate description of Hamilton.<sup>5</sup> In today's economic climate where the job market is not seen as particularly promising for students, ensuring that these jobs do exist within Hamilton is vital to increase student retention and to change student's potentially negative opinions about the city. This perception will change if more student jobs become available.

Hamilton has done a very good job of increasing jobs in general over the past year, with 20,000 people now working who weren't before.<sup>6</sup> However, job growth in the student age bracket is still steadily decreasing, and this issue needs to be addressed before more students continue to seek jobs outside of Hamilton.

**Concern Four: The city of Hamilton does not currently have an adequate number of jobs available that cater to the degrees that McMaster students are graduating with.**

A significant problem seen in the city is the trend of McMaster students graduating and not being able to find work in the city should they want to stay. 25 percent of unemployed students in Hamilton have a background in architecture, engineering, and related technologies, 21 percent have degrees focused on business, management, and public administration, and 12 percent had studied health and related fields.<sup>7</sup> This represents a key problem in the city where students who are graduating with generally employable degrees are not finding work in Hamilton, and therefore turning to look for work elsewhere. In addition, several key growth areas have been identified by Hamilton Economic Development (Advanced Manufacturing, Agri-Business & Food Processing, Clean Technology, Creative Industries, Goods Movement, and Life Sciences) that are expected to grow over the next few years. While these will help to create jobs for some students, there are still many who these shifts are not relevant for, with the faculty of social science being one example.<sup>8</sup>

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<sup>5</sup> *ibid*

<sup>6</sup> Steve Arnold, "Hamilton Posts Stunning Job Growth," *The Hamilton Spectator*, March 10, 2012, <http://www.thespec.com/news/business/article/685025--hamilton-posts-stunning-job-growth>

<sup>7</sup> 2011 National Household Survey, Canada.

<sup>8</sup> Hamilton Economic Development, "Hamilton Economic Development Strategy 2010-2015," <http://www.investinhamilton.ca/wp-content/uploads/2011/06/Hamilton-EcDev-Strategy2010.pdf>

## Recommendations

### **Recommendation One: Increase promotion of current jobs through an improved website layout and improved functionality.**

One thing that all students share is a common goal for what they want after graduation: a job. For students to stay and work in this city these potential jobs to be properly communicated so that students know they exist, and an area of improvement is the Hamilton city website. In the digital age we live in today, all organizations hoping to thrive need to have a strong online presence, and that is one area where the city is currently lacking. For one, the website's layout is not as straightforward as it could be, so navigating it, even when looking for simple information, is not an easy task. The online job market is a highly competitive field, and if students are finding it difficult to even find where jobs are listed, they will quickly move on to a different website.

As an example of a strong model, the city of Calgary has a very functional website where the careers link is very easy to find, with a following link for student-specific jobs.<sup>9</sup> In terms of an overall engaging website that could be used as a model is the city of Waterloo, which employs an innovative and functional website that students would respond very well to. It has a very modern design, is highly interactive, and encourages engagement through these factors.<sup>10</sup> With society quickly moving further and further online, it is imperative that the city of Hamilton improve its website to match those of other nearby municipalities.

Overall, the city of Hamilton should look to hire an external contractor to renovate the Hamilton City website in order to increase its functionality and appeal. From there, it is vital to ensure that current city employees are tasked with the maintenance of the revised website in the years to come.

### **Recommendation Two: Work in coordination with the McMaster Students Union and McMaster University to further promote jobs that are currently available to students in the Hamilton community.**

As well as having a strong website for the city itself, it is important to ensure that all Hamilton jobs are being shared among websites McMaster students already visit. The university already offers OSCARplus, a website that allows students to quickly find relevant jobs. Simply ensuring

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<sup>9</sup> "The City of Calgary." The City of Calgary, accessed March 18, 2013, <http://www.calgary.ca/SitePages/cocis/default.aspx>

<sup>10</sup> "The City of Waterloo." Waterloo, accessed March 18, 2013, <http://www.waterloo.ca/>

better communication between the city and the administrators of this website will allow more Hamilton jobs to appear where students are already searching.

**Recommendation Three: Create new jobs wherever available as well as internships, co-op placements, and volunteer opportunities within Hamilton.**

While students all look for jobs upon graduation, it is important to remember the students looking for jobs during the year, and the even greater number who look for jobs during the summer. Many other cities such as the Waterloo Region offer extensive summer jobs to students, from simple labourer positions to marketing internships. Hamilton would benefit from creating more of these opportunities and publicizing the ones that already exist. Student retention could also be improved by providing jobs for students engaging in internships and co-op placements as part of their degree. It is not unusual for a student to be offered a full-time job with the same organization upon graduation, so if the city could offer positions such as these it would greatly increase the chances of students staying in Hamilton with these jobs after their degree is completed. In terms of student engagement, many students are always looking for volunteer opportunities, so furthering the promotion of these existing ones and creating new volunteer positions would be a good way to get students out into other parts of Hamilton.

Hamilton has been consistently selected as one of the best places to invest in Ontario and Canada, has one of the strongest young professional networks in the country, and is consistently noted as a centre of innovation and potential<sup>11</sup>. As indicated in Workforce Planning Hamilton publications, the job market in Hamilton is shifting towards sectors such as life sciences, creative industries, and clean technology, all of which require educated and knowledgeable employees, such as the students McMaster is preparing.<sup>12</sup> Students are the ones who will have the knowledge and ability to innovate in these sectors, so while Hamilton is moving in the right direction with these sectors, it is a prime opportunity to further involve students and help reduce their unemployment rate. Students can and will help Hamilton move forward – the city just needs to provide the opportunities for it to happen.

**Recommendation Four: Strengthen the advertising and promotion of Hamilton itself to improve the negative perception many students have of it.**

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<sup>11</sup> Hamilton Economic Development, “Top Ten Reasons It’s Time to Invest in Hamilton”, 2013, <http://www.investinhamilton.ca/why-hamilton/top-ten-reasons/>

<sup>12</sup> Workforce Planning Hamilton, “Employment in Hamilton: Yours to Discover,” Workforce Planning Hamilton, April 20, 2012, <http://workforceplanninghamilton.ca/publications/230>

The overarching issue here is that Hamilton is stuck with its steel town reputation, while the reality is that that is an outdated stigma. A large part of the problem is that students are acting as detractors from Hamilton as opposed to promoters of it, so changing the image of the city in the minds of these students is key. The first way to do this is again, to increase the social media presence. This is the best way to engage with students, and once they see what Hamilton has to offer on a platform that is familiar, these opinions will change.

On a higher level, the city should also initiate stronger marketing of the city itself on a provincial level, through traditional marketing routes such as print and television. 16% of students explicitly stated that their opinion of the city has been formed from the media, and for more than half of the survey respondents, this is not a positive one. Considering the number of students who also have opinions constructed from others, it is safe to say that the majority of students have a negative impression of the city before they even arrive. A new marketing campaign with an emphasis on the natural attractions and cultural events would be beneficial for the city's image, but this new campaign must have an increased scope and depth compared to ones that came before it. It must be noted that the recent "Ambitious City" campaign launched by the Hamilton Economic Development Office is an excellent step in the right direction in terms of changing the overall view of the city; however more work is definitely needed.

From the survey it is clear that students want to see the waterfalls (67%), trails (56%) and other natural attractions Hamilton offers, but there is a large difference between the indicated interest and the actual number of students who venture out to see them.<sup>13</sup> One straightforward way to remedy this is to strengthen the capacity of the advertising and promotion of these attractions. This could entail more online promotion through social media channels or making physical changes around the city, such as more signs pointing students towards these attractions.

**Recommendation Six: The city of Hamilton needs to establish stronger relationships and communication networks between itself and McMaster University, as well as its respective students unions.**

To help facilitate these recommended and potential future changes, strong and constant communication between the two parties will be a necessity. To help foster this, it would be in the best interest of both to have a constant point of contact arranged, where communication with the other is written into the job description. Consistency on both sides of the exchange is

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<sup>13</sup> Your City Survey.

important. On the MSU end, communication to and from the city is often the responsibility of the Vice-President Education. Other positions that could take the responsibility are the External Affairs Commissioner and the director of SCSN (Student Community Support Network).

**Recommendation Seven: The city of Hamilton and local businesses need to have a stronger physical presence on campus to promote its events and job opportunities.**

There are constant organizations trying to physically promote themselves on the McMaster campus, but the city's presence, as well as the presence of local businesses, could be increased to promote awareness and engagement. Renting out the MUSC atrium for a day in the week before Art Crawl, as an example, would engage many more students who can see a first-hand preview of what the event will be like. This space is also ideal for job fairs or simply hosting information booths of what the city can offer. All local businesses should be encouraged to post their job opportunities to OSCARplus as well, McMaster's pre-existing job posting website. In partnership with the Get Cultured program and SCSN this could be a very simple and effective undertaking. Workforce Planning Hamilton is another strong relationship to build, given their valuable insight into the current job landscape. Increasing their campus presence as well will greatly help students become employed within the city.

**Recommendation Eight: The city of Hamilton needs to have a stronger social media presence to engage the students it's trying to reach.**

The best way to communicate with students in today's digital age is through social media channels, and this is an area where Hamilton does not have a strong enough presence. While Facebook and Twitter accounts do exist, they are not promoted as strongly as they should be, and accordingly, do not have a large enough following. The content also needs to be consistently updated and be relevant to students to ensure that this following is gathered and then sustained. A good strategy would be to divide up the Hamilton social media accounts into subsidiary accounts, one being directly targeted at students. This type of outreach would only share content that students would be interested in, and again, would need to be consistently updated and promoted.

**Recommendation Nine: The city of Hamilton needs to have a stronger campus presence during Welcome Week to educate entering students about the Hamilton community.**

First impressions are almost always lasting ones, and a student's opinion of Hamilton is always at least partially formed during their first week here. There are many events hosted during Welcome Week that would be very easy for the city to take part in, such as the Sidewalk Sale

and MacExpo. There is also always the opportunity for new events to be created in collaboration between the city and the Welcome Week planners, as students have consistently identified city engagement as an area that is lacking from this first week.

The party that can be of most use in this is Tourism Hamilton. A presence on campus in the form of a stall or booth during Welcome Week would help greatly; especially since Tourism Hamilton also produces a yearly "Visit Hamilton Guide" which could be distributed to students and help introduce them to everything Hamilton has to offer. The guidebook can also be distributed in the bags that first-year students are given upon their arrival to campus on move-in day. Students are at their most impressionable in their first few days in the city so this is the prime opportunity for changing the negative perception of Hamilton that they might move in with.

**Recommendation Ten: The city of Hamilton should implement a youth employment strategy to attract McMaster students upon graduation.**

As part of this strategy the city should provide incentives to local private and public institutions that offer internships, co-ops or work placements to McMaster students. This will help students build positive relationships with employers in the city, increasing the chances of them remaining upon their graduation. This will provide strong, motivated candidates for local employers, while also increasing the likelihood of students remaining in the city with that same employer after their work term has ended.

This strategy should also include the municipal government providing incentives to local employers that choose to hire McMaster graduates. In addition, incentives should also be provided to encourage local employers to create jobs that will align with the degrees students are graduating with. A recent push by the Hamilton Chamber of Commerce towards Hamilton building its Health Sciences Cluster is exactly the kind of progress that will benefit both the city and McMaster graduates. The MSU recommends that further development be made in areas such as this as a component of the overall youth employment strategy.

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