



1. CALL TO ORDER

Call to Order – 5:43 PM

2. TERRITORIAL ACKNOWLEDGMENT

We respectfully acknowledge that the SFSS is located on the traditional, unceded territories of the Coast Salish peoples, including the x^wməθk^wəy̓əm (Musqueam), Sḵw̓x̓wú7mesh Úxwumixw (Squamish), Sel̓ílwitulh (Tsleil-Waututh), k^wik^wəł̓əm (Kwíkwetlem) and q̓ícəy̓ (Katzie) Nations. Unceded means that these territories have never been handed over, sold, or given up by these nations, and we are currently situated on occupied territories.

3. ROLL CALL OF ATTENDANCE

3.1 Council Composition Student Union Representatives

Faculty of Applied Sciences

Faculty of Applied Science (FAS).....	INACTIVE
Computing Science Student Society	Micah Baker
Engineering Science Student Society	Adam Ma
Mechatronics System Engineering Student Society	Aiden Maymandy
Software Systems Student Society.....	Fabian Siswanto
Sustainable Energy Engineering Student Society.....	Sebastian Olano

Faculty of Arts and Social Sciences

Society of Arts and Social Sciences (SASS)	Ayooluwa Adigun
Cognitive Science Student Association	Bhuban Karim
Criminology Student Association (Vice-Chair)	Henry Do
Economics Student Society.....	Hamza Issa
English Student Union	Fatima Tu Zahara
French Student Union	Adria Diallo-Leconte
Gender, Sexuality, & Women’s Studies	Jasleen Dhami
Gerontology Student Union	INACTIVE
Global Asia Studies Student Union	Vacant
History Student Union	Vacant
Humanities Student Union.....	Vacant
Indigenous Studies Student Union.....	Evan Accettola
International Studies Student Association (ISSA)	Hyago Santana Moreira
Labour Studies Student Union	Mamduh Almughrabi
Latin American Studies Student Union	INACTIVE
Linguistics Student Union.....	Vacant

Philosophy Student Union	Ashley Flett
Political Science Student Union.....	Malk Hayder Ouj
Psychology Student Union.....	Andrea (Ely) Diaz Pena
Public Policy Student Union.....	Johnny Gates
Sociology and Anthropology Student Union (SASU).....	Vacant
World Languages and Literature Student Union	Amrit Kullar

Beedie School of Business

Business Administration Student Society	Meha Sidhu
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Faculty of Communications, Arts and Technology

Faculty of Communications, Arts and Technology	Vacant
Communications Student Union (CMNSU)	Vacant
Interactive Arts and Technology Student Union	Caleb Wu
Semester in Dialogue Student Union.....	INACTIVE

Faculty of Education

Education Student Association (ESA)	Vacant
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Faculty of Environment

Environmental Science Student Union (ESSU).....	Grayson Barke
Archeology Student Society (ASS)	Vacant
Geography Student Union.....	Jeffery Collinson
Resource & Environmental Management.....	Ethan Fukuhara

Faculty of Health Sciences

Health Science Undergraduate Student Union	Shoron Alam
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Faculty of Science

Science Undergraduate Society (SUS)	Catherine Ho
Behavioral Neuroscience Student Society (BNSS)	Aarthi Srinivasan
Biology Student Union (BSU)	Nicolas Bonilla
Biomedical Physiology Kinesiology Student Union	Maryam Niaz
Chemistry Student Society.....	Landy Liu
Data Science Student Society	Pranay Ratan
Earth Science Student Union	Eden Lien
Mathematics Student Union.....	Ananga Bajgai
Molecular Biology and Biochemistry Student Union	Ariana Shamsuddin
Operations Research Student Union	Vacant

Physics Student Association Vacant
 Statistics and Actuarial Science Student Association..... Sharneet Kaur

School for the Contemporary Arts

Art, Performance, and Cinema Studies Student Union Vacant
 Dance Student Union Vacant
 Film Student Union Vacant
 Fine and Performing Arts Student Union INACTIVE
 Music Student Union Vacant
 Theatre Student Union Vacant
 Visual Arts Student Union Vacant

Constituency Group Representatives

Disability and Neurodiversity Alliance (DNA) Anthea MwanaW'Bantu
 First Nations, Métis & Inuit Student Association..... Chris Sanderson
 International Student Advocates INACTIVE
 Out on Campus Collective (OOC)..... INACTIVE
 Student Athletic Advisory Committee..... INACTIVE
 Students of Caribbean & African Ancestry Emmanuel Anthony-Onuigbo
 Women Centre Collective..... Gurnoor Nijjar

Affiliated Student Groups

Embark Sustainability Anne Tran
 Residence Hall's Association (RHA) Tulika Varma
 Simon Fraser Public Interest Research Group Rebecca Ballard
 Student Athlete Advisory Committee (SAAC) Vacant
 Teaching Support Staff Union (TSSU)..... Kanksha Chawla

SFSS Executive Committee

President (Chair) Emmanuel Adegboyega
 VP Equity and Sustainability Chloe Arneson
 VP Events and Student Affairs Chitransh Motwani
 VP External and Community Affairs..... Joel Gilani
 VP Finance and Services Simar Sahota
 VP Internal and Organizational Development..... Sam Killawee
 VP University and Academic Affairs Rishu Bagga

3.2 Society Staff

Board Organizer Vacant



Facilities Manager.....	Vacant
Operations Manager.....	Sindhu Dharmarajah
Policy, Research, Community Affairs Coordinator.....	Matthew
Administrative Assistant.....	Simar Thukral
Administrative Assistant.....	Mary Toma

3.3 Regrets

Molecular Biology and Biochemistry Student Union	Ariana Shamsuddin
Interactive Arts and Technology Student Union	Caleb Wu

3.4 Leave of Absence

VP Equity and Sustainability	Chloe Arneson
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3.5 Absents

Cognitive Science Student Association	Bhuban Karim
Data Science Student Society	Pranay Ratan

4. CONSENT AGENDA

4.1 CONSENT AGENDA

Be it resolved to adopt the consent agenda by unanimous consent.

CARRIED UNANIMOUSLY

4.1.1. MATTERS ARISING FROM THE MINUTES – Council and Committee Minutes - MOTION COUNCIL 2024-11-13:01

Be it resolved to receive and file the following Council and Committee minutes:

- COUNCIL 2024-10-16
- COUNCIL 2024-10-02
- EXEC 2024-10-18
- EXEC 2024-10-04
- FASC 2024-08-16
- HRP 2024-09-13
- MMPC 2024-09-24
- SHCC 2024-07-10
- SHCC 2024-06-26

4.1.2 RATIFICATION OF REGRETS – MOTION COUNCIL 2024-11-13:02

Be it resolved to receive and ratify regrets from the Interactive Arts and Technology Student Union and Molecular Biology and Biochemistry Student Union for the November 13th Council meeting.

4.1.3 RATIFICATION OF RESIGNATION – MOTION COUNCIL 2024-11-13:03

Whereas SFSS Bylaw 17(7) states that "Any member of Council who, without prior authorization by Council, is absent from five (5) regularly scheduled meetings of Council, or is absent from three (3) consecutive regularly scheduled meetings of Council, whichever occurs first, shall be deemed to have abandoned their position and the Council Chair shall declare that seat vacant forthwith."

Whereas 3 or more consecutive absences have been italicized;

Whereas Cognitive Science Student Association Councillor "Bhuban Karim" has been absent from council meetings: (2024, 07, 10), (2024, 09, 04), (2024, 09, 18), (2024, 10, 02), (2024, 10, 16).

Be it resolved to accept the resignation of the Cognitive Science Student Association Councillor"

5. ADOPTION OF THE AGENDA

5.1 MOTION COUNCIL 2024-11-13:04

President / VP Internal and Organizational Development

Be it resolved to adopt the agenda as presented.

CARRIED AS AMENDED

- The CSA Councillor moved to include a new business item titled as "Oversight Committee on Executive Officers Election".
- The VP Internal and Organizational Development moved to include a new business item titled as "Equity and Sustainability Election."

6. REPORTS FROM COMMITTEES

6.1 VP Equity – Leave of Absence. The President mentioned that they have been working on reports and were a part of management hiring committee.

VP Events - Worked on Diwali event the past weekend and they were also a part of management hiring committee.

VP External – They were a part of hiring committee. Working on sending cards to all elected officials.

Held meetings with external partners. One of them with SPC and the other with Student HUB.

VP Finance – They were a part of the hiring committee, they worked on the student care surveys and helped with the AGM.

VP Internal – They have been discussing student care surveys, post-AGM stuff, getting governance committee back on track, and fee campaign working group.

VP University and Academic Affairs – Worked on Diwali event, surveys are out, the winner will be announced soon.

Tabling from demographic survey and preparing for MY SSP.

President – Attended committee meetings, meeting with Dental plan provider, attended an event with VP External, AGM, Diwali, appointed new AVP's, Hiring Committees, met with different partners to address student housing crisis, and provincial election – ran into elected MLA's.

7. PRESENTATION

7.1 Post Kickoff Report

SUBMITTED BY: VP Events and Student Affairs

PRESENTED BY: VP Events and Student Affairs

- The VP Events mentioned that the Fall Kick Off 2024 marked the triumphant return of a game-changing student concert on our campus.
- They heard students' calls for more engagement and revitalization of a vibrant campus culture.
- They wanted to tackle the unique challenge of a commuter school by fostering a sense of community. Creating lasting memories for students and demonstrating the SFSS commitment to providing a well-rounded student experience beyond academics.
- Kick off is more than just a concert, it is a bold statement of our passion for bringing students together to build a stronger, thriving community at our university.
- The event was held at the East Parking Lot of the SFU Burnaby Campus, on September 20th, from 4 to 10 pm.
- The collaborators for the events were Blueprint and the Forum SFU.
- The artist lineup for the event were – Troyboi, Wuki, Felix Cartal, Asad Khan, and Seb C.
- Kick off was a vibrant celebration of electronic music culture, covering a wide

range of genres including trap, dubstep, house, pop-electronic, and world music fusion. The diverse lineup ensured that there was something for every taste, from high-energy dance sets to more melodic and atmospheric performances.

- Students were treated to state-of-the-art sound and lighting production, creating an immersive concert environment. By featuring, both internally recognized artists and local talents, the concert supported established and emerging artists while providing students with a world class entertainment experience right on campus.
- The priorities for the event were – student engagement, partnerships, and replication.
- The donors played a critical role in enabling the Fall Kick off event to meet its objectives, their support allowed for a seamless, well-executed experience that fostered connection and enthusiasm among attendees. The collaboration with donors set a high standard for future events and reinforced the importance of shared investment in student initiatives.
- The Fall Kick Off event was significantly enhanced by the contributions of our vendors. Their world-class offerings from food and merchandise to technical and logistical support created a vibrant and engaging atmosphere.
- The Fall Kick Off 2024 brought together the diverse SFU Community, creating an inclusive space for students, staff, and alumni to connect and create the start of the term. The event attendance increased by 45%.
- The online engagement remained strong supporting overall event visibility and participation. The average engagement for the event was projected 67%.
- They mentioned that this year they had to start from the scratch to plan and executive this event. They faced many roadblocks and setbacks but by documenting the process of event planning for Kick Off it allows future team to streamline the process and improve future events.
- The ticket sales for the event were amounting up to \$41,978.
- The total revenue for the event was \$64,343.
- The total expenses for the event were \$194,388. (Including logistic costs for – \$63,826, production cost of \$114,554, marketing cost totalling up to \$7,639, and Miscellaneous cost totalling up to \$730).
- In response to the Geography Councillor regarding if we lost \$130,000 on the event, the VP Events mentioned that they incurred expense of \$194,388 during the event.
- In response to the Geography Councillor regarding how this would look on the budget for next year, the VP Finance mentioned that when they started the year one of the thing, they looked at was to allocate money towards the large events, this was allocated in that sense. For the Diwali event as well, they have

reallocated money, and that event was very successful. Reallocating and rebudgeting is something they will be doing.

- In response to the Geography Councillor regarding, when the fiscal year is coming to an end, this amount will be reallocated to another amount so there is no deficit, the VP Finance mentioned that this would be reflected very accurately in the budget and that the amount was overspent.
- The President mentioned that the other areas we budgeted from might not have been spent so this would not reflect that the society is in loss or there is more deficit.
- The VP Finance mentioned that the Diwali event was also under large scale event, and it was very cost effective, and they spent one fifth on that event.
- In response to the Computing Science Student Society Councillor regarding what was the expected revenue for the event, the VP Events mentioned that they expected the revenue for this event to be \$141,000.
- In response to the Society of Arts and Social Sciences Councillor regarding what does this leave for the large-scale event for the remaining year, the VP Finance mentioned that the only large scale event after this left are Holi and Diwali. With Diwali they mitigate and try to be cost effective. Similar plan is for the Holi event. They want to report this and be as transparent as possible.
- The VP University and Academic Affairs mentioned that Diwali was supposed to be a large-scale event, last year it was budgeted for \$15,000- \$25,000 approximately. Whereas this year they did it under \$4900. Their plan for the Holi event is the same. They are confident that they will spend less than is expected.
- In response to the Resource & Environmental Management regarding specific cost overruns and revenue shortfalls, the VP Events mentioned that the fencing was overspent which was accounted for \$12,000 and it ended up being \$30,000.
Most of the deficit was from lack of ticket sales.
- The VP Events mentioned that due to the short timeline awareness was hard to build. Lack of marketing also was one of the major factors.
- The Geography Councillor mentioned that over 3x revenue was spent for this event.
- The VP External mentioned that one other major thing that led to this shortfall was lack of sponsorship. Finding sponsors for this event was not easy based on the timeline and there was not much money to go around for events like these.
- It was difficult for a team to come up and execute this event within 3 months. They are personally seeking sponsors for next year's fall kickoff event to be

able to get an event like this on track.

- The Mathematics Councillor mentioned that since this loss went over the budget allocated, are there any further implications for grants that student unions and clubs will receive rest of this year, it does not seem right when they see such loss and sometimes grants for other groups are cut, the President mentioned that there will be no cuts for other groups. Those lines would not be touched, and it would not have a massive impact on overall spending. It will not impact grants or cuts.
- In response to the Philosophy Councillor regarding why this event occurred on the same day as the UBC Fall kick off event and whether this affected tickets sales, the VP Events mentioned that this affected the ticket sales. They had significant issues with getting sponsors as sponsors were already supporting UBC events. Getting in touch with other student society in future is very useful.
- The ISSA Councillor mentioned that the attendance for this event had an impact as students were not allowed to go in with their backpacks and it was at 5 pm on Friday. A lot of students came out from their class and could not attend the event.
- In response to the Mathematics Councillor regarding how many individual tickets sales were there, the VP Events mentioned that over 900 tickets were sold. The total projection for the event was 2100 people.
- The President mentioned that we will be going in-camera to discuss about sponsors, contracts, and more information.

8. NEW BUSINESS

8.1 Fall Kickoff Welcome Concert- MOTION COUNCIL 2024-11-13:05

SUBMITTED BY: VP Events and Student Affairs

President / International Studies Student Association

Whereas Council approved \$65,000 in funding from the large-scale events line item for the Fall Welcome Concert that took place on September 20;

Whereas the Simon Fraser Student Society (SFSS) aims to foster a vibrant campus community and enhance the student experience through engaging events and activities;

Whereas during the final invoice processing, it has become apparent that the event requires additional funding;

Be it resolved that Council approves spending up to an additional \$65,046 from line

item 816/20 towards the Fall Kickoff Welcome Concert.

CARRIED AS AMENDED

Abstentions: Geography Councillor

- The VP Events moved to amend “X” with 65,046.
- In response to the Mathematics Councillor regarding if this motion is to cover the excess cost for the event, the President mentioned that this motion is to cover the excess cost from the fall kick off.

**Break taken at 7:03 pm*

**8.2 Oversight Committee on Executive Officers Election- MOTION COUNCIL
2024-11-13:06**

SUBMITTED BY: CSA Councillor

Computing Science Student Society Councillor / President

Whereas, established by By-Law 18.1 of SFSS Council Policies, the Oversight Committee on Executive Officers ensures accountability and adherence to governing documents, maintaining the integrity of SFSS governance;

Whereas, Articles 18.3 to 18.14 of the Terms of Reference detail the committee's duties in investigating misconduct, recommending actions, and ensuring transparency, reflecting its dedication to ethical conduct and governance standards within the SFSS;

Whereas there is 1 seat available for members of Council;

Be it resolved to elect Public Policy Councillor to serve on the Oversight Committee on Executive Officers Committee for the council term of 2024-2025

CARRIED AS AMENDED

Philosophy Councillor: Computing Science Student Society Councillor, Software Systems, Mechatronics System Engineering Student Society, Society of Arts and Social Sciences, Criminology Student Association, English Councillor, Gender, Sexuality, & Women’s Studies, Society of Arts and Social Sciences, International Studies Student Association, Political Science Councillor, Philosophy Councillor, Psychology Councillor, Environmental Science Student Union, World Languages and Literature, Disability and Neurodiversity Alliance, Students of Caribbean & African Ancestry, Women Centre Collective, VP Events and Student Affairs, VP External and Community Affairs, VP Internal and Organizational Development, and VP University and Academic Affairs.

Public Policy Councillor: Engineering Student Society Councillor, Mechatronics

Councillor, French Councillor, Geography Councillor, Health Science, FNMISA, Business Administration Student Society, Health Science Undergraduate Student Union, Statistics and Actuarial Science Student Association, Embark Sustainability, Sustainable Energy Engineering Student Society, Behavioral Neuroscience Student Society, Biomedical Physiology Kinesiology Student Union, Public Policy Councillor, Simon Fraser Public Interest Research Group, Teaching Support Staff Union, Residence Hall's Association, Biomedical Physiology Kinesiology Student Union, VP Finance and Services, and President.

Abstentions: Mathematics and Chemistry.

- Three calls for nomination were made by the President.
- This committee is primarily charged with overseeing the conduct of Executive Officers. It also has the ability to, where needed, investigate the conduct of Executive Officers and, at the conclusion of an investigation, potentially recommend disciplinary action to Council. Lastly, the committee itself also has the ability to reduce the stipend of Executive Officers, when deemed necessary after an investigation.
- The President reminded council members to be on one committee at least.
- The Public Policy Councillor nominated themselves.
- The Philosophy Councillor nominated themselves.
- The Philosophy Councillor mentioned that they served as the chair for this committee. They have modified few policies themselves being on this committee. They have engaged in multiple investigations themselves.
- The Public Policy Councillor mentioned that they are a political science student and they believe they have a similar academic background and would be a good fit for this committee.

8.3 Equity and Sustainability Committee Election- MOTION COUNCIL 2024-11-13:07

SUBMITTED BY: VP Internal and Organizational Development
Computing Science Student Society / President

Whereas, members resigned from the ESC;

Whereas there is 1 seat available for members of Council;

Be it resolved to elect the World Languages and Literature Councillor to serve on the ESC Committee for the council term of 2024-2025.

CARRIED AS AMENDED UNANIMOUSLY

- Three calls for nomination were made by the President.

- The Computing Science Society Councillor nominated the World Languages and Literature Councillor and they accepted their nomination.
- The International Studies Student Association Councillor nominated the Public Policy Councillor and they declined their nomination.

9. 30 MINUTES Q&A

- In response to the SFPIRG Councillor regarding the AGM, if the motions were passed legally, the President mentioned that they have reached out to the legal team, and they are yet to get back to them.
- The usual business was passed.
- The special resolution was something that will not be proceeded with unless the quorum was met. They are waiting on the legal opinion for this.
- In response to the Health Science Councillor regarding any events planned for this year similar to same scale as Diwali, the VP Events mentioned that we have club nights, Holi, Secret Santa, and Lunar Year.

10. ANNOUNCEMENTS

15.1 VP Equity and Sustainability- Leave of Absence from November 11th to November 13th, 2024.

15.2 SASS Games Night – November 14th – 4 pm at SUB 3220.

15.3 RHA AGM – November 16th.

15.4 ISSU By-Election – November 18th.

15.4 Embark Community Kitchen – November 27th.

11. ADJOURNMENT

11.1 MOTION COUNCIL 2024-11-13:08

President / VP Finance and Services

Be it resolved to adjourn the meeting at 7:47 PM

CARRIED UNANIMOUSLY

Abstentions: International Studies Student Association

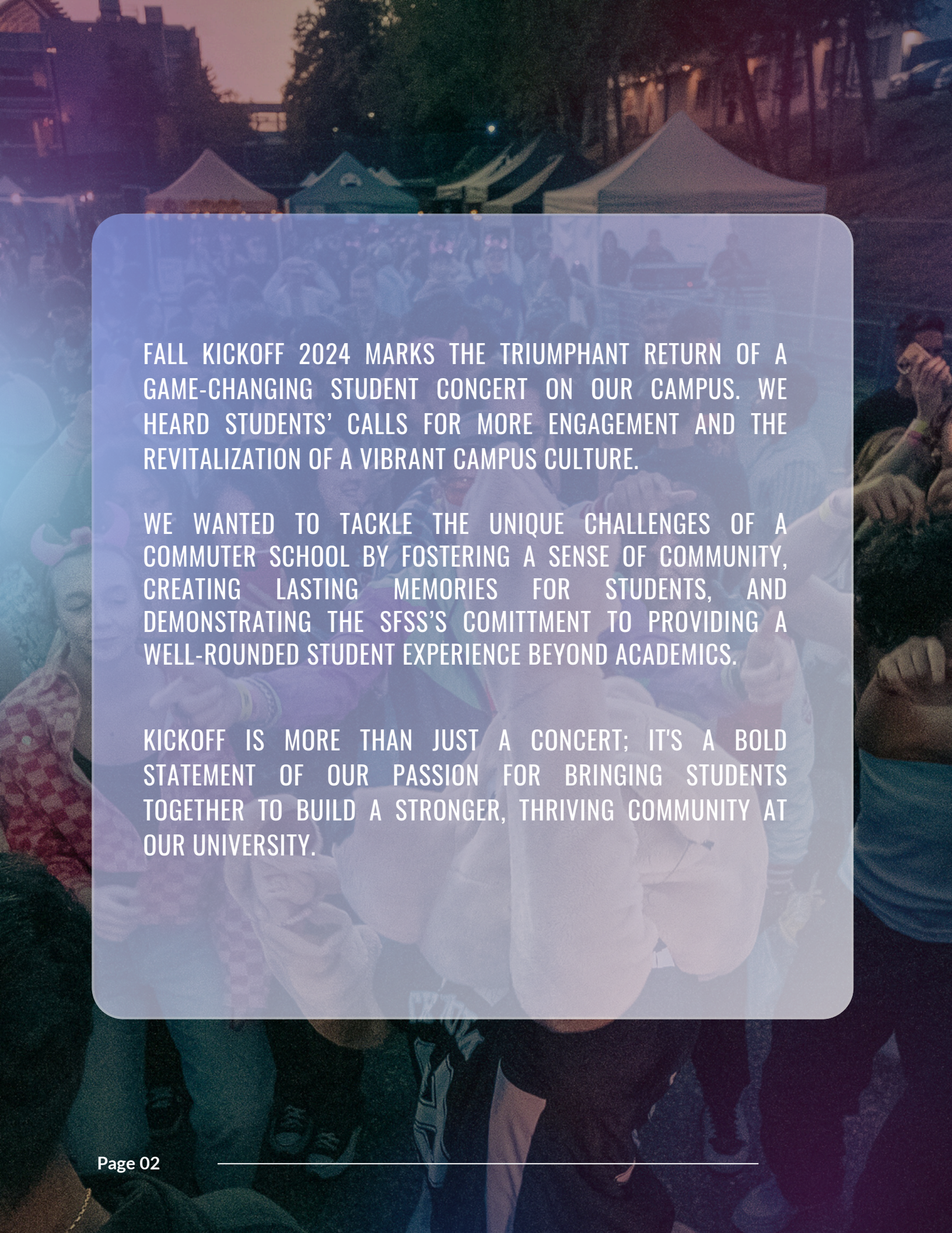
simon fraser
student society

KICKOFF RECAP

2024



The biggest concert at SFU.



FALL KICKOFF 2024 MARKS THE TRIUMPHANT RETURN OF A GAME-CHANGING STUDENT CONCERT ON OUR CAMPUS. WE HEARD STUDENTS' CALLS FOR MORE ENGAGEMENT AND THE REVITALIZATION OF A VIBRANT CAMPUS CULTURE.

WE WANTED TO TACKLE THE UNIQUE CHALLENGES OF A COMMUTER SCHOOL BY FOSTERING A SENSE OF COMMUNITY, CREATING LASTING MEMORIES FOR STUDENTS, AND DEMONSTRATING THE SFSS'S COMMITMENT TO PROVIDING A WELL-ROUNDED STUDENT EXPERIENCE BEYOND ACADEMICS.

KICKOFF IS MORE THAN JUST A CONCERT; IT'S A BOLD STATEMENT OF OUR PASSION FOR BRINGING STUDENTS TOGETHER TO BUILD A STRONGER, THRIVING COMMUNITY AT OUR UNIVERSITY.



“WE WANTED TO GIVE STUDENTS AN OPPORTUNITY TO CELEBRATE TOGETHER, FOSTERING A STRONGER SENSE OF COMMUNITY AND BELONGING, WHICH HAS BEEN A PRIORITY FOR US”

THE EVENT

September 20th, 2024
4pm - 10pm
East Parking Lot, SFU Burnaby Campus

PROJECT LEAD

VP Events - Chitransh Motwani

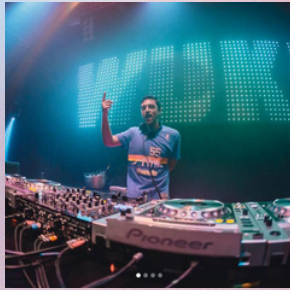
COLLABORATORS

Blueprint
The Forum SFU

ARTIST LINEUP



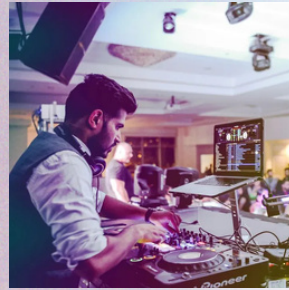
TROYBOI



WUKI



FELIX CARTAL



ASAD KHAN



SEB C

MEET THE ARTISTS

TroyBoi is a London-born producer and multi-instrumentalist known for his unique blend of trap, dubstep, and world music. TroyBoi's innovative sound design and genre-bending tracks have earned him collaborations with major artists like Billie Eilish and Nina Sky.

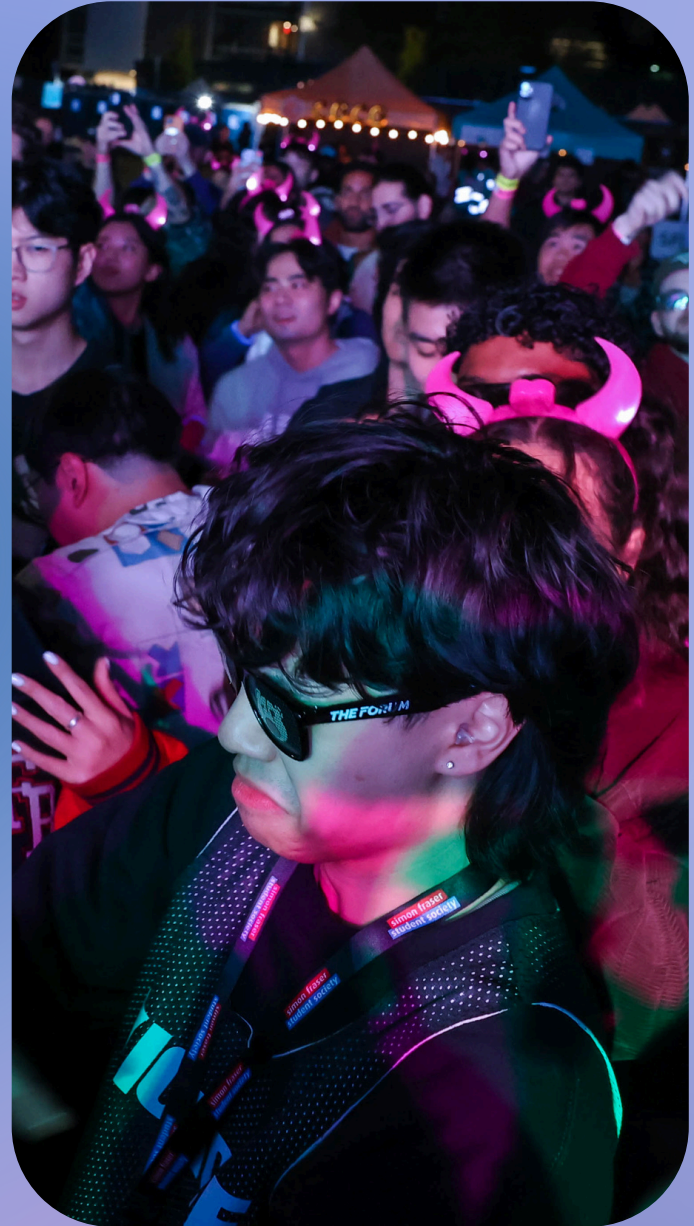
Wuki is a Grammy-nominated DJ and producer specializing in bass-heavy electronic dance music. Wuki's high-energy sets blend elements of house, trap, and hip-hop, creating an infectious party atmosphere.

Felix Cartal is a Canadian DJ and producer recognized for his melodic and emotive electronic pop sound. Felix has achieved platinum status with several singles and has been nominated for multiple Juno Awards.

Asad Khan is an up-and-coming local talent, Asad Khan brings a fresh perspective to the electronic music scene with his fusion of South Asian influences and modern dance beats.

Seb C is another rising star from the local scene, Seb C's deep house and tech house sets provide a perfect balance to the more intense electronic styles of the other performers.

PRIORITIES



STUDENT EXPERIENCES

Kickoff was a vibrant celebration of electronic music culture, covering a wide range of genres including trap, dubstep, house, pop-electronic, and world music fusion. The diverse lineup ensured that there was something for every taste, from high-energy dance sets to more melodic and atmospheric performances.

Students were treated to state-of-the-art sound and lighting production, creating an immersive concert environment. By featuring both internationally recognized artists and local talents, the concert supported established and emerging artists while providing students with a world-class entertainment experience right on campus.

PRIORITIES



STUDENT ENGAGEMENT

Student engagement is crucial for the success of the SFSS as it fosters a sense of community, promotes active participation in campus life. Engaged students are more likely to utilize services, attend events, and contribute to the overall vibrancy of campus culture. By organizing and executing Kickoff, we not only met this demand but also strengthen the position of both the university and the student union as we bring student life back to SFU.

PARTNERSHIPS

Planning involved nurturing partnerships with university administration to ensure smooth event execution and alignment with policy. It also included fostering connections with sponsors to secure financial support and in-kind contributions. Additionally, building relationships with local businesses, community organizations, and student groups enhanced the event's reach and impact. By focusing on relationship-building, we created a supportive network that has laid the groundwork for future collaborations and initiatives.

REPLICATION

Kickoff serves as a valuable resource for future planning, allowing us to refine our strategies, anticipate challenges, and build upon our successes. By showcasing our ability to execute and learn from large-scale events, we create a solid foundation for replicating and enhancing the event in subsequent years, ultimately leading to more successful and impactful future iterations.

SPONSORSHIPS

DONORS

Donors played a critical role in enabling the Fall Kickoff event to meet its objectives. Their support allowed for a seamless, well-executed experience that fostered connection and enthusiasm among attendees. The collaboration with donors set a high standard for future events and reinforced the importance of shared investment in student initiatives.

VENDORS

The Fall Kickoff event was significantly enhanced by the contributions of our vendors. Their world-class offerings, from food and merchandise to technical and logistical support, created a vibrant and engaging atmosphere. These partnerships showcased the strength of community collaborations and played an essential role in the event's overall success.

THANK YOU TO OUR SPONSORS!



ENGAGEMENT METRICS

The Kickoff Concert 2024 was a resounding success in engaging various segments of our diverse student community. The event served as a powerful platform to increase awareness of the SFSS and its commitment to enhancing student life. Through strategic marketing and collaborations with various student clubs and organizations, we reached a broader audience than ever before. The concert also provided opportunities for student volunteers to gain valuable event planning experience, further integrating them into the SFSS community. We believe the positive buzz generated by the event can boost the SFSS's visibility and reputation, positioning us as a dynamic force in creating memorable university experiences. This increased awareness also has the potential to lead to greater student participation in SFSS initiatives and a more engaged student body overall.



OUR COMMUNITY

The Fall Kickoff 2024 brought together our diverse SFU community, creating an inclusive space for students, staff, and alumni to connect and celebrate the start of the term.

Event Attendance Increase: **+45%**

ONLINE ENGAGEMENT

Online Engagement remained strong, supporting overall event visibility and participation.

35% Follower Growth **67%** Average Engagement

PLANNING

LESSONS LEARNED

Kickoff Concert 2024 has provided us with invaluable insights and opportunities for growth. As we reflect on the event's successes and challenges, it's clear that continuous improvement and adaptation are key to elevating future iterations.

As we move forward, these lessons learned will serve as a foundation for creating even more memorable and impactful events that truly resonate with our diverse student body and strengthen our campus community.

AWARENESS

Consistency is key with student events. Each year attracts more student awareness and establishes Kickoff as a yearly event which we hope will become tradition.

SPONSORSHIPS

Establishing relationships with sponsors can be a lengthy process. Our goal is to maintain these partnerships to ensure the success of subsequent events!

PRECIDENT

As policies and procedures have changed since 2019, there was a lack of continuity in planning. By updating our event planning to align with current policies, we continue to ensure our event aligns with best practices.

OPPORTUNITIES

Kickoff can be utilized as a platform to showcase various student services, making students aware of the support available to them. By incorporating information booths or brief presentations, we can ensure that students are well-informed.

PLANNING

EARLY PLANNING

Start the planning process 6-8 months in advance to allow more time for artist booking, sponsorship acquisition, and marketing efforts.

IMPROVE BUDGET FORECASTING

Develop more accurate budget projections by consulting with industry professionals and analyzing data from similar events at other universities.

STAKEHOLDER COMMUNICATION

Establish clearer communication channels with university administration, sponsors, and student groups to ensure all parties are aligned throughout the planning process.

DIVERSE MARKETING STRATEGIES

Implement a multi-channel marketing approach, including increased social media presence, campus-wide promotions, and partnerships with local media outlets.

STREAMLINED LOGISTICS

Create detailed operational plans for setup, execution, and teardown to minimize day-of-event stress and potential issues.

EXPANDED VOLUNTEER PROGRAM

Develop a comprehensive volunteer training program to ensure all helpers are well-prepared and can contribute effectively to the event's success.



THIS YEAR, WE HAD TO START FROM SCRATCH. WE FACED MANY ROAD BLOCKS AND SETBACKS, BUT BY DOCUMENTING THE PROCESS OF EVENT PLANNING FOR KICKOFF, IT ALLOWS FUTURE TEAMS TO STREAMLINE THE PROCESS AND IMPROVE FUTURE EVENTS.

UNTIL NEXT TIME!

A vibrant campus culture is a significant factor in attracting prospective students and retaining current ones. Memorable campus experiences like the Kickoff Concert create lasting connections between students and their alma mater. Kickoff sends a powerful message that we value not just academic growth, but also social and cultural development.



While the Kickoff Concert does require a significant investment of time and resources, its benefits extend far beyond the balance sheet. It is a cornerstone event that enriches our campus culture, enhances student experiences, and contributes to the long-term success of our university. The memories, skills, and connections forged at this event will continue to yield dividends long after the last note has faded.

The Kickoff Concert serves as more than just entertainment; the event provides a much-needed outlet for stress relief, especially during the challenging transition period at the start of the academic year. This fun, engaging experience contributes to students' overall well-being and helps create a positive atmosphere on campus. The event offers a welcoming environment to make friends and feel part of the campus community. It breaks down barriers and fosters connections.

Kickoff is an action packed event for students to enjoy, but it is also a strategic initiative that touches multiple aspects of student life and contributes to their holistic growth and success at our institution.

FINANCES

Revenues			
	Ticket Sales		Amount
	Bounce		\$39,435
	Hard Copy (Square)		\$2,543
		Total	\$41,978
	Sponsorships		Amount
	Sponsor 1		\$10,000
	Sponsor 2		\$5,000
	Sponsor 3		\$5,000
	Sponsor 4		\$1,000
	Sponsor 5		\$500
		Total	\$21,500
	Vendors		Amount
	Tacosaurus		\$303
	Katsuya		\$423
	Coco		\$139
		Total	\$864
	Total Revenues		\$64,343

Expenses			
	Logistics		Amount
	Security		\$11,872
	MECS		\$2,204
	Fencing + Portable Washrooms & Sinks		\$29,627
	Barrier Rental		\$2,236
	First aid		\$4,777
	Ambulance		\$2,450
	Facilities		\$9,660
	Insurance		\$1,000
			\$63,826
	Production		Amount
	Artists + Staging		\$114,554
			\$114,554
	Marketing & Sales Promotion		Amount
	External Marketing		\$3,000
	Photographers & Videographers		\$2,962
	Instagram Ads		\$1,375
	Document Solutions		\$301
			\$7,639
	Miscellaneous		Amount
	Minor Expenses		\$730
	Total Expenses		\$194,388