

1. CALL TO ORDER

Call to Order – 1:30 PM

2. TERRITORIAL ACKNOWLEDGMENT

We acknowledge that this meeting is being conducted on the unceded territories of the Coast Salish peoples; which, to the current knowledge of the Society include the Squamish, Musqueam, Stó:lo, and Tsleil-Waututh people.

3. ROLL CALL OF ATTENDANCE

3.1 Board Composition

President (*Chair*)..... Hangue Kim
VP External Relations Prab Bassi
VP Finance Baljinder Bains
VP Student Services Jimmy Dhesa
VP Student Life..... Alam Khehra
VP University Relations Erwin Kwok
At-Large Representative..... Raajan Garcha
At-Large Representative..... Jaskarn
Randhawa
Faculty Representative (Applied Sciences)..... Jeffrey Leung
Faculty Representative (Arts & Social Sciences) Jackson
Freedman
Faculty Representative (Business) Gini Kuo
Faculty Representative (Communications, Art, & Technology)..... Juvina Silvestre
Faculty Representative (Education) Jamie Zhu
Faculty Representative (Environment) Yun Oh
Faculty Representative (Health Sciences)..... Aarushi Sharma
Faculty Representative (Science)..... Parham Elmi

3.2 Regrets

VP External Relations Prab Bassi
Faculty Representative (Environment) Yun Oh

4. RATIFICATION OF REGRETS

4.1 MOTION BOD 2018-01-19:01

Jaskarn/Baljinder

Be it resolved to ratify regrets from Prab Bassi (academic) and Yun Oh (academic).

CARRIED

5. ADOPTION OF THE AGENDA

5.1 MOTION BOD 2018-01-19:02

Baljinder/Jamie

Be it resolved to adopt the agenda as presented.

CARRIED

6. MATTERS ARISING FROM THE MINUTES

6.1 MOTION BOD 2018-01-19:03

Juvina/Baljinder

Be it resolved to receive and file the following minutes:

- Board of Directors 2017-12-01.pdf
- Board of Directors 2018-01-12.pdf

CARRIED

7. NEW BUSINESS

7.1 SFSS Carnival Report – MOTION BOD 2018-01-19:04

Baljinder/Gini

Be it resolved to receive and file the Fall 2017 SFSS Carnival report.

CARRIED

7.2 Fall 2017 Santa Pancake Breakfast Report – MOTION BOD 2018-01-19:05

Jaskarn/Gini

Be it resolved to receive and file the Fall 2017 Santa Pancake Breakfast report.

CARRIED

7.3 Fall 2017 Free Food Day 1 Report – MOTION BOD 2018-01-19:06

Gini/Parham

Be it resolved to receive and the file the Fall 2017 free food day 1 report.

CARRIED

7.4 Fall 2017 Free Food Day 2 Report - MOTION BOD 2018-01-19:07

Jackson/Gini

Be it resolved to receive and file the Fall 2017 free food day 2 report.

CARRIED

Erwin Kwok arrived at 1:42 PM

7.5 Fall 2017 Kickoff Report – MOTION BOD 2018-01-19:08

Jaskarn/Baljinder

Be it resolved to receive and file the Fall 2017 Kickoff report

CARRIED

7.6 Fall 2017 SFSS Dodgeball Report – MOTION BOD 2018-01-19:09

Jackson/Prab

Be it resolved to receive and file the Fall 2017 SFSS Dodgeball report.

CARRIED

7.7 Fall 2017 Angel Tree Project Report – MOTION BOD 2018-01-19:10

Jaskarn/Aarushi

Be it resolved to receive and file the Fall 2017 Angel Tree Project report.

CARRIED/NOT CARRIED/CARRIED AS AMENDED

7.8 Club Exec Social – MOTION BOD 2018-01-19:11

Jackson/Gini

Be it resolved to approve up to \$1,000.00 for Club Exec Social on February 7th from line item 817/20.

CARRIED/NOT CARRIED/CARRIED AS AMENDED

Alam Khehra arrived at 1:49 PM

7.9 Video Project – MOTION BOD 2018-01-19:12

Gini/Raajan

Be it resolved to approve \$1000 for a video project from the membership engagement line item 741/20.

POSTPONED

MOTION BOD 2018-01-19:12-01

Jaskarn/Baljinder

Be it resolved to postpone the above item to the next Board meeting.

CARRIED

7.10 Membership Engagement Items – MOTION BOD 2018-01-19:13

Jaskarn/Gini

Be it resolved to reallocate \$5000 from Events (line item 816/20) and \$5000 from Advocacy (line item 820/20) into membership engagement (line item 741/20).

CARRIED

7.11 Surrey Clubs Day – MOTION BOD 2018-01-19:14

Alam/Jeffrey

Be it resolved to approve up to \$300 from line item 817/20 for Spring 2018 Surrey Clubs Days.

CARRIED

7.12 General Membership Student Survey – MOTION BOD 2018-01-19:15

Erwin/Jeffrey

Be it resolved to upload the General Membership Student Survey 2016/2017 results online publicly by January 31, 2018.

CARRIED

8. DISCUSSION ITEMS

8.1 Board Work Plan Update

8.2 Committee Nominations

8.3 Student Survey 2016/2017 Results

9. IN-CAMERA

9.1 MOTION BOD 2018-01-19:16

Jackson/Baljinder

Be it resolved to go in-camera for the remainder of the meeting.

CARRIED

9.2 Governance

9.3 Board Evaluations

10. EX-CAMERA

10.1 MOTION BOD 2018-01-19:17

Jeffrey/Jaskarn

Be it resolved to go ex-camera.

CARRIED

11. ATTACHMENTS

- Club Exec Social 2.0 .pdf
- Santa Pancake Breakfast Report Jas.pdf
- SFSS Carnival Budget (1).xlsx
- Dodgeball Tournament - Final Budget (1).xlsx
- Kickoff Report (1).pdf
- Angel Tree post event report (2).pdf
- 2017 SFSS Dodgeball Tournament - Final Report (1).pdf
- SFSS Free Food Day 1 Report.pdf
- SFSS November Carnival Report (1).pdf
- SFSS Free Food Day 2 (2).pdf
- Expected vs Actual Budget (1).pdf
- Membership engagement items.pdf
- Membership engagement video.pdf

12. ADJOURNMENT

MOTION BOD 2018-01-19:18

Erwin/Baljinder

Be it resolved to adjourn the meeting at 4:25 PM.

CARRIED

2017 DODGEBALL TOURNAMENT

SIMON FRASER STUDENT SOCIETY

DECEMBER 4TH, 2017 – EAST GYM, LORNE DAVIES COMPLEX

PREPARED BY: JACKSON FREEDMAN, ARTS AND SOCIAL SCIENCES REP

PURPOSE

This event was intended to provide a fun, competitive, and stress-relieving atmosphere for students at the end of the fall semester.



OVERVIEW

This was the first dodgeball tournament held by the SFSS events committee. Although many areas of improvement were clear, the event was successful in achieving many of the predetermined objectives, and we were able to generate healthy and fun competition between the teams in attendance.

PARTICIPATION

The proposal for the event aimed for attendance of 100 students across ten teams. Although this lofty goal was not met, we were able to sell 54 tickets, and had approximately 70 students in participation at the event. There was a total of six teams in competition, either representative of different student groups on campus (i.e. the SFU Varsity Football Team and the CAC), or made up of individual players or groups of friends. All the teams were participants in good faith and exemplified strong sportsmanship.

STRENGTHS OF THE EVENT

For the most part, this event was hugely successful. We used a small percentage of the allotted budget and were able to hold a very entertaining event with strong attendance. This was critical in order to meet the objectives we had set for the event. Listed below are some things the organizing committee did extremely well in ensuring the event was run smoothly.

COLLABORATION WITH SFU ATHLETICS / RECREATION SERVICES

Working with the Rec services through the university began to look challenging at the outset of the planning process for this event. With respect to booking a venue in the Lorne Davies Complex, we were given effectively no viable options – the varsity teams and regularly scheduled programming understandably have priority over potential renting customers. However, David Roesch – the liaison between the student society and Rec services – was extremely helpful, and worked hard to secure us the final date on the last day of classes. He is a useful contact

for this and all sport-related events moving forward. We also had participation from the SFU Varsity Football team (in fact, they won the tournament) and this hopefully went a long way towards establishing a strong relationship between the student society and the athletes on our campus. **I recommend further outreach to the athletic community for events of this style, as well as planning events well in advance with the SFU Recreation Services office.**

TEAMWORK AND PROBLEM SOLVING

One of the most impressive parts of the tournament from the perspective of the project lead was the ability of our organizing group – largely composed of members of the Events Committee and the SFSS Board of Directors – to respond quickly to problems and find unique resolutions. One example of this, which will be further addressed in the areas of improvement for the tournament, was the help that I received from Alam, our VP Student Life, in preparing the tournament structure. I was fairly confused and struggling to make a successful model, and Alam came to the rescue and set up an extremely successful and fair way for all the teams to play each other and compete for the grand prizes.

ENGAGEMENT WITH STUDENTS

By far my favorite element of this tournament was the awesome engagement work done by various members of the board, the SFSS council, and the events committee. The chair of council, Kia Mirsalehi, did a great job in running our team of individuals who signed up not affiliated with any teams. Our student society president, Hanguk Kim, was also a part of this team and did a great job inspiring teamwork and forming friendships amongst the players. We had great representation from the Board of Directors in general at the event – especially considering it was in the heart of exam season and on the last day of classes for the semester. Some of them were instrumental in refereeing the various games, and others did a great job participating in the tournament or supporting the organizing group.

PRIZES

There were three prizes given out to the first, second, and third place teams participating in the tournament for 150, 100, and 50 dollars respectively. These prizes were picked up in the general office within a week of the event ending. This was a great way to drive participation and ratchet up the level of competition experienced across the board. **I recommend expanding this element of the tournament.**

BUDGET

There was originally a total of \$1120 dollars passed in the budget for the event. A copy of the budget, updated to include the amount spend under each line item, will be attached to this proposal for further clarity. We came in considerably under budget for the event, with a total of \$798.59 spent on the dodgeball tournament. When factoring out the \$200 allotted for contingency, we still came in \$121 less than expected. Although this may encourage further organizers to budget less for the event overall, this discrepancy can be attributed more to the event being novel in nature – we had little idea of the metrics at the event, and that led to a shortage in amenities. We could have invested more in marketing, as well as in the beverages and snacks provided for players – bringing us closer to our projected budget. **Given the success of this event, I recommend using the full extent of the budget and potentially expanding our prizes and food/drink offerings.**

AREAS OF IMPROVEMENT / RECOMMENDATIONS

Although this event was a largely successful one, there were many ways that it could be executed more efficiently and effectively. Below is a description of those areas, and recommendations to improve the event moving forward.

EVENT LEAD-UP

One of the clear areas of improvement is with respect to the days prior to the event taking place. Our strategy was to market through social media and through print materials, and although this generated considerable

attention (over 150 people interested on the Facebook page), we had concerns regarding the conversion of this interest into ticket sales. We had launched a Showpass page through which a grand total of five tickets were purchased. Contributing to this was likely the two-dollar ticket price in comparison to the \$1.50 processing fee applied by the website; it was not financially reasonable for students to purchase tickets online for nearly double the price. As such, the majority of ticket sales happened through the general office (19) and the rest were at the door – this led to a few different challenges.

RECOMMENDATIONS:

1. Begin the marketing of the event earlier, and promote the sign-up sheet more widely through both posters and social media.
2. Consider not selling tickets and making this a sign-up only event. As a result of being so under-budget, we eventually made the decision to put the ticket proceeds into the Angel Tree initiative which was running during the holiday season. Tickets only served to ensure people would show up, and I believe that mandatory sign-ups would have a similar effect.
3. If this event remains ticketed, start selling those tickets in the general office and through events committee volunteers at least two to three weeks in advance of the event itself.

TICKETHOLDER ACCOUNTABILITY

Another prominent concern was the ability of individuals to enter and participate in the tournament without having purchased tickets. There was a discrepancy of 10-15 individuals who had not purchased tickets, but did sign waivers and participate. Although the ticket price was relatively insignificant, this is inherently unfair to those attendees who paid full price for their tickets.

RECOMMENDATIONS:

1. Establish a more effective method of tracking tickets, and ensure that all entrances of the venue have events committee volunteers positioned to both check tickets and distribute waivers.
2. Consider not selling tickets and making this a free, sign-up mandatory event.

TOURNAMENT STRUCTURE

Another element of the tournament that could be improved moving forward was the structure of the tournament. As we were relatively unaware of the number of attendees prior to the beginning of the tournament, this led to an extended period of waiting and warming up for the teams in attendance while we tried to brainstorm a way to make a tournament that worked well with six teams.

RECOMMENDATIONS:

1. Develop tournament structures in advance, and make a few different templates to ensure that regardless of the number of teams in play, you have a tournament structure which is fair and organized.
2. Establishing a mandatory sign-up system would allow for more clarity regarding the number of teams expected prior to the beginning of the tournament.

AMENITIES AND PREPARATION

We provided Gatorade for the participants, although this supply ran out rather quickly, and not every participant that wanted a beverage was able to have one. Given we were so under-budget, we could have provided a much more robust selection of snacks and refreshments. Additionally, we made the mistake of booking the gym for the exact time that the tournament was marketed to start, leaving us next to no time to prepare for the event.

RECOMMENDATIONS:

1. Allocate more of the budget for amenities, and use the full extent of the amount of money allocated. Attendees for such a physically demanding sport definitely would likely appreciate a more considerable selection of refreshments.

REFEREESHIP

The referees that we had at the tournament did a great job given the circumstances – the rules were not well communicated prior to the event, and the number of referees we had present was not adequate for the number of participants in the tournament. This led to a couple of complaints about the enforcement of certain rules, and shed light on particular elements of play that were not adequately addressed in the rules sheet prior to the tournament.

RECOMMENDATIONS:

1. Increase the number of referees present to at least four per playing surface. We had two courts, with approximately two referees monitoring each. I recommend that this is doubled.



SFSS ANGEL TREE PROJECT post event report

Fundraiser for SFSS FOODBANK 2017

November 6th to January 15th

Prepared by Aarushi Sharma Health Representative

Project lead: Aarushi Sharma

Support: HSUSU, Reza Mardan, Carol Li



Purpose:

- The 2017 Angel Tree SFSS Holiday Fundraiser is an initiative geared towards the Food Bank by the SFSS in supporting the student membership in need. We will be raising monetary funds for this food bank program and will have some optional questions on the Food Bank survey to narrow down which Food Bank users would like a Holiday Hamper. This way the student membership can directly impact the students in need at SFU either by buying gifts for the hamper or through the GoFundMe page with monetary donations. We aim to engage the SFU community in this project to provide opportunities for goodwill, charitable efforts and volunteering.

Objectives

1

To raise monetary proceeds to go towards reducing the SFSS Foodbank deficit

2

To raise money and collect in kind donations towards the assembly of hampers

3

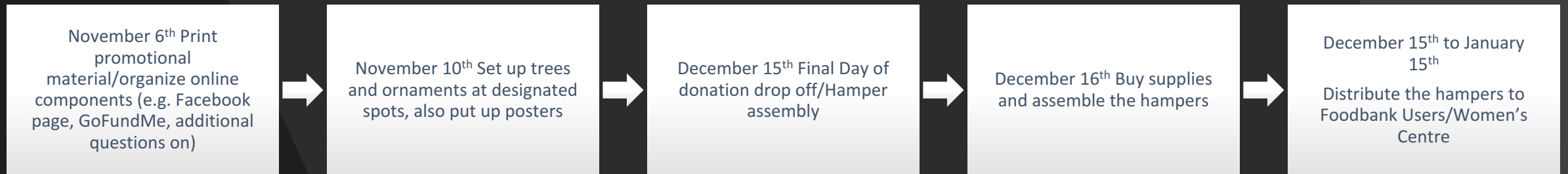
To distribute hampers to Foodbank users who have dependents

FINANCE/BUDGETS

Note: Previously budgeted for \$500
But we anticipated to spend hamper
supplies and packaging from the
donations we receive but we with
increasing our SFSS budget rather than
use the monetary donations

| Items | Cost |
|---------------------------------------|----------------------------------|
| Marketing and Promotions | \$100 |
| Decorations | Was \$200 now it is \$300 |
| Foodbank Hamper supplies/packaging | Was \$200 now it is \$300 |
| Total | Was \$500 but now it is \$700 |

ACTUAL TIMELINE



CHANGES WE MADE

We intended to develop questions on the foodbank survey in order to narrow down the pool of food bank users who have dependents

However we decided to contact food bank users that have indicated dependence previously in November

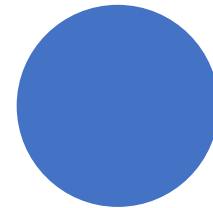
Another huge change we made was to collaborate with the Santa Pics and Pancake Breakfast event and the Dodgeball tournament event in order to raise money at these events

DONATIONS

- \$192 raised by SFSS events (Santa Pics/Pancake Breakfast and Dodgeball Tournament)
- \$952 from MBC Breakfast (portion of it will be shared among us and GSS Grocery Drive)
- \$125 From GOFUNDME page
- \$2500 from SFU Dining Services
- In kind donations for hampers by Nesters, donation boxes from surrey campus, student services office and Health Science Faculty
 - Made 26 hampers alone

Distribution of Hampers

- We contacted the 36 food bank users with dependents, we received a few responses in December
 - We have decided to continue contacting these food bank users as well as any food bank users with needs
 - We will split the hampers (50/50) with the women's center as they do have women who are struggling and are frequent users of the food bank
 - This distribution process will occur throughout the month of January
-



LOGISTICS

Physical presence of trees & ornaments will be at the respective locations:

Surrey (SFSS Surrey Office or SFU Security table by the Mezzanine)

Burnaby (SFSS General Office, SFU Student Central)

Bus Loop in Saywell Hall near HSUSU office

Monitoring of Donations on a regular basis

provided donation boxes

SFU Surrey Campus

SFU Burnaby Campus

Health Science Faculty

Tree at Bus Loop requires to be taken inside the office every day (joint effort with HSUSU)

donations at Surrey Location (monitored by Ed Deeks)

donations at Burnaby monitored by Student Service office

donations at Saywell monitored by Faculty/HSUSU

Hanging up posters

Univercity area

SFU Burnaby

SFU Surrey

Accepted all three types of donations as indicated on the ornaments (next slide)

Hygiene Products

Non-perishable food items

School supplies/toys

Angel Tree Ornaments



PROMOTION

Communications:
Sindhu was
spearheading the online
promotion components

Social Media posts

- SFSS website, Instagram,
**Facebook Page (made for
this event)**

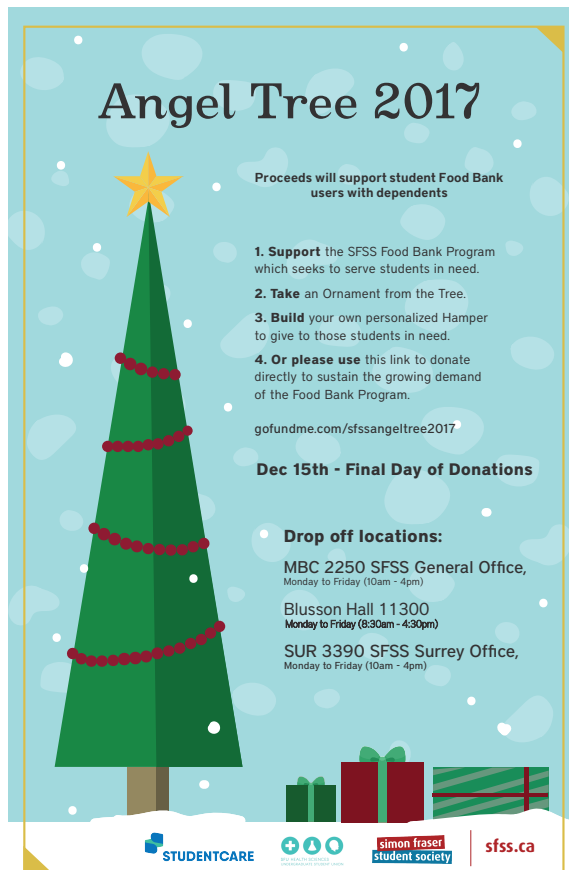
VIDEO CHALLENGE
SCRIPT WRITTEN UP
(View next slide)

Posters and signage in
the following locations

- All three SFU campuses (SFU
offices and billboards)

Women's Centre

Out on Campus



POSTERS

CHALLENGES

- Faculty reps to send an email to their point of contact in the faculty to promote this project was a challenge
- Contacting faculty members and faculty lunch in coordinators to consider splitting their funds with the GSS grocery fundraiser and the SFSS Foodbank was a challenge in that they had already decided to fund the GSS over the SFSS Foodbank → so contact them earlier
- Difficult for one person to manage the physical set up → need a lot of manpower to put up all posters on the campuses, to set up the trees, to buy all supplies for the hamper assembly, to make all 26 hampers, to take down trees, cut up all the paper ornaments

Recommendations for Next Year

- I would suggest having the Health Science Undergraduate Student Union more involved and invested in the project in terms of assembling the hampers, setting up the angel trees and contacting sponsors
- I would suggest forming a sponsorship team to have maximum donations
- Contacting your faculty representatives to send out emails to personnel in charge of faculty lunch ins
- I would recommend contacting the food bank users earlier in order to be certain of the number of individuals and to confirm that they would like hampers would be ideal and more efficient method of distributing hampers in a timely manner

Club Social Event Proposal- Updated

Date & Time: Wednesday February 7, 6pm-8pm

Location: MBC Food Court

Overview:

This is a night of gathering for club executives. This event will provide the club executives an opportunity to converse with each other as well as with the board members. During the event, they will be able to share their experience, ask each others for advice, and potentially talk about collaborating in the future.

There will be eight tables set up in round-table style to facilitate discussions on specific topics. We will be modifying the table topics according to the feedback we received from board members and participants last time. That being said, we will definitely have discussion topics including membership challenges, and ice breaker/upcoming events planning.

In addition, we will have a board-size calendar where club executives can write their upcoming events on a sticky note and add to the board. After the event, we will be constructing an events calendar for the upcoming year.

Goals and Objectives:

- Allow clubs executives to get to know each other for the purpose of:
 - Communicating valuable lessons
 - Establish potential partnership between clubs/SUs
- Allow the clubs to gain insights into other organizations on campus and the upcoming events
- Engage the clubs executives and allow them to give the board members their feedback face-to-face

Stakeholders:

- SFSS Clubs
- SFSS Board of Directors
- SFSS events/member services staff

Targeted Audience:

- Club executives
- SFSS Board Members

Metrics/Measurables:

- Amount of attendees at the event
- Feedback form post event

Marketing:

- Personal email to club presidents/execs
 - An email invitation will be emailed to the Club Presidents or main point of contact. Each club will be allowed to send 2 representatives. These invitations will be created by the SFSS Communications Department.
 - The content of these invitations includes a greeting, activities summary, importance of attending, logistics (dates/time), question for the FDC's major event this semester and a showpass link/ google form RSVP, which is essential for tracking attendance.
 - There will be another invitation style graphics sent to all confirmed attendees a week prior to the event.
- Photos will be taken throughout

Attendees:

- 50-75 people

Budget:

- Recommended budget: \$1000
 - This budget will cover food & beverage cost and gifts for participants.
- Food:

| Food | Content | Price | Quantity | Total |
|----------------------------|---|-------|--|--------|
| PIZZA COMBO [serves 10] | Choose 2 of our regular 16" pizzas: Classic Pepperoni, Hawaiian, Three Cheese, Deluxe Vegetarian Caesar salad Assorted bottled soft drinks and juices Fresh baked gourmet cookies | 99.99 | 6 | =\$600 |
| Pens/ notepads | | | | \$100 |
| Contingency | | | For takeaway small prizes and such | \$300 |

Event Schedule:

- 6:00pm-6:30pm: Event registration/ Upcoming Events/ General Feedback
- 6:30pm-6:45pm: Ice breaker
- 6:45pm-7:00pm: Break/ Food
- 7:00pm-8:00pm: Tables discussion

Supplies:

Sticky notes

Pens

Calendar (can make with tape)

Ice breaker games:

2 teams (minute to win it games)

SFSS Dodgeball Tournament - Projected Budget

| Expenses | Cost | Spent |
|------------------|------|--------|
| Equipment Rental | 20 | |
| Gym Rental | 300 | 336 |
| Marketing | 200 | 50 |
| Prizes | 150 | 350 |
| Contingency | 200 | |
| Food/Drink | 250 | 62.59 |
| Total | 1120 | 798.59 |

| Revenue | Value | Actual |
|--------------|----------|----------|
| Ticket Sales | 100x \$2 | 54 x \$2 |
| Total | 200 | 108 |

*All ticket revenue from door sales was donated to the Angel Tree Initiative.

*The remainder of tickets were sold in the general office or online through showpass.

Santa Pancake Breakfast

Budget:

Expected Expenses

| | |
|---------------------|--------|
| Decorations | \$100 |
| Santa | \$350 |
| Backdrop | \$50 |
| Promo | \$10 |
| Candy Canes (16x60) | \$120 |
| Pancake breakfast | \$1500 |
| Hot Chocolate | \$50 |

Actual Expenses

| | |
|-------------------------|----------|
| Decorations | \$100 |
| Griddles/Propane Rental | \$582.40 |
| Santa | \$350 |
| Promo | \$10 |
| Candy Canes (16x60) | \$75 |
| Santa Hats, stockings. | \$50 |
| Pancake Mix, Cutlery | \$459 |
| Syrup | \$200 |
| DJ | \$150 |
| Photographer | \$100 |

Net Expected

| | |
|----------|---------|
| Expenses | \$2180 |
| Net | -\$2180 |

Net Actual

| | |
|----------|---------|
| Expenses | \$2076 |
| Net | -\$2076 |



2017 Fall Kickoff Event Report

Alam Khehra
2017/2018 VP Student Life

simon fraser
student society

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INTRODUCTION

The annual SFSS Fall Kickoff Concert was held on September 22, 2017. Our team is proud to say that this was the largest event the SFSS has hosted to date. The project involved the entire SFSS team and a group of 100 + volunteers. The Events and Promotions Committee began planning for the concert early May, and launched the event in August, and by the afternoon of September 22, we were sold out.

The SFSS hope that students enjoyed themselves. Having a Fall Kickoff is an amazing opportunity for us engage with a large group of students to foster a sense of community and school spirit. It's a great way to start a brand-new school year, especially as a first year. We hope to continue to build on the momentum of this event by provide students with regular events over the next year to ensure our students have the best possible social experience at SFU.

BY THE NUMBERS

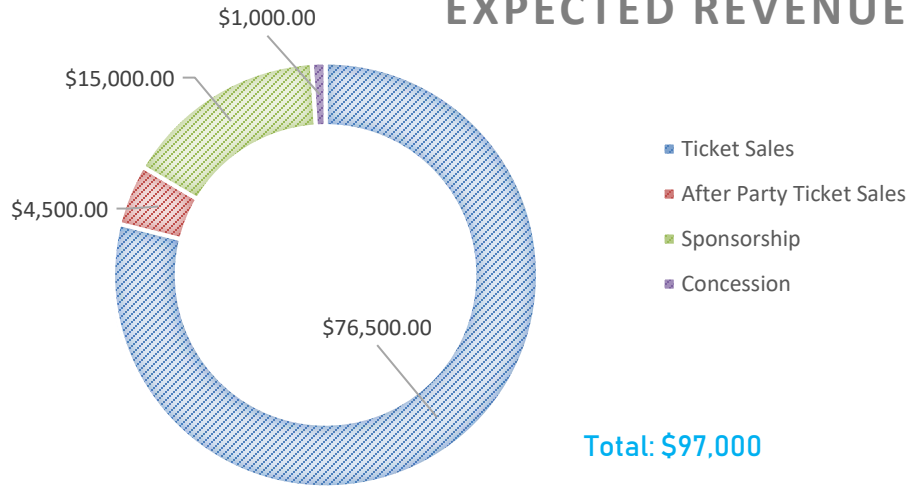
With more than 2,600 attendees and a \$9,712 profit, the 2017 Fall Kickoff is one of the most successful concert in SFSS history.

This is the first concert in SFSS history to have more than 2100 attendees.

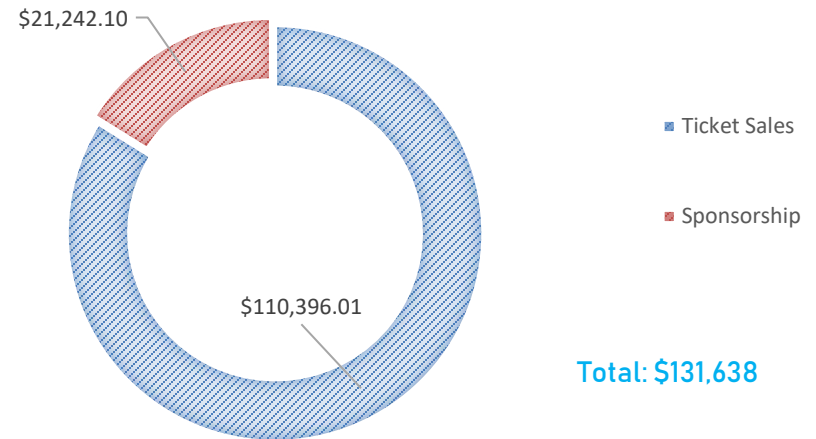
We exceed our profit goal by \$24,112

BUDGET

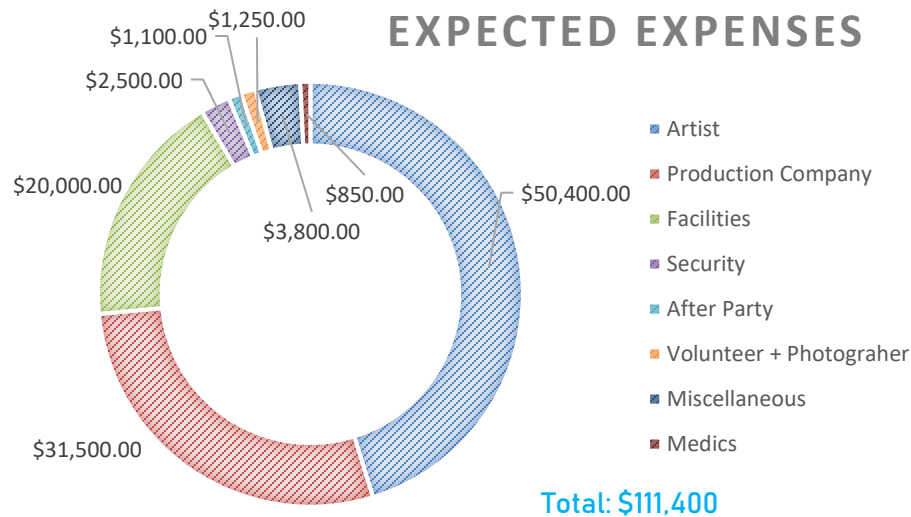
EXPECTED REVENUE



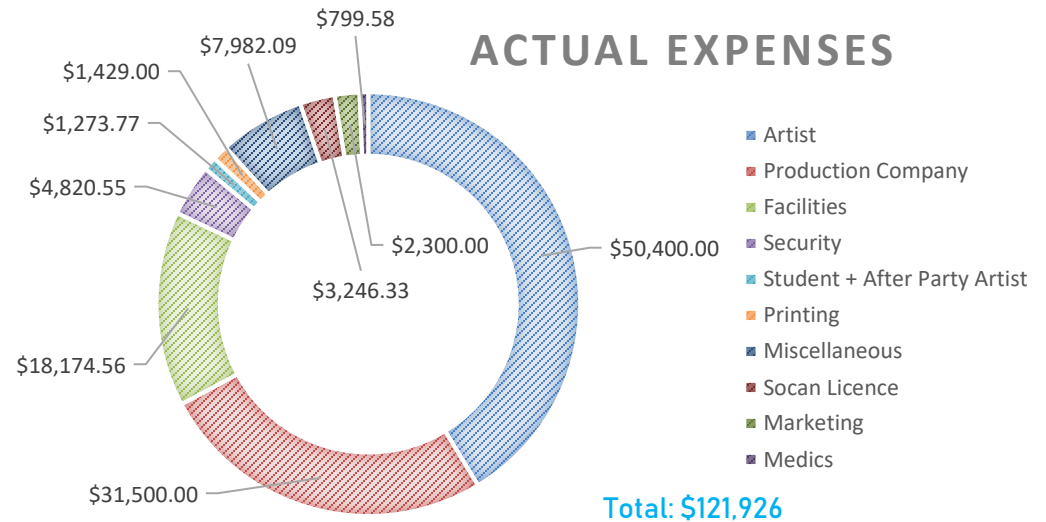
ACTUAL REVENUE



EXPECTED EXPENSES



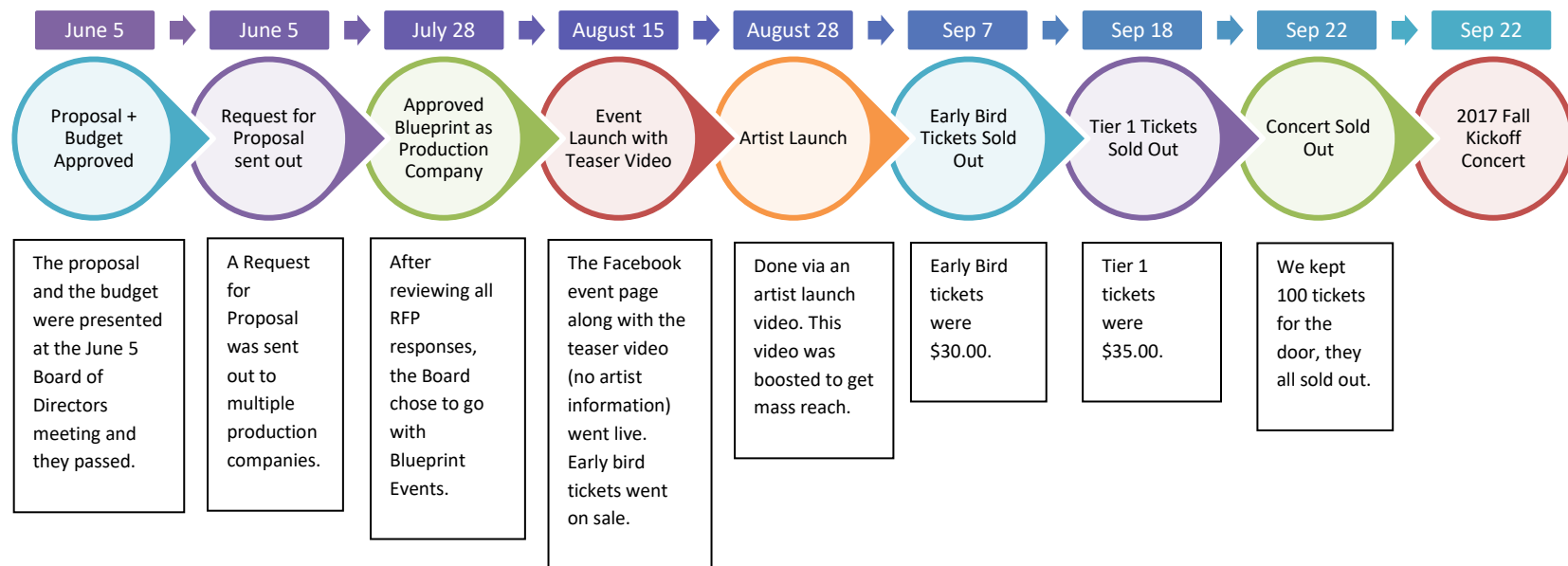
ACTUAL EXPENSES



Expected Profit-Loss: -\$14,400

Actual Profit-Loss: +\$9,712

TIMELINE



DIRECTOR OF SPONSORSHIP AND FINANCE – GINI KUO

Director of Sponsorship

The role of the Director of Sponsorship oversees the prospecting, contacting and securing of sponsors. The interesting aspect regarding securing sponsorship for the society is that there are many companies interested in sponsoring the Fall Kickoff Event not only because of its large audience but also because they want to use the event to build a long-term relationship with the Society.

Establish and Train Sponsorship Team – Hired two sponsorship coordinators with no previous society knowledge, ran two training sessions, did frequent check-ins with coordinators individually.

Develop and Modify Sponsorship Package - This year we also revamped the sponsorship package to include more variety of sponsorship benefits and adjusted the tiers.

Memorandums of Agreement and Invoices – Formalized sponsorship process which included sending over the MOA, signed by the VP Finance, for the sponsor to sign. After the MOA is signed, we then send over the invoice, which is drafted by our Finance Office.

Post Event Reports for Sponsors – In the weeks following the event, I worked with the communications office to make a post-event report for the sponsors.

Director of Finance

The role of Director of Finance involves monitoring, adjusting and updating the financial budget for the concert. The role requires you to be in constant contact with the SFSS Finance Office, General Office, VP Finance and other stakeholders that may affect the financial health of the concert.

Budget Setting – This year, the entire Kickoff planning team sat down together and looked at previous years' budgets as well as our goals for this year and drafted a concert budget.

Budget Monitoring – It is very vital that the Director of Finance ensure that the budget restraint is clearly communicated to the Production Company. This year, we were very firm with Blueprint regarding sticking to the original budget.

Ticket Strategy and Sale Monitoring – During the budgeting stage, the entire team sat down and set the various ticket tier pricings based on our perceptions of students' willingness to pay, our vision for the scale of the artists, and previous' years data. This year, we allotted a set amount of tickets available for each tier, and we changed the tiers when the set amount sells out.

DIRECTOR OF SPONSORSHIP AND FINANCE RECOMMENDATIONS

Director of Sponsorship

Establish and Train Sponsorship Team – Start recruitment and training for sponsorship early. Recruit from within the Society (either other directors or events committee staff). Recruit someone with previous experience in sponsorship; and more frequent check-ins with the sponsorship coordinators

Develop and Modify Sponsorship Package - Reducing the sponsorship tiers to \$2,000 being the top tier. Develop separate proposals for bigger accounts that can potentially contribute over \$2,000. Reduce the amount of on-the-day sponsorship benefits (the day of the concert is going to be very busy regardless of the amount of planning there is. To reduce the amount of stress, I would not recommend promising any benefits that is to be fulfilled on the day of the event.)

Memorandums of Agreement and Invoices – Continue this practice and ensure the sponsor sign the MOA.

Post Event Reports for Sponsors – Delegate the sponsorship coordinator to ensure the sponsor benefits are fulfilled and recorded on the day of the concert.

Director of Finance

Budget Setting – Use the final expense report for this year to estimate rather than the initial budget. The amount of concert attendees depends on the artist lineup and marketing effort.

Budget Monitoring – Clearly communicate the budget with production company and ensure that you will not be changing it.

Ticket Strategy and Sale Monitoring – Only get board members who are interested in being ticket sellers to do so and give them incentives. Have a set amount of SFU vs non-SFU tickets at the door so it is easier after the concert to verify the amount collected. Encourage credit card sales. Use Showpass to track all sales. Determine a way to directly deposit cash to the finance office rather via general office. Keep a record/ receipts of cash deposited for the purpose of verification after the concert. Continue to be strict with ticket sellers to ensure that all tickets are accounted for either in the form of cash collected or return of tickets. Limiting non-SFU students to 18+ or 19+, the only time a younger attendee should be allowed in is if they are a SFU student. Print out a set amount of tickets for each tier and label each ticket.

DIRECTOR OF HUMAN RESOURCES – JACKSON FREEDMAN

The role of Director of Human Resources is Volunteer Management.

Volunteer Recruitment

The Volunteer callout was released on August 21st, approximately a month ahead of the concert. The recruitment strategy was twofold: a series of videos were recorded by myself and other members of the Events committee and released, detailing the opportunity and encouraging students to sign up. Early on, the volunteer recruitment was encouraging – we had over 120 signups.

Volunteer Organization

This was an area which could have done better, for a few reasons; volunteer recruitment google form has too many fields (position preferences, etc), it was very difficult to track everyone that speaks to you about being a volunteer, too many last-minute volunteers resulted in a shortage or shifts.

Volunteer Training

The process of getting volunteers trained and ready for the concert is possibly the most strenuous task of the DHR position. In order for the concert to be a safe and successful event, the volunteers participating must be briefed on the roles and responsibilities they will be undertaking on the night of the concert.

Pre-Concert Preparation

Another very important element of the DHR position is ensuring that the volunteers are comfortable in the roles that they are given.

Volunteer Leadership

Volunteer leaders are in charge of delegating when their volunteers get to go on breaks, what specific roles they undertake, and they report back to the DHR about the successes/failures of each specific area of responsibility

Night of the Concert

As volunteers arrived, they need to be briefed again on the specifics of their position. Most of the night was spent running between stations and ensuring that all the volunteers were behaving appropriately, logistical concerns were addressed, and volunteer leaders were comfortable.

DIRECTOR OF HUMAN RESOURCES RECOMMENDATIONS

Volunteer Organization

Keep the google form as simple as possible, as more volunteers reach out to you individually and request to participate in a number of different formats, it can be very difficult to remember who you heard from and spoke with. It is much easier to develop a master spreadsheet before the volunteer signups even get underway, so that it can be continuously updated throughout the recruitment process.

Volunteer Training

We held 3 training sessions and made it mandatory for volunteers to attend one of these, yet there were still some volunteers who could not make the times. In the future, it is recommended that those volunteers be turned away. It is also recommended that the next DHR go through the SFSS Women's Center for sexual violence prevention training.

Pre-Concert Preparation

Make your volunteer teams well in advance of the event. Extra volunteers are the source of the most confusion, and many volunteer leaders had teams with either too few or too many volunteers.

Volunteer Leadership

Recruit early, and recruit from the board of directors and the events committee first. Secondly, have more than one leader per volunteer team.

Night of the Concert

The night of the concert for this job is not possible without an assistant, this is a critical element of the DHR position, and should not be overlooked. Future DHR's need to communicate clearly to the rest of the Board of Directors and the organizing committee that any volunteer found conducting themselves in an inappropriate manner (rude, intoxicated, etc) is expected to be sent out of the concert immediately.

Other Recommendations

Rely on staff. Start-early, you begin with a relatively relaxed timeline and without a considerable amount of day-to-day responsibility, however as soon as the volunteer team begins to come together, the intensity increases drastically. Be prepared and over-organize everything. **Over-Recruit Carefully**, if you are able to shave the list down from 200 interested parties to approximately 70-100 committed volunteers, you should have full teams for the entirety of the night. **Differentiate Between Teams**, recruit street team and general volunteers separately. Have an after-party specific team.

DIRECTOR OF MARKETING – JASKARAN RANDHAWA

I ensured that social media promotions were in check while working alongside SFSS communication workers and other student social media experts in clubs around campus. Blueprint designed the artwork for the event itself and I constantly stayed in the loop to provide feedback to their designer to ensure strong visuals for posters, handbills, and social media. I also made sure that all clubs, student unions, and other external groups around campus were aware of the concert by sending emails and promotional offers to executive members of these groups around campus.

Week of Welcome & Clubs Days

During Week of Welcome, I attended and handed out bills alongside other members to promote the event. Moreover, I walked around campus through club's days to make sure the street team does their job as well. One of the strategies I used which built a lot of attraction was bringing in student DJs to clubs' days, etc. that played trendy music to attract as many students as we could.

Reach out to Clubs, SU, and other Student Groups

During the summer, alongside the director of internal operations I sent out emails to contact clubs and student union executives to notify them about early bird ticket sales.

Security Volunteer Lead

On the day of the concert I oversaw organizing security volunteers, assigning positions, afterparty promotions, and afterparty volunteers.

Recommendations

Making sure board members are always at their respective stations. Making washroom signs more visible. Securing a closed off area for volunteers to use. Only allow Board members to be in the office and no one else. Making sure volunteers stick to their assigned shifts.

DIRECTOR OF INTERNAL OPERATIONS – AARUSHI SHARMA

As internal operations, my role was to coordinate the Street Team members and manage the tabling coordination among volunteers as well as with Board Members. Whereas the other positions were in charge of broader tasks, as Internal Operations I was in charge of completing operational tasks to complete the big picture. However, my role is primarily to coordinate the pre-events before the actual concert (i.e. ticket sale tabling for three weeks).

Street Team

Director of Human Resources recruited volunteers who are primarily in charge with tabling and “hyping” the concert. These volunteers were trained by myself and by DHR. In order to motivate the team, we decided to incentivize these volunteers with one free fall kickoff ticket for 5 shifts of 3 hours each. My job was to track these times by setting up sign in sheets and having volunteers fill out weekly shift availabilities

Week of Welcome & Clubs Days

During Week of Welcome, through the events committee I was the lead for the pancake breakfast, where I had envisioned numerous students to gather and enjoy this free breakfast made by student leaders but at the same time use this event to promote the fall kickoff.

DJ Spinoff Contest

We had set off to hold a DJ spinoff contest during club’s days and welcome week to create an opportunity for a SFU student DJ to perform at this large-scale concert. However, we managed to find some local SFU artists which prevented us from adding more members to our lineup.

FROSH Ticket Sales

I had envisioned Faculty Representative to sell tickets at their respective FROSH events however some student unions were inclined to allow this and some had difficulty with their preplanned events to find a slot that would create some time for Faculty Representatives to do this.

Reaching out to Clubs, SU, and other Student Clubs

In the summer, Director of Marketing and myself created emails to contact clubs and student unions on the early bird ticket sales.

Recommendations

Lost and Found at the event. Designated Board Members to coordinate with Paramedics. No recruiting volunteers on the day of. Having a secure place for volunteers to put their belongings. Only allow Board members to be in the office and no one else

DIRECTOR OF CONCERT EXPERIENCE – ALAM KHEHRA

Vision

Artists: I knew from the very beginning that I wanted a Hip-Hop lead. To achieve that goal, Jimmy Dhesa (VP Student Services) and I emailed over 100+ artists for a booking inquiry. After some negotiation, we acquired Roy Woods and let Blueprint handle the contracting. Blueprint picked the other 2 artists (Audien and Elephante) with the remainder of the budget. I also knew from the very beginning that I wanted to have SFU talent (King H) showcased at the Kickoff. Kid Kang signed on for a joint contract to perform at the After Party and Kickoff.

Team: For such a large project to be successful, I made a team of concert Directors (Events Committee BOD members) and made sure every important decision was made as a team. This began with sitting in a room for 3 hours to make a budget. I gave my team trust and autonomy for their respective roles and I made sure to constantly have check-ins with my team.

Support

Although I had my individual tasks, I was a support person for all the director roles. This means that I helped with ticket tracking, marketing, volunteers, and wherever else my team needed me.

Project Lead + Miscellaneous Tasks

As project lead, one of my main tasks was to be the communication link between multiple channels. This means that I worked closely with my team, Anwar, SFU, SFU Security, MECS, Blueprint, Artist Management, Guardteck Security, and Mediforce. I was the person to come to if you had any questions about the concert. Furthermore, I had specific tasks of my own such as Drafting Blueprint MOU, Making Proposals, Booking Security, Booking Fencing, Booking Medics, Creating an Emergency Plan, Booking Student DJ, etc.

Recommendations

VP Student Life should have no specific tasks for the day of the concert, should be a floater. Number of Security Guards should be booked based on recommendations from the security company for number of attendees. Number of Medical personal should be booked based on recommendations from the Medic company for number of attendees. Have a concert vision of your own, don't let the production company create the vision. Be firm with the budget, do not change it quickly. Aim to have an early launch. Have a STRONG tabling presence for all of September until the day of the Event; we had tables everyday (Week of Welcome, Clubs Day, AQ) with a strong Kickoff presence. Ensure that all Board members understand that this is the biggest event of the year. Find dedicated ticket sellers and offer them incentives (sell 10 and get 1 free). Work closely with Sindhu to insure there is a strong social media presence. Put posters all over the school. Street team should be giving out handbills every day of September. Put up posters in corner stone stores (ask for permission). Put up banners in the AQ. Get concert T-Shirts as early as you can and ask board members and volunteers to wear them to school. Use Showpass for online tickets. Ensure strong SFSS branding. Work closely with Anwar, he will make your life so much easier. DO NOT burn yourself out; delegate tasks and trust your team, get rest, and stay positive. You need to reflect a positive attitude because it will get very stressful and your team will look to you for guidance.

BRIEFING NOTE

PURCHASING MEMBERSHIP ENGAGEMENT ITEMS

ISSUE

When engaging with students at events, we quickly run out of the membership engagement items that we have in stock.

BACKGROUND

We purchased items back in the summer of 2017. Since then we are running low on engagement items. We would like to be able to give out engagement items to the membership including but not limited to pop sockets, bottle openers, card holders, and other “swag” items.

CURRENT STATUS

We are very low on items and will most likely run out by the end of Burnaby’s clubs days.

KEY CONSIDERATIONS

1. We have a healthy board budget at this time
2. We should not have to be so frugal when we are handing out items to our membership.
3. Having more items will make it easier for us to engage.
4. The Advocacy line item is sitting at \$25, 829 (started at \$30, 000).
5. The Events line item is sitting at \$25, 497 (started at \$40, 000).
6. The Membership engagement line item is sitting at \$7,648 (started at \$13, 000).
7. Options

RECOMMENDATION

1. I recommend to Board.
 - a. Pull \$5000 from each of the following committees: Advocacy, Events and Membership Engagement and use it towards purchasing additional membership engagement items.
 - b. Allow Sindhu to design, select and purchase the membership engagement items.

BRIEFING NOTE

SFSS MEMBERSHIP ENGAGEMENT VIDEO PROJECT

The SFSS Membership Engagement Video Project would focus on bringing together local SFU talent (videographers) to help create a videos that showcase the SFSS to our membership.

Videos have proven to be an effective means of communicating to our membership in the past through our social media channels and in-person engagement.

The project would be of relative low costs and we would also be showcasing the talents of our students.

Suggested ideas:

1. SFSS in general (1min-2min)
 - Focusing on the SFSS in general, outlining our history, the services that we provide, Board, staff, clubs, student unions, etc.
2. SFSS elections (1min-2min)
 - Promoting the SFSS elections, specifically the roles of the Board of Directors and the day to day operations of the SFSS
3. SFSS how to get involved (1min-2min)
 - Focusing on committees, events, campaigns, job opportunities, clubs and student unions.

We have \$7,648 remaining in the Membership Engagement line item. I suggest that we contribute up to \$1000 to this project.

Next steps if we receive approval by Board:

1. Work with the staff and Board to develop the script and timeline
2. Select and work with student videographers
3. Produce final film and bring to the Board for approval

SFSS SANTA
PANCAKE
BREAKFAST

Dec. 5, 2017
Fall Semester
Post Event Report

Prepared by:
Jas Randhawa, At-Large
Representative 2017/2018



Purpose:

The purpose of this event was to have a holiday event on campus where students can take pictures with a professional mall-like Santa, enjoy some candy canes, and pancakes. The was destressing to students who were going to write exams the week after. In addition, the event brought around some holiday spirit and connectiveness to our campus. The SFSS hired a Santa, DJ, photographer, created a backdrop and decorations for pictures, and arrange candy canes, to be distributed while also incorporating a pancake breakfast. This attracted many student and sparked community within our SFU undergraduates.

Objectives:

- **To host a holiday related event that appeals to most undergraduates.**
 - Although finals were nearby, students enjoyed the festivity feel on campus
- **To continue to foster the sense of community within our SFU undergraduates.**
 - We served many times over the amount of anticipated pancakes
 - Students enjoyed the chance socializing with their friends and enjoying pancakes before exam season
- **Collected donations for the Angel Tree Project.**
 - As students took pictures with Santa, many made contributions directly to the Angel Tree Project led by the current SFSS Health Science Representative

Expenses

| | |
|--------------------------------|---------------|
| Decorations | \$100 |
| Santa | \$350 |
| Backdrop | \$50 |
| Promo | \$10 |
| Candy Canes (16x60) | \$120 |
| Pancake breakfast | \$1500 |
| Hot Chocolate | \$50 |

Net

| | |
|-----------------|----------------|
| Expenses | \$2180 |
| Net | -\$2180 |

Positive Factors of the event:

- A professional Santa was hired and brought to campus for a low price in comparison to what many others would pay for the service
- Strong marketing and use of social media to attract students to the event
- Posters placed throughout bulletin boards on campus
- Candy Canes were distributed throughout the event
- No negative incidents at the event
- Lots of volunteers and staff helping throughout; well organized schedule
- Numerous students took pictures with Santa at the booth
- Lots of donations for the angel tree project were collected with a donation stand beside the Santa
- Holiday music catered throughout the event by hired DJ
- Photographer did an amazing job with the pictures and editing
- High student attendance for both pictures and pancakes

Improvements for the future:

- Strategic hand out of candy canes; right along with pancakes as students come by would be ideal (We were left over with some Candy Canes)
- Have decorations and booth all set and ready to be brought up before the event
- Have spare amounts of some resources in case serving goes over anticipated amount (ex. Plates, PAM spray, syrup, etc.)

Recommendation

- 1.) Ensure all utilities are booked and resources are adequate for the day of the event.
- 2.) Keep an organized schedule for the day and volunteers (plus back up floaters in case of emergencies).
- 3.) Work with Anwar to plan all the logistics for the event.
- 4.) Complete whatever set ups that can be done beforehand prior.
- 5.) Add specific line items in the budget for materials.
- 6.) Create a social media video to attract further student attention.



SFSS Carnival Budget

| | Budget | Actual |
|--|---------|---------------|
| Facilities | \$2,000 | 500 |
| Puppies | 0 | 0 |
| Cotton Candy (Sample size) | 150 | 0 |
| Cotton Candy sugar | | 0 |
| cotton candy paper cones | | 0 |
| Free Hugs Station | 20 | 0 |
| Punching Bag | 0 | 0 |
| Strike a light | \$500 | 0 |
| Carnival games | \$0 | 1421.3 |
| Contest | \$0 | 131 |
| Popcorn (Sample size)* | 100 | 53.17 |
| Tea/ Hot Cocoa | \$200 | 900 |
| Photo Station | \$100 | 13.37 |
| Human size Jenga | 0 | 0 |
| Kind message station/ DIY Magazine for self-care massage | \$100 | 100 |
| Hand massage tutorial station | \$30 | 30 |
| | | 99.13 |
| Candle DIY station | \$343 | 343 (candles) |
| Contingency | \$1,000 | |
| total | \$4,543 | 3491.84 |

*Popcorn was significantly cheaper because we purchased kernels, canola oil and salt instead of the pre-packaged popcorns. It tasted the same if not better.

SFSS FREE FOOD DAY

November 29, 2017

ABSTRACT

Being that this event was so close to exam season, we thought it would be nice for students to get some free beverages and snacks. The primary goal of this events was to promote health and wellbeing. Furthermore, this event also allowed students to see the Board office and engage with Board members as it was right in front of the Board office.

Alam Khehra

SFSS VP Student Life



Event Description

We set up table in front of the Board office with coffee and other treats for students. We put a poster outside of MBC so that students would know we have free food inside. The primary goal of this event is to provide students with healthy snacks to help them get through the stressful exam season. In addition, we provided coffee and tea for students to freely consume as well. This was also a great opportunity to inform students of upcoming events/initiatives and get to know the board members.

Event Planning

Planning for this event was pretty straight forward. All the food/drinks were ordered through MECS. We left one table with no food, instead we had posters of all the upcoming events and initiatives the Board was working on.

Recommendation

Students appreciated the event a lot. I would definitely recommend doing this event again in the future, especially during exam time. Furthermore, I recommend purchasing more fresh fruits as they were the most popular and economically-wise.

Event Budget vs Spending

| SFSS Free Food & Coffee Day | | | | | |
|-----------------------------|--|-------------------|--------|--|-----------------|
| Budgeted | | | Actual | | |
| Coffee | | \$379.80 | | | \$379.80 |
| Tea | | \$151.20 | | | \$56.70 |
| Hot Water | | \$79.92 | | | |
| Hot Chocolate | | \$199.00 | | | \$199.00 |
| Cookies | | \$35.00 | | | \$80.55 |
| Other treats | | \$67.00 | | | \$112.50 |
| Posters | | \$12.50 | | | \$5.00 |
| Contingency | | \$75.58 | | | |
| MECS Service Fee | | | | | \$124.28 |
| Total | | \$1,000.00 | | | \$957.83 |

SFSS FREE FOOD DAY

Final Exam Edition

ABSTRACT

With the great response we received from the previous free food event, we have decided to host another free food day. The purpose of this event is to provide students with more healthy snacks and hot beverages to help them get through exam season. In this report you can find the planning, execution and after-event remarks for the event.

Gini Kuo

SFSS Business Faculty Representative



Event Description

We set up a table in the pub coffee shop space with coffee and other treats for students. There are many students on campus during this week to study for or write the exam. The primary goal of this event is to provide students with healthy snacks such as trail mix, fresh fruits, oatmeal cookies, and granola bars. In addition, we provided coffee and tea for students to freely consume as well. This was also a great opportunity to inform students of upcoming events/initiatives.

Event Planning

It was a very easy event to plan as long as there is enough people to watch and re-supply the food when needed. Alam, the current VP Student Life, contacted Dan, the pub manager, to secure the pub space. Overall, the fresh fruits and granola bars were the cheapest. However, the trail mix, pretzels and Dad's cookies were also very popular, though much more expensive.

Recommendation

Students appreciated the event a lot. I would definitely recommend doing this event again in the future, especially during exam time. Furthermore, I recommend purchasing more fresh fruits as they were the most popular and economically-wise.

Event Budget vs Spending

| SFSS Free Food & Coffee Day | | | | | |
|-----------------------------|--|-------------|--------|--|-------------|
| Budgeted | | | Actual | | |
| Coffee | | \$ 549.70 | | | \$ 714.55 |
| Tea | | \$ 94.50 | | | \$ 130.00 |
| Paper cups | | \$ 52.90 | | | \$ 39.20 |
| Trail mix | | \$200 | | | |
| Granola Bar | | \$ 108.80 | | | \$ 290.76 |
| Cheese sticks | | \$ 95.80 | | | \$ 243.30 |
| Fruit | | \$ 300.00 | | | \$ 140.00 |
| Poster | | \$ 5.00 | | | |
| Contingency | | \$ 200.00 | | | |
| | | | | | |
| | | | | | |
| Total | | \$ 1,606.70 | | | \$ 1,557.81 |

SFSS FUN & RELAXATION CARNIVAL

Event Report

ABSTRACT

In this report, you will find details regarding the planning, execution and event conclusion for the SFSS Fun & Relaxation Carnival that took place on Nov. 23 and 24, 2017

SFSS Events Committee

Business Faculty Representative



Event Description

This will be a mini carnival around the theme of “fun and relaxation”. We have chosen this theme because the carnival is taking place near exam and project due time. All activities will be free to participate. The event will be taking place alongside the puppy therapy hosted by SFU Health and Counselling in the Saywell Area. We will be giving out free popcorn, hot beverages (French vanilla, coffee, tea), and cotton candy. In addition we will also have carnival/ arcade games for students to freely participate in. Overall we received very good response regarding the event and students appreciated the free food and fun games.



Stakeholders

- SFSS Events Committee Working Group
 - 1 board member, 1 at-large, 1 volunteer, SFSS Events Coordinator
 - Roles: project manager, volunteer coordinator, marketing coordinator, logistics coordinator
- SFSS Women's Centre
 - After we have decided to do something along the theme of destress, we thought it would be a good idea to partner with Women's Centre and Out on Campus. Unfortunately, Kyle from Out on Campus was not available during the event dates due to American Thanksgiving.
 - Paola from Women's Centre was very helpful in deciding the marketing message for the event. In addition, Paola also ran 2 tables at the carnival: a candle decorating station and a Women's Centre info table.
 - The events committee included all the expenses
- SFU Health and Counselling

- We initially wanted to run both the puppy and kitten therapies on the same day in different locations of AQ ourselves. However, we realized that SFU Health and Counselling is already hosting a puppy therapy in the nearby dates. Thus, we adjusted the date to match and cooperate with them. We set up meetings with Jessica from SFU Health and Counselling to discuss collaboration. Due to the fast approaching timeline, the only collaboration that occurred was cross-promotion and proximity of spaces. However, SFU Health and Counselling is interested in collaborating more in the future. A possible idea is to give out time cards at the puppy therapy line-up for people to come back at the time indicated so the students can roam around the various stations while waiting for their turn.
- Hi-Five
 - The Hi-Five supported the carnival by providing manpower for the cotton candy booth. They were very easy to work with and very organized. Overall, Hi-Five's contribution was vital to the success of the event as they were able to efficiently meet the high demand for cotton candy.
- Renaissance Café
 - SFU MECS asked us to purchase the hot beverages from the nearby vendors (Renaissance Café or Starbucks) if we did not want to go through MECS. We reached out to Parminder, owner of Renaissance, to purchase the hot beverages. They were very easy to work with and supplied sufficient beverages for its price.
- SFU Facility Services
 - We were able to view the booking requests for AQ spaces (Anwar and Lawrence have access). We found out that the initial space that we wanted, the AQ North Hallway, was booked for the United Way Book sell during the carnival dates. Thus, we booked the Saywell upstairs hallway and the AQ West Hallway (between Mackenzie Café and Renaissance). We also requested tables, rolling boards and power cords to be set up by facilities.
 - Due to the time constraint, we were not able to ask facilities to put up banners from the roof in the AQ Hallway, this was a loss in marketing opportunity for the SFSS.
- Houle Games
 - We booked the carnival games from Houle Games. They were very easy to work with. The deliveries and pick ups on both days were very smooth. One thing to note is that they do not take reservations and equipment's are only booked when the deposit is processed. The most popular game was "Strike a Light" as it challenged people to compete against their friends.

Timeline

| Lead | Task | November | | | | | | | | | | | | | | | | | | | | | | | |
|--------|---|----------|---------|---------|---------|---------|---------|---------|---------|---------|-------|-----|------|-----|-------|-----|-----|------|-----|-------|-----|--|--|--|--|
| | | Mon | Tues | Wed | Thurs | Fri | Mon | Tues | Wed | Thurs | Fri | Mon | Tues | Wed | Thurs | Fri | Mon | Tues | Wed | Thurs | Fri | | | | |
| | | Oct 30 | Oct 31 | 1 | 2 | 3 | 6 | 7 | 8 | 9 | 10 | 13 | 14 | 15 | 16 | 17 | 20 | 21 | 22 | 23 | 24 | | | | |
| Anwar | Venue/ Facility Booking | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | | | | |
| Anwar | SFU Health and Counselling coordination | Progre ▼ | Progr ▼ | Progr ▼ | Progr ▼ | Progr ▼ | Progr ▼ | Progr ▼ | Com ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | | | | |
| Anwar | Kittens | Progre ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | | | | |
| Anwar | Equipment booking from Houle Games | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | | | | |
| | Coffee/ tea | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | | | | |
| | Popcorn machine | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | | | | |
| | Punching Bag | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | | | | |
| | Photo station | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | | | | |
| | Human size jenga | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | | | | |
| Noelle | Cordinate with other mental health clubs | ▼ | ▼ | ▼ | ▼ | ▼ | Progr ▼ | Progr ▼ | Progr ▼ | Progr ▼ | Com ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | | | | |
| Noelle | Correspond with Hi-Five to partner | Progre ▼ | Progr ▼ | Progr ▼ | Progr ▼ | Progr ▼ | Progr ▼ | Progr ▼ | Progr ▼ | Progr ▼ | Com ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | | | | |
| Gini | Proposal Development | Progre ▼ | Progr ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | | | | |
| Gini | Board Approval of Event | ▼ | ▼ | Progr ▼ | Progr ▼ | Com ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | | | | |
| Gini | Volunteer scheduling and managemnet | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | | | | |
| Dustin | Marketing plan development | ▼ | ▼ | ▼ | ▼ | Progr ▼ | Progr ▼ | Progr ▼ | Progr ▼ | Progr ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | | | | |
| Dustin | Marketing message/ event theme finalization | ▼ | ▼ | ▼ | ▼ | Progr ▼ | Progr ▼ | Progr ▼ | Progr ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | | | | |
| Dustin | Marketing plan execution | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | | | | |
| Paola | Finalize stations provided by Women's Centre | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | | | | |
| Paola | Hand massage station and lotion sponsorship | Progre ▼ | ▼ | ▼ | ▼ | Com ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | | | | |
| Paola | Provide budget for Women's Centre station | Compl ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | | | | |
| Kyle | Finalize stations provided by Out-on-Campus | ▼ | ▼ | ▼ | ▼ | Com ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | | | | |
| Kyle | Provide budget for Out-on-Campus | ▼ | ▼ | ▼ | ▼ | Com ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | | | | |
| Kyle | Create content for food and sleep wellness brochure | ▼ | ▼ | ▼ | ▼ | Progr ▼ | Progr ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | ▼ | | | | |

Event Debrief

As there were many moving parts for the event, smooth coordination with various parties were vital to the success of the event. This was the first time this year that the events committee worked with the Women's Centre and first time for the volunteer committee members on large scale projects, there were definitely areas to improve on. I conducted event debriefs with Paola from Women's Centre and Sindhu from our Communications Office to discuss how to better collaborate in the future.

Women's Centre

Overall the collaboration with Women's Centre was successful. In the future, Women's Centre thinks it would be beneficial to start the promotion earlier and have more physical take away items at the event to increase both SFSS and Women's Centre presence. Furthermore, Women's Centre is hoping that the board can help garner more male volunteers to de-stigmatize and balance the gender presence at events.

Communications Office

The communications office recommends to start the marketing effort earlier. In addition, if we were to run social media contest again, we need to have consensus on the rules of the contest and avoid last minute changes. Furthermore, in order to improve the collaboration between at-large members of events committee and the communications office, it is recommended to come up with a SOP that outlines the turnover rates and deadlines for work orders. Lastly, it is recommended to involve the communications office earlier in order to get the event on their radar.