

# YEAR PLAN

MSU Vice-President (Finance)

Jessica Anderson

2020-2021

(submitted July 7<sup>th</sup>, 2020)



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

Dear Members of the Student Representative Assembly,

The next 40+ pages outline my various goals and projects I hope to accomplish for this year as Vice-President (Finance) of the MSU. The first two months in the role have definitely presented their own sets of challenges for the MSU as a whole, but I am proud to say I have been able to allocate time towards consulting various stakeholders and begin working on several of the platform points that I ran on back in April. As all of us are aware, this year is like no other and we continue to receive new information regularly that impacts the points and projects that need to be prioritized during these unprecedented times.

Within the creation of a year plan during these difficult times, there is a need to be flexible and adaptable in order to address additional undergraduate student concerns when they arise. Having said this, I have reworked some objectives that were originally centred around an in-person experience to better suit the current, physically distant atmosphere we are faced with. As many Vice-President Finances have stated in the past, this year plan **will** likely change throughout my term to ensure I am addressing concerns and issues that arise along the way. Specifically, I think it is important to note that while we know the Fall 2020 semester will be completed in the virtual format, my strategies and direction (for business unit operations and long-term financial stability) may shift upon the announcement and decision for the winter 2021 semester. With this being said, I believe I have enough time to address the projects and objectives I have outlined in this year plan, while ensuring enough room for alterations and changes upon further information being released.

This year plan is structured in a way that will allow me to both fulfill my responsibilities as VP Finance, while also working with the Board of Directors to address and take action on various other issues the MSU has continued to perpetuate since it's creation. As the Vice-President Finance, I am here to support all of our part-time managers with their finances, oversee the strategic direction of our business units/revenue-neutral services, actively raise and address student concerns as a member of the Board of Directors, and act as a source of knowledge for any and all things student-fee related.

While I recognize this year will be challenging and it will be important to adapt to the constantly changing environment around us, I am very excited to make a positive impact on the MSU. The past two months alone have taught me so much about this organization and the students they represent. I look forward to continuing throughout the year to make meaningful, and sustainable changes, that will better position the MSU to fully support the student population.

If you have any questions or feedback for me, please feel free to reach out!

Sincerely,



Jessica Anderson

Vice-President (Finance) & CFO

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McMaster Students Union

## GOALS

### Financial Transparency, Accessibility & Literacy

<b>Objective 1</b>	Continue September and January Transparency Weeks
Description	<p>While this year will look different than past, I believe it is still a priority to be as transparent with our finances as possible. I plan to work with the AVP Finance, Chen as well as the rest of the Finance Committee to brainstorm creative ways to outreach to students with our finances and depict how the money is allocated &amp; spent. With the help of our communications department, I believe we can create visually appealing graphics (and update some used last year) that will accurately and effectively depict to students how their fees are spent. The other component that normally exists for transparency weeks is being in person to answer any questions students may have about their fees. To address this, I plan to look into the feasibility of either hosting a virtual, live event of sorts where students can pop in to ask questions or collect questions from students via our social media channels and answer them the following day in a video response. This would hopefully help clarify any questions or concerns students have, while also integrating a more personal 'face-to-face' component into the responses opposed to having a large body of text answering the questions.</p> <p>Additionally, while all of the MSU operating &amp; capital budgets are publicly accessible online, I hope to work throughout the summer on creating more user-friendly versions of our budgets to ensure the information is more accessible and easier to understand without assuming a certain level of financial literacy. Along with the MSU operating &amp; capitals budgets, I hope to work with our services to create smaller graphics outlining how they spend their allocation of the funding as well.</p>
Benefits	<ul style="list-style-type: none"> <li>• Increasing the Financial transparency of the McMaster Students Union and all of our associated services.</li> <li>• Increasing the accessibility of our finances to students.</li> <li>• Answer student questions, comments or concerns.</li> <li>• Through outlining how fees are allocated, students will become more aware of MSU services &amp; hopefully want to utilize or get more involved</li> </ul>
Difficulties	<ul style="list-style-type: none"> <li>• Transparency and accessibility can always be worked on and increased, and I believe it will continue to be a difficulty. My goal is to ensure that every year we are able to improve our transparency &amp; accessibility from the last.</li> <li>• Outreach to students. It will be imperative that we plan and allow enough time to receive questions from students to ensure that anyone who wishes to participate and ask a question is able to voice that question.</li> </ul>

Long-term implications	<ul style="list-style-type: none"> <li>Continued improvement of our transparency and accessibility initiatives. As an organization, we hope to be transparent &amp; accessible across all of our various facets and I hope that through our continued improvement we are able to gain more student trust. Students have a right to know how their fees are being spent.</li> </ul>
How?	<p>August</p> <ul style="list-style-type: none"> <li>Create resources with Comms Officer to share with students on our socials that outline how our fee is created and allocated. Finalize the structure of the “virtual/online” transparency week.</li> </ul> <p>September</p> <ul style="list-style-type: none"> <li>Connect with Chen, AVP Finance &amp; Finance Committee &amp; Board of Directors to evaluate their level of comfortability of being on camera/helping to respond to questions (having multiple faces may be more engaging).</li> <li>Open submission of questions on our various social medias &amp; allow a few days to collect submissions.</li> <li>Coordinate with AVP, Finance Committee &amp; Board on who will record a response to which question.</li> </ul> <p>December</p> <ul style="list-style-type: none"> <li>Alter graphics to reflect 2021 year &amp; reevaluate how the first virtual transparency event went.</li> <li>Make a call (based on if classes are virtual or in-person for the winter semester) to host another virtual event or in-person for January.</li> </ul> <p>January</p> <ul style="list-style-type: none"> <li>Depending on decision, either host another online/virtual transparency event or book tables and schedule days for in-person financial transparency.</li> </ul>
Partners	<p>AVP Finance, Chen Liu          Finance Committee          Director Marketing &amp; Communications, Michael Wooder          Communications Officer, Elizabetta Paiano          Social Media Coordinator, Khaleel Gandhi</p>

<b>Objective 2</b>	Explore Ways to Reduce Student Costs
Description	<p>As this year is filled with financial uncertainty for students and places many students in a very precarious situation, I believe it is vital that we advocate and explore ways to reduce student costs. Within the MSU, I plan to work with our Board of Directors, General Manager &amp; Finance Department to reduce the MSU fee &amp; keep the conversation open for a potential reimbursement for students at the end of the 2020-2021 year should there be further savings.</p>

	<p>Additionally, I will work with the President, General Manager, University Stakeholders &amp; HSR to seek a reimbursement for students from the time COVID - 19 impacted transit services through the summer. I will then work to evaluate our options with HSR for the Fall 2020 semester that is online as well as the Winter 2021 semester that is still TBD.</p> <p>I will additionally work with the university and the rest of the Board of Directors to advocate to the University to reduce fees of services &amp; areas that are currently not accessible to students (such as athletics &amp; recreation). I recognize there are still maintenance fees associated with the space even with its closure, but strongly believe there should be a large reduction in the fee students pay for such services until they are able to open and be accessible to students.</p>
Benefits	<ul style="list-style-type: none"> <li>• Reduced costs to students.</li> <li>• Increased accountability for all stakeholders that charge fees to student to ensure the fee accurately reflects the service level they are providing.</li> </ul>
Difficulties	<ul style="list-style-type: none"> <li>• Trying to accommodate a reduction in fees, while also experiencing a reduction in revenue that would normally help offset some costs.</li> <li>• Working with stakeholders that are also experiencing significant losses of revenue.</li> </ul>
Long-term implications	<ul style="list-style-type: none"> <li>• Building or maintaining a strong rapport with students through ensuring our associated fees are reflective of our service offerings.</li> </ul>
How?	<p>June</p> <ul style="list-style-type: none"> <li>• Start conversations with University &amp; HSR to ensure the topic of reductions and student savings are at the forefront of their priorities.</li> <li>• Evaluate MSU operating fee with John McGowan to look for potential student savings.</li> <li>• Meet with University &amp; HSR to assess options and request a reimbursement for months when service was not provided.</li> <li>• Submit MSU operating fee proposal to Fees Committee.</li> </ul> <p>July</p> <ul style="list-style-type: none"> <li>• Continue conversations with HSR &amp; University to ensure fees are being appropriately adjusted to match the service levels provided.</li> <li>• Confirm what HSR fee/operations are for Fall 2020.</li> </ul> <p>October/November</p> <ul style="list-style-type: none"> <li>• Evaluate what Winter 2021 is looking like (i.e. online or in-person).</li> <li>• Work with University &amp; HSR to ensure that either way, fees reflect what the services offerings to students are.</li> </ul> <p>March</p>

	<ul style="list-style-type: none"> <li>Evaluate MSU operating Fee &amp; financial standings, and determine whether there is additionally funding that can be reimbursed or not</li> </ul>
Partners	<p>General Manger, John McGowan  President, Giancarlo Da-Ré  Board of Directors  AVP Students (McMaster U), Sean Van Koughnett  HSR</p>

<b>Objective 3</b>	Educate Students on Financial Aid Available
Description	<p>As mentioned on countless occasions, the past several months have been financially straining on a lot of students, and thus I will work with our VP Education, President &amp; Communications department to ensure that students are aware of the financial supports available to them at the MSU, University &amp; Provincial/Federal levels respectively. I plan to also work with the communications officer to produce graphics that highlight what resources are available and how you go about accessing them.</p> <p>Additionally, work with the communications department to highlight financial advising component of the Student Assistance Plan that is free and available to <b>all</b> MSU members. It is important to ensure student feel supported during these difficult times and thus we need to highlight the aid and resources that are available.</p>
Benefits	<ul style="list-style-type: none"> <li>Highlighting services that the MSU currently offers to students that can be a resource and further educating students on our service offerings.</li> <li>Ensuring students feel supported and are aware of the resources and funding available to them.</li> <li>Increase usage &amp; awareness of the Student Assistance Plan that was previously underutilized.</li> </ul>
Difficulties	<ul style="list-style-type: none"> <li>Outreaching to all 24,000+ students when restricted to just online platforms.</li> <li>Ensuring students are not only directed to the resources, but also understand how to accurately apply to the various grants/bursaries as the websites are not always the most user friendly.</li> </ul>
Long-term implications	<ul style="list-style-type: none"> <li>Ensuring our students feel supported through this difficult time will help build trust and additionally will make students more aware of our services and resources available for years to come.</li> </ul>
How?	June

	<ul style="list-style-type: none"> <li>• Work with Comms team to create graphics that outline the various types of funding &amp; subsidies available to students from the MSU, University &amp; Provincial/Federal government.</li> </ul> <p>July</p> <ul style="list-style-type: none"> <li>• Release graphics to students via the MSU social media pages.</li> <li>• Circulate to SRA members to post on their respective pages to further the outreach.</li> <li>• Work on creating SAP specific graphics that outline all of their service offerings (including financial).</li> </ul> <p>August/September</p> <ul style="list-style-type: none"> <li>• Release SAP graphics to students as they can be utilized more long term.</li> </ul>
Partners	<p>VP Education, Fawziyah Isah  President, Giancarlo Da-Ré  Director Marketing &amp; Communications, Michael Wooder  Communications Officer, Elizabetta Paiano  Social Media Coordinator, Khaleel Gandhi  ACL, Student Health Care Providers</p>

<b>Objective 4</b>	Your Money/Financial Section of new Website
Description	<p>Last year’s Vice-President Finance, Alex Johnston worked with the Communications Officer &amp; The Underground to start the planning and development of a new MSU Website as our current website is very outdated and unorganized. With this new website set to go live for September 1<sup>st</sup> 2020, I plan to have the ‘Your Money’ page carried over the new website and to format it in a much more accessible &amp; user friendly way. On this page, I would ensure the updated, easy to understand MSU operating &amp; Capital budgets are present.</p> <p>Additionally, I plan to collect updated budget sheets from our services on a monthly basis and update on the website in the same section to ensure all information is compiled together and easy for students to access. We can also ensure our updated Financial Graphics are present on this page as well so that we have visual graphics to company the of text &amp; budgets. If room permits it, I believe it may also be beneficial to incorporate a section or line that can redirect students to where they can learn more about applying for financial aid.</p>
Benefits	<ul style="list-style-type: none"> <li>• Utilizing the new MSU website to ensure that Financials are all easily accessible and transparent to students.</li> <li>• Always for a ‘one-stop-shop’ for everything finance related and avoids confusion of having many, multiple pages for various finance related components.</li> </ul>
Difficulties	<ul style="list-style-type: none"> <li>• Ensuring the new website has the capabilities required to manage the page in an accessible and easy to read format.</li> </ul>

	<ul style="list-style-type: none"> <li>Deciding who will be responsible for updating the financial page of the website on a regular basis.</li> </ul>
Long-term implications	<ul style="list-style-type: none"> <li>Having an easily accessible way for students to learn more about their fees and how their funding is spent on an ongoing and updated basis.</li> </ul>
How?	<p>August</p> <ul style="list-style-type: none"> <li>Reach out to Paula Scott to ensure capability to have this page is present on new website.</li> <li>Establish a format for the page and all of the information we want included.</li> <li>Test the page to ensure it is easy to understand what each of the various documents is showing and it is easy to follow.</li> </ul> <p>September</p> <ul style="list-style-type: none"> <li>Website goes live.</li> <li>Promote financial component of website alongside Financial Transparency days/week so that students are aware of where the information is available.</li> </ul>
Partners	<p>Manager &amp; Creative Director; The Underground, Paula Scott Media Production Services (MPS) Communications Officer, Elizabetta Paiano</p>

<b>Objective 5</b>	Develop Service Sponsorship Policy & Packages
Description	<p>The past few years our MSU services have begun to reach out to external groups looking for sponsorships and donations to help fund some of their various events. With this being said, I will work with the VP Admin and AVP Internal Governance to establish a service sponsorship &amp; donation policy that will identify what types of groups and organizations we will and will not allow our services to receive sponsorships or donations from. Through creating this policy, we are taking away the ambiguity of having different boards allow different types of sponsorships for our services. Rather, by creating a standard, we are pre-establishing what types of sponsors align with the MSU mandate.</p> <p>As a follow up component, I will also be working on developing sponsorship package for each of our service that can be utilized when reaching out to these external businesses to help uphold a high level of professionalism. By having these service specific, MSU branded packages, I hope that services will be even more prosperous in their attempts at acquiring sponsors!</p>
Benefits	<ul style="list-style-type: none"> <li>Through creating this policy, we remove the need for individual board members to express their personal thoughts on what groups we should and should not allow to sponsor our services.</li> </ul>



	<ul style="list-style-type: none"> <li>Once the sponsorship packages are created, they can be used for years to come, with only minor date changes needing to be made annually!</li> </ul>
Difficulties	<ul style="list-style-type: none"> <li>From initial research it seems other universities do not currently have service sponsorship policies and thus we made not have anything to model ours after.</li> </ul>
Long-term implications	<ul style="list-style-type: none"> <li>This will ensure we have a policy to back up decisions made in regard to service sponsors and additionally, we will be upholding a strong professional standard with the MSU branded packages.</li> </ul>
How?	<p>July/August</p> <ul style="list-style-type: none"> <li>Discuss with Wooder, Paula and VP Admin to establish a reasonable timeline.</li> <li>Being research on pre-existing policies at comparable institutions for something to potential model after.</li> <li>Reach out to AVP Finance and AVP IG as potential leads on this project.</li> <li>Outreach to PTM's to gain a list of events they are hosting this year that could potentially be sponsored.</li> </ul> <p>August</p> <ul style="list-style-type: none"> <li>Begin a draft of the policy.</li> <li>Share draft and updates with small working group (VP Finance, VP Admin, Wooder, Paula, AVP Finance, AVP IG).</li> <li>Begin design on service packages</li> </ul> <p>September</p> <ul style="list-style-type: none"> <li>Finalize draft of policy.</li> <li>Bring to EB for approval.</li> <li>Try to finish service packages by end of September.</li> </ul> <p>October</p> <ul style="list-style-type: none"> <li>Services are able to utilize packages to reach out to potential sponsors/donors that comply with the service sponsorship policy.</li> </ul>
Partners	<p>VP Administration, Anika &amp; TBD  Director of Marketing and Communications, Michael Wooder  Manager &amp; Creative Director; The Underground, Paula Scott  AVP Finance, Chen Liu  AVP Internal Governance, Michelle Brown</p>

## Enhancing Business Units

### General

<b>Objective 6</b>	Adhere to Health & Safety Guidelines
Description	<p>With the constantly evolving COVID-19 outbreak, we need to ensure that all of our business units are able to adapt and abide by the new health and safety guidelines that have been put in place by public health and the government. I will ensure that all of our business units are:</p> <ul style="list-style-type: none"> <li>• Restricting the Number of People in Each Business Unit at a Given Time to allow for physical distancing;</li> <li>• Place Hand Sanitizing Stations at the Entrance of each Business Unit;</li> <li>• Ensure the consistent Cleaning of High Touch Surfaces;</li> <li>• Place appropriate Signage in each unit to ensure Physical Distancing is occurring;</li> <li>• And work with University to establish consistent regulations on either mandating the wearing of masks or highly recommend them in spaces on campus.</li> </ul> <p>I will also work with the rest of the Board of Directors to ensure we updating these guidelines and keeping all of our staff informed of any changes that are made and ensuring they feel comfortable in the workplace.</p>
Benefits	<ul style="list-style-type: none"> <li>• Ensures that we are upholding health standards and are keeping both our staff &amp; students safe.</li> </ul>
Difficulties	<ul style="list-style-type: none"> <li>• Managing people can always present its own set of difficulties so it will be important to be consistent and ensure customers are following the posted signage &amp; maintaining physical distancing.</li> </ul>
Long-term implications	<ul style="list-style-type: none"> <li>• While the hope is that this will only be an interim change until the pandemic settles down, it will allow us to improve upon of health and safety standards as an organization.</li> </ul>
How?	<p>June</p> <ul style="list-style-type: none"> <li>• Do a walk-through of each business unit to determine how to best manage the flow of traffic.</li> <li>• Begin discussions with full-time staff on how we can ensure they feel safe at work.</li> </ul> <p>July</p> <ul style="list-style-type: none"> <li>• Begin to purchase appropriate safety barriers/plexy glass, hand sanitizer, sign decals etc.</li> </ul> <p>August</p> <ul style="list-style-type: none"> <li>• Install safety barriers &amp; decals.</li> </ul>

	<ul style="list-style-type: none"> <li>Do a practice run through of each space to spot any potential issues/possible problems ahead of time.</li> <li>Do a soft open for most of our business units to again see any concerns that may arise &amp; address them.</li> </ul> <p>September</p> <ul style="list-style-type: none"> <li>Open business units and be prepared to adapt to the changing environment.</li> </ul>
Partners	General Manager, John McGowan President, Giancarlo Da-Ré Full Time Staff – Business Units

**TwelvEighty & The Grind**

<b>Objective 7</b>	Develop a Plan for the Long-Term Financial Stability of TwelvEighty
Description	<p>For the past several years, everyone that comes into the role of VP Finance is faced with the concern that TwelvEighty is consistently running in a deficit and what should be done to help fix this? While I believe the creation of The Grind was an amazing idea, I think the next step is planning a future direction for TwelvEighty, and one that better suits the needs and wants of students. This year, I plan to work with the TwelvEighty Full-Time Staff, The MSU President (Giancarlo), and the General Manager (John), to develop a long-term plan to ensure the financial Stability of TwelvEighty.</p> <p>The first step in developing this long-term plan is to gain student input. What do students want out of the space? What food offerings are they most attracted to? What currently stops them from regularly engaging with or eating at TwelvEighty? I think once we gain the student input on these sorts of questions, we will be able to have a more concrete direction for where we want the business to go. From there, I will run a business case to further analyze the feasibility of this change and the longevity to ensure the initial rebranding &amp; changes would be financially viable. As the current global climate is not the most financially stable, I plan to develop a multi-year plan that can begin to be incorporated once the organization is financially able to, and once students return to campus and we are able to guarantee more revenue generation.</p> <p>From an initial look at the TwelvEighty menu and recognizing the current dissonance between the much more modern “The Grind” and the TwelvEighty space, I hope to explore the possible shift away from a Pub &amp; Grill and towards more of an Eatery &amp; Café style restaurant. This seems to align more with what students are engaging with at The Grind, and a similar environment could be carried over into the TwelvEighty Space.</p>
Benefits	<ul style="list-style-type: none"> <li>Creating a plan for the longevity &amp; Financial Stability of TwelvEighty.</li> <li>Aligning our service offerings to the student needs &amp; wants.</li> </ul>

	<ul style="list-style-type: none"> <li>Gaining Student input before making large financial decisions.</li> </ul>
Difficulties	<ul style="list-style-type: none"> <li>There is always a chance that a rebrand could only be successful for a short period of time. To combat this, I want to run both a student survey to gain input directly from our clientele, as well as run a Business Case to ensure the back-end Financials are viable.</li> </ul>
Long-term implications	<ul style="list-style-type: none"> <li>Creating a space that students want to utilize and enjoy.</li> <li>Aligning our services with what our students want and need.</li> <li>Reducing the deficit, the TwelvEighty is currently experiencing and has been experiencing for years.</li> </ul>
How?	<p>August</p> <ul style="list-style-type: none"> <li>Create a student survey about their experiences with TwelvEighty, what they enjoy, what they wish it offered etc.</li> </ul> <p>September</p> <ul style="list-style-type: none"> <li>Run the survey (keep open for about two weeks), and potentially incentivize it with a TwelvEighty 2GO gift card to ensure more responses.</li> <li>Compile information and look for trends.</li> </ul> <p>October</p> <ul style="list-style-type: none"> <li>From the trends discovered, run a business case to see what the feasibility of the new model could be.</li> <li>Gain Full-Time Staff &amp; Board Input.</li> </ul> <p>November/December</p> <ul style="list-style-type: none"> <li>Present results of Business case &amp; survey to SRA and encourage discussion.</li> </ul> <p>January</p> <ul style="list-style-type: none"> <li>Begin crafting a multi-year plan on how this new business model/rebrand could be incorporated.</li> <li>Bring in Full-Time Staff i.e. John McGowan into the planning of the rebrand to ensure that there are full-time staff involved to help with consistency over the years and ensure plan is carried on.</li> </ul> <p>February/March/April</p> <ul style="list-style-type: none"> <li>Present plan to SRA and receive approval.</li> <li>Begin initial phases of plan and set up successor to continue forward into the 2021-2022 year.</li> </ul>
Partners	<p>General Manager, John McGowan  President, Giancarlo Da-Ré  TwelvEighty Full Time Staff</p>

	TwelvEighty Part Time Student Staff Students (Feedback Survey)
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<b>Objective 8</b>	Revamp Menu & Increase Plant Based Options
Description	<p>Upon first glance at both the TwelvEighty menu and the associated revenue generated from each item, I recognized that besides a few key menu favourites and some new additions added last year, the rest of the items are quite stagnant and do not sell. With this being said, I believe that it is long overdue to incorporate more healthy, nutritious, and plant-based options, while still offering crowd favourites like our chicken fingers!</p> <p>I will work with Stu, the Kitchen Manager and Kornelia the Assistant Kitchen Manager to create a new and exciting menu that is more focused on 2GO. This focus will ensure that the menu items travel well and taste and look as good in a travel container as they do on a plate.</p>
Benefits	<ul style="list-style-type: none"> <li>• New and exciting menu items!</li> <li>• Catering to a larger audience by offering a wider array of food rather than the previous typical pub &amp; grill items.</li> </ul>
Difficulties	<ul style="list-style-type: none"> <li>• Learning to adapt to the student wants &amp; needs and being willing to change menu items. Sometime we get too set in our ways and I believe we need to combat this and be willing to adapt to the changing student environment.</li> </ul>
Long-term implications	<ul style="list-style-type: none"> <li>• Providing our chefs with more freedom of expression and being able to help create the menu often allows for more pride in their work!</li> <li>• Keeping our menu new, interesting and aligning with the students wants will hopefully attract more business &amp; repeat customers.</li> </ul>
How?	<p>June</p> <ul style="list-style-type: none"> <li>• Task Stu &amp; Kornelia to create a draft menu for Fall 2020.</li> <li>• While fall is likely to be reduced operations, limiting menu to about 15 items to reduce waste of items not being ordered or used.</li> </ul> <p>July</p> <ul style="list-style-type: none"> <li>• Provide any feedback on menu.</li> <li>• Get in contact with food providers to being pricing out ingredients.</li> <li>• Set menu prices for new menu.</li> </ul> <p>August/September</p> <ul style="list-style-type: none"> <li>• Begin ordering ingredients.</li> <li>• Gage reaction to new menu items.</li> </ul> <p>October/November/December</p>

	<ul style="list-style-type: none"> <li>Depending on Reaction, decide if menu needs any changes incorporated for Winter 2021.</li> <li>Additionally, depending if classes are in person or online, potentially decided on remaining items for the menu &amp; print copies of new menu.</li> </ul> <p>March</p> <ul style="list-style-type: none"> <li>Review how new menu went for the year.</li> <li>Create any recommendations based on the years success for the next VP Finance.</li> </ul>
Partners	<p>TwelvEighty Kitchen Manager, Stu Gold  TwelvEighty Assistant Kitchen Manager, Kornelia Palczewski  General Manager, John McGowan</p>

<b>Objective 9</b>	COVID-19 Interim Reduced Operations & Shift to Take Out
Description	<p>As briefly touched upon in the menu revamp, with Fall 2020 being virtual for most students, we are likely going to need to reduce our business unit operations to align with the amount of use they will experience. With dining in not being an option, I will work with our TwelvEighty Full-Time Staff &amp; John McGowan to create reduced hours of operation for the Fall, as well shift TwelvEighty to being take out only. Thankfully last years Vice-President Finance, Alex Johnston already put in place TwelvEighty 2GO, and for the fall 2020 we are able to utilize this existing model and expand its offerings to suit the student need.</p> <p>With this large focus on 2GO, I plan to work with our TwelvEighty Full-Time Staff to evaluate the feasibility of creating an online ordering system, so that customers are able to order the food virtually and come by the 2GO stand to pick it up. This will help reduce the amount of contact between staff and customers and will additionally make ordering food even easier! As all of our menu items will be geared towards take-out, we will be able to ensure everything is take out friendly.</p>
Benefits	<ul style="list-style-type: none"> <li>Limit the amount of time customers need to spend in the space waiting for food.</li> <li>Make ordering more accessible through creation of online ordering.</li> </ul>
Difficulties	<ul style="list-style-type: none"> <li>With reduced operations comes reduced revenue.</li> <li>Potential costs associated with an online ordering platform.</li> </ul>
Long-term implications	<ul style="list-style-type: none"> <li>If the online ordering system works well, it can be used in the future as well.</li> </ul>
How?	<p>June/July</p> <ul style="list-style-type: none"> <li>Create a plan for the Fall operations, what are the reduced hours going to be? How many staff can we have working at one time? How many customers can we have safely in the space at one time?</li> </ul>

	<ul style="list-style-type: none"> <li>Evaluate associated costs with maintaining an online ordering platform</li> </ul> <p>August/September/October</p> <ul style="list-style-type: none"> <li>Be willingly and ready to adapt to the changing demand and need of students.</li> <li>If initial reduced hours are not long enough, look into potentially extending hours.</li> </ul>
Partners	General Manager, John McGowan TwelvEighty Full Time Staff

<b>Objective 10</b>	Student Staff & Student-Centred Culture
Description	While there will be reduced staff due to reduced hours & operations (no dine in), it will be important to ensure our staff are doing their best to engage with students and make them feel like they are still a part of the McMaster community even at a distance! Distance makes it difficult to connect and having student staff & familiar faces (Even behind masks) reach out and chat to our students to make them feel connected is so important. I will connect the student staff from The Grind that have been managing their social media channels to the student staff from TwelvEighty, for insight and tips on how to translate a similar energy and focus over onto the TwelvEighty socials.
Benefits	<ul style="list-style-type: none"> <li>A more cohesive environment between The Grind &amp; TwelvEighty.</li> <li>A more welcoming environment with TwelvEighty.</li> <li>Helping students feel connected even at a distance.</li> </ul>
Difficulties	<ul style="list-style-type: none"> <li>Engagement on social medias can always be a challenge.</li> <li>Trying to build a relationship with students through the TwelvEighty socials as it hasn't really been explored previously.</li> </ul>
Long-term implications	<ul style="list-style-type: none"> <li>Fostering a more inclusive and welcoming environment at TwelvEighty!</li> </ul>
How?	<p>August/September</p> <ul style="list-style-type: none"> <li>Work with the TwelvEighty Restaurant Manager, Gabby to connect student staff from The Grind, with student staff from TwelvEighty.</li> <li>Determine who will be primarily responsible for posting on the TwelvEighty Instagram stories (similar to that of The Grind).</li> <li>Start posting and engaging with students through questions, polls etc</li> </ul>
Partners	TwelvEighty Restaurant Manager, Gabby Rempala TwelvEighty Student Staff The Grind Student Staff

<b>Objective 11</b>	Increase Sustainability Initiatives Within TwelvEighty & The Grind
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Description	<p>Currently at TwelvEighty our 2GO containers are the only single use item that we provide that is fully compostable. Everything else, because it either comes in contact with food or was not recyclable in the first place, must be disposed of in the garbage. With our operations being take out only for the Fall semester, everything will need to be single use/disposable and thus I will be incorporating more compostable single use items at TwelvEighty and The Grind. I will work with our TwelvEighty Full Time Staff and our product suppliers to source biodegradable, compostable single use straws, cutlery, cups, lids and paper take out bags. This will significantly cut down on our single use plastic consumption and thus reduce the amount of waste we are producing as an organization.</p> <p>In the longer term, we also have the for here mugs ready for when The Grind is able to reopen at its full capacity and have guests dine in. In meantime, this shift to sustainable single use items is the most environmentally friendly initiative we can incorporate while also be conscious of the pandemic and straying away mugs.</p>
Benefits	<ul style="list-style-type: none"> <li>• Reduced our environmental impact and is sustainable.</li> </ul>
Difficulties	<ul style="list-style-type: none"> <li>• Ensuring our supplier can source all of the compostable single use items we are looking for.</li> </ul>
Long-term implications	<ul style="list-style-type: none"> <li>• This initiative can carry on for years to come and over the course of several years will have an even greater positive impact in our shift away from harmful, single use plastics.</li> </ul>
How?	<p>July</p> <ul style="list-style-type: none"> <li>• Contact supplier to ensure they are able to source all of the compostable items we are looking for.</li> <li>• Purchase items and ensure quality is also what we were hoping for (i.e. cups can handle hot liquids etc)</li> </ul> <p>August/September</p> <ul style="list-style-type: none"> <li>• Phase out any remaining, old single use products that are not compostable.</li> <li>• Once old inventory is depleted, cycle in new, compostable items, and ensure proper signage outlining compostable nature as well as bins students can dispose of items into are present.</li> </ul> <p>September/October</p> <ul style="list-style-type: none"> <li>• Work with President &amp; University Facility Services, to ensure there are enough compost bins in and around campus to align with both our shift to compostable items as well as hospitalities on going use of compostable packaging.</li> </ul>
Partners	<p>TwelvEighty Kitchen Manager, Stu Gold  TwelvEighty Restaurant Manager, Gabby Rempala  President, Giancarlo Da-Ré</p>



	Hospitality Services Packaging Suppliers
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<b>Objective 12</b>	Implement Event Catering Packages
Description	<p>While large gatherings are currently not safe to run, it provides us with the perfect opportunity to effectively develop event catering packages for when in-person activities are able to return! These packages that will be advertised online (when safe to do so) will make the booking process much easier. I will work with the TwelvEighty Full Time Staff to establish three different packages (to target different sized groups with varying budgets), list the price, how many people it caters to, the length of the event, and the food &amp; beverage that is included. Additionally, recognizing that some groups may not find a package that suits their needs perfectly, we will include a small note that customizations are possible, and list who they should contact for further details.</p> <p>Additionally, with the current pause on large events and gatherings, we will be able to make graphics in advance, that outline what each package provides so that we are ready with promotional material when the time comes! Likely in the Winter 2021 term, we can also begin reaching out to faculties, clubs, and societies about the opportunity of booking our space.</p>
Benefits	<ul style="list-style-type: none"> <li>• Creates and promotes an additional revenue source for TwelvEighty.</li> <li>• Pre-created packages allow for a simpler booking process that will encourage more groups to choose our space due to how easy it is to book.</li> <li>• As we have a large space that can be divided up into smaller spaces, we have the ability to cater to various groups or differing sizes.</li> </ul>
Difficulties	<ul style="list-style-type: none"> <li>• Determining fair prices that will attract clubs, societies and faculties. To try and diminish this difficulty, I hope to include Jenna, the Clubs Admin in on conversations to determine a fair price for clubs to pay, and what sort of food they may be looking for.</li> </ul>
Long-term implications	<ul style="list-style-type: none"> <li>• Sets a standard for event booking and pricing of our space as previously nothing was established, and pricing varied dramatically.</li> </ul>
How?	<p>August/September</p> <ul style="list-style-type: none"> <li>• Begin discussions with John &amp; Gabby about what these three packages could look like.</li> <li>• Determine what size of group, how much time &amp; food is generally requested from previous events as an indicator.</li> <li>• Determine prices for the three packages that allow for a decent profit margins.</li> </ul> <p>October/November</p>

	<ul style="list-style-type: none"> <li>• Work with Comms Officer to create graphics that outline each package and what it includes.</li> <li>• Incorporate event packages onto new MSU website under TwelvEighty. Add in a note that says we are currently not hosting events due to COVID-19.</li> </ul> <p>January/February</p> <ul style="list-style-type: none"> <li>• Potentially advertise event packages (depending on state of pandemic and allowance of gatherings).</li> </ul>
Partners	<p>General Manager, John McGowan  TwelvEighty Restaurant Manager, Gabby Rempala  TwelvEighty Kitchen Manager, Stu Gold  Clubs Administrator, Jenna Courage  Communications Officer, Elizabetta Paiano</p>

<b>Objective 13</b>	Incentivize Students to Eat at TwelvEighty
Description	Last year the MSU switched from its partnership with Coke to being partnered with Pepsi and thus we were provided with an amount of funding by Pepsi to purchase incentive prizes to give away to our customers! While this is not the top priority for the Fall 2020 as operations are reduced to only take out, and we are trying to stray away from encouraging students to actively come to compass. This will be an amazing initiative to run when in person activities are safe to return (potentially winter 2021). With this being said, I will work with the Gabby to determine what sort of prize/incentive we may wish to raffle off to students, then we will work with the comms team to create graphics for promo when the time comes.
Benefits	<ul style="list-style-type: none"> <li>• Prizes &amp; raffles work well as incentives for students to visit and eat at TwelvEighty.</li> <li>• Students will come in to enter the raffle by making a purchase and be exposed to all of our new menu items. This will hopefully create returning customers upon having a positive experience eating at TwelvEighty.</li> </ul>
Difficulties	<ul style="list-style-type: none"> <li>• Incentives sometimes draw in a crowd for a short period of time, but we need to find a way to keep the customers coming back. To combat this, I think that our refreshed menu will make our customers more eager to try our new items, and thus keep them coming back.</li> </ul>
Long-term implications	<ul style="list-style-type: none"> <li>• There are not many long-term implications with this incentive. Unless we choose to do smaller, bi-weekly or monthly giveaways, this will act as a short-term objective to encourage our students to try TwelvEighty.</li> </ul>
How?	November/December

	<ul style="list-style-type: none"> <li>• Work with Gabby to determine what incentive we wish to purchase for students.</li> <li>• Determine if we would rather run one larger raffle/draw or having smaller contests that are spread across the second semester.</li> </ul> <p>January/February</p> <ul style="list-style-type: none"> <li>• If things return to in-person, we will run the giveaway.</li> </ul>
Partners	TwelvEighty Restaurant Manager, Gabby Rempala Communications Officer, Elizabetta Paiano Pepsi Co.

**The Union Market**

<b>Objective 14</b>	COVID-19 Interim Reduced Operations at Union Market
Description	On a ‘normal’ day, UM can become quite busy and experience high traffic for their best-selling coffee and bagels. With this being said, in order to help reduce the traffic through the space, I will work with FT staff at TwelvEighty & The Grind as well as our General Manager to move the UM coffee & Bagels downstairs to The Grind. UM Coffee & Bagels will still be available at The Grind for the same price but will be prepared by a staff member to minimize high traffic touch surfaces & eliminate the need of self service. This will allow UM to operate as a “convenience store” that has snacks, drinks and grab & go meals prepped by our chefs at TwelvEighty! We will ensure the space has lots of visible signage to ensure customers comply with the one-way traffic route to ensure 6 feet of physical distance between everyone. With the removal of the coffee station & bagel station, we will be able to ensure physical distancing and move product around to better suit the space.
Benefits	<ul style="list-style-type: none"> <li>• Lowers the amount of high touch surfaces.</li> <li>• Ensures customers are maintain physical distancing.</li> <li>• Ensures customers still have access to the same great product at the same affordable price, while upholding strict health and safety guidelines to keep everyone safe.</li> </ul>
Difficulties	<ul style="list-style-type: none"> <li>• Making sure that our normal clientele know that the UM coffee and bagels are still available just in a different location.</li> <li>• May lower the general foot traffic in Union Market but hop to combat this but ensuring there are delicious and quick ‘grab-and-go’ meals available in the UM cooler that were freshly prepped at TwelvEighty!</li> </ul>
Long-term implications	<ul style="list-style-type: none"> <li>• This model will continue to be effective and allow for proper physical distancing to occur until we are able to revert back to our original layout.</li> </ul>
How?	June/July/August

	<ul style="list-style-type: none"> <li>• Do a walk-through of Union Market and The Grind to determine how the product can be shifted around.</li> <li>• Contact our cooler providers to see if we can request mini fridges that can fit on top of the UM coffee counters in an effort to open up the entrance more to ensure physical distancing.</li> <li>• Evaluate what the best layout is for the store.</li> <li>• Discuss and decide on what the reduced hours of operation will look like to start in Fall 2020.</li> </ul> <p>September/October</p> <ul style="list-style-type: none"> <li>• See how well Union Market is doing without the coffee and bagels present.</li> <li>• Reevaluate hours of operations if needed.</li> </ul> <p>December/January/February</p> <ul style="list-style-type: none"> <li>• Depending on what the Winter 2021 term will be, reevaluate having coffee and bagels in The Grind or bringing them back up to UM.</li> <li>• Determine if any form of self service is okay to do.</li> <li>• Make changes as necessary.</li> </ul>
Partners	<p>General Manager, John McGowan  TwelvEighty Restaurant Manager, Gabby Rempala  TwelvEighty Kitchen Manager, Stu Gold</p>

<b>Objective 15</b>	Increase Video Promotion
Description	<p>Historically our business units have not been widely promoted to our student population and this year I plan to work with the Comms Department to develop multiple promotional videos that can be used to showcase our business units to students. Specifically, Union Market should be more widely promoted as the most affordable place on campus to purchase coffee, snacks and grab and go meals. Again, another point more relevant for later in the Fall 2020 or Winter 2021, but a lot of the backend work can be completed in advance so that the promotional material is ready whenever we choose to release!</p>
Benefits	<ul style="list-style-type: none"> <li>• Having promotional material for our business units will hopefully raise awareness of these services to students that previously didn't know they existed or didn't know what they offered.</li> <li>• Promotional videos can be used year after year, especially when directed to first year students as informational videos.</li> </ul>
Difficulties	<ul style="list-style-type: none"> <li>• Trying to make our business units seem interesting and eye catching in a video may present some difficulties.</li> <li>• Trying to find new and interesting way to engage with students so that we don't saturate the video platform.</li> </ul>

Long-term implications	<ul style="list-style-type: none"> <li>As mentioned, having these promotional videos made allows us to reuse them year after year with small tweaks to hopefully appeal to the new incoming first years.</li> </ul>
How?	<p>September/October/November</p> <ul style="list-style-type: none"> <li>Work with the comms department to take videos of Union Market so that they can compile them into a video.</li> <li>Provide direction on what we want the video to accomplish.</li> </ul> <p>December/January</p> <ul style="list-style-type: none"> <li>Have comms edit video.</li> <li>Release when ready/safe to promote the space.</li> </ul>
Partners	Communications Officer, Elizabetta Paiano Media Production Coordinator, Adit Dixit

**The Underground**

<b>Objective 16</b>	COVID-19 Interim Reduced Operations
Description	As mentioned for the other Business Units, it is imperative that we evaluate how operations can continue to function for Fall 2020 given the predominant shift to online/virtual distance learning. Look at a potential reduction in hours (similar to all other business units) to compensate for the significantly lower number of students on campus. Determine safe ways to distance students from one another when coming in to print schoolwork. We still want to ensure that students have access to printing services should they need them, but I believe with the current climate it is safe to look at a reduction in hours for the front of house.
Benefits	<ul style="list-style-type: none"> <li>We are able to reduce the front of house hours, while maintaining a competitive back of house operations that can be more geared towards graphic design, website design and other digital offerings.</li> </ul>
Difficulties	<ul style="list-style-type: none"> <li>Determining peak hours that we wish to stay open for printing may be difficult as this may differ from a normal year.</li> </ul>
Long-term implications	<ul style="list-style-type: none"> <li>This will provide us with time to reevaluate the what digital offerings we want The Underground to provide and whether there is a demand to expand our offerings.</li> </ul>
How?	<p>July/August</p> <ul style="list-style-type: none"> <li>Do a walk through with John and Paula to establish how we can maintain physical distancing within the front-end space.</li> <li>Determine what hours we hope to have the front-end operations open to accommodate for students that will still utilize the service.</li> </ul> <p>September/October/November/December</p>

	<ul style="list-style-type: none"> <li>• Be willing and able to adjust hours/operations should we notice a need to extend or reduce hours.</li> <li>• Determine a strategy for Winter 2021 based on whether we return to in-person or online learning.</li> </ul>
Partners	Manager & Creative Director; The Underground, Paula Scott General Manager, John McGowan

<b>Objective 17</b>	Contract External Advertising & Sales Position
Description	Upon starting my term in office, one of the first decisions that was made was to contract an external advertising and sales position to help eliminate large upfront overhead costs associated with a full-time employee. This decision continues to make sense during the current COVID climate as the contracted position is based purely in commission and only costs the MSU financially, if an ad is sold. Additionally, this allows time to reevaluate what the most effective strategy and employment structure is going forward for The Underground as a whole.
Benefits	<ul style="list-style-type: none"> <li>• No large upfront or overhead costs.</li> <li>• Allows us to still sell ad space.</li> </ul>
Difficulties	<ul style="list-style-type: none"> <li>• Potentially a lack in motivation to sell depending on the individual.</li> <li>• Potentially less consistency with external contractors.</li> </ul>
Long-term implications	<ul style="list-style-type: none"> <li>• Provides us with time to establish the most effective structure for advertising and sales within the Underground for years to come.</li> </ul>
How?	<ul style="list-style-type: none"> <li>• Contract advertising and sales position</li> <li>• Provide support where needed.</li> <li>• Ask for updates on how sales are going.</li> <li>• Begin to discuss what the future of this position should be.</li> </ul>
Partners	Manager & Creative Director; The Underground, Paula Scott General Manager, John McGowan

<b>Objective 18</b>	Evaluate Potential of Establishing an Online Ordering System
Description	With everything moving to a virtual format for the fall semester, this seems like the perfect opportunity to explore the possibility of creating an online platform for The Underground that will allow students and businesses alike to make orders & purchases online, and then come by the shop to pick up during open hours or have material shipped at an additional cost. The increased online presence will make it easier to limit the number of students in the space using the self-serve printers at a given time & will hopefully help reduce the number of miss-prints. Additionally, an online domain will make it easier to attract external businesses as they will be able to view all of our service offerings online before inquiring.
Benefits	<ul style="list-style-type: none"> <li>• Increase accessibility and ease of ordering products.</li> </ul>

	<ul style="list-style-type: none"> <li>• Make it easier to view current offerings and preview your created product online before purchasing.</li> <li>• Appeal more to external businesses &amp; clientele through having a website and appearing like a more legitimate, competitively priced media center.</li> </ul>
Difficulties	<ul style="list-style-type: none"> <li>• Costs associated with having an online platform/website.</li> <li>• Promoting the new website and working out any kinks.</li> <li>• Ensuring the website has all of the capabilities we wish it to have i.e. previewing product, making payments etc.</li> </ul>
Long-term implications	<ul style="list-style-type: none"> <li>• Setting up an online platform for The Underground will make the business unit more appealing to external clientele and hopefully help us more easily outreach to potential, new clients.</li> </ul>
How?	<p>August/September</p> <ul style="list-style-type: none"> <li>• Begin conversations with Paula about the potential of making a website dedicated to The Underground.</li> <li>• Look into feasibility of making it an offshoot of the new MSU website.</li> <li>• Explore the associate costs of the website with the capabilities we hope it to have.</li> <li>• Look into potential website designs &amp; layouts we think align with The Underground’s branding.</li> </ul> <p>September/October/November</p> <ul style="list-style-type: none"> <li>• Begin work on the back end of building the website or contracting it out to be built.</li> <li>• Compile a list of offerings we currently have at The Underground that we will want included on the website.</li> <li>• Draft up text that speaks to what The Underground is and what they do to put on the website.</li> <li>• Look into how we could display mock-ups of customers products before they purchase them.</li> </ul> <p>November/December/January</p> <ul style="list-style-type: none"> <li>• Begin testing the website to see how orders work be created and work out the logistics.</li> <li>• Have a test group go through the website the evaluate the accessibility of the website.</li> </ul> <p>January/February</p> <ul style="list-style-type: none"> <li>• Launch the website.</li> </ul>
Partners	<p>Manager &amp; Creative Director; The Underground, Paula Scott  General Manager, John McGowan</p>

<b>Objective 19</b>	<b>Build a Rapport with University Faculties &amp; External Clientele</b>
Description	<p>Up until several years ago, The Underground had a very strong working rapport with the University and University Facilities, and would in tandem with MPS, would aid in creating, printing and supplying course ware packs, lab materials etc. With this being said, this year I plan to work to help rebuild this rapport to mutually help the University in their printing/media design needs, while also help provide revenue to a student-centred service. While this rapport was initially intended to be predominantly surrounding gaining contracts/jobs of printing various course materials, this is likely now no longer the focus as everything is switching to a more digital format. Having more open discussions with The Underground team &amp; looking in the university/faculties to establish areas they may need support in could provide The Underground with additional business during the distance learning time.</p> <p>Additionally, outreaching to external Hamilton Businesses with various packages/offerings focused around digital outreach &amp; marketing could also be a potential revenue source for The Underground as many companies are being forced to increase their online engagement as a result of COVID-19.</p>
Benefits	<ul style="list-style-type: none"> <li>• Could be mutually beneficial for both the university in gaining support, and for The Underground through gaining an additional revenue source.</li> <li>• Outreaching to external businesses in this switch to digital formats could also gain The Underground more external clients, especially if we advertise our very competitive prices.</li> </ul>
Difficulties	<ul style="list-style-type: none"> <li>• The University may not have enough work warranting them hiring The Underground.</li> <li>• Finding an effective way to outreach to Hamilton Businesses may prove difficult.</li> </ul>
Long-term implications	<ul style="list-style-type: none"> <li>• If we are able to reestablish a working rapport with the university, they could continue to be a client for years to come.</li> <li>• If we are able to reach out to Hamilton businesses and gain their trust, they may turn into returning clients.</li> </ul>
How?	<p>July/August</p> <ul style="list-style-type: none"> <li>• Reach out to Paula &amp; University Admin to begin conversations surrounding potential work for The Underground should the university require any.</li> </ul> <p>August/September/October</p> <ul style="list-style-type: none"> <li>• Outreach to local Hamilton businesses with all of our offerings and prices, as well as examples of our work.</li> </ul>



	<ul style="list-style-type: none"> <li>Look at the potential of utilizing the advertising and sales contract position to help us look for new clients. If it proves positive establish what the commission or incentive would be for each client brought to The Underground.</li> </ul>
Partners	<p>Manager &amp; Creative Director; The Underground, Paula Scott          General Manager, John McGowan          Director of Marketing &amp; Communications, Michael Wooder</p>

<b>Objective 20</b>	Develop a Plan for the Long-Term Financial Stability of The Underground
Description	Multimedia & digital platforms as a whole, are constantly changing and upgrading. With this being said, we need to ensure our service offerings are adapting to suit the wants and needs of our consumer/clientele base. I plan to evaluate the different services we currently offer, what the associated pros/cons are, as well as run a cost analysis (i.e. is the cost worth the revenue/service it provides) and establish a plan for how we want to proceed forward. For The Underground, I see an opportunity to work towards becoming a fully functioning digital media hub with more offerings & catering to more external clients to increase revenue generation. While this is definitely an end goal, I think it is important to work with our FT staff to establish a multi-year plan that will help us achieve this end result and do so in a viable way.
Benefits	<ul style="list-style-type: none"> <li>Creating a multi-year plan paves a direction for the service and outlines not only the end goal, but how to get there.</li> <li>Through reviewing our current offers and determining what services we wish to continue and being open to expanding our digital offerings, we are opening up a greater opportunity to appeal to external clients.</li> </ul>
Difficulties	<ul style="list-style-type: none"> <li>Doing a cost analysis may come back with the most financial stable decision, but as a student service, we also need to effectively evaluate what service it is providing to students rather than simply looking at the finances.</li> </ul>
Long-term implications	<ul style="list-style-type: none"> <li>The long-term implications are creating a more effective and efficient media shop that serves not only students and MSU services, but also produces revenue through catering to external clientele.</li> </ul>
How?	<p>September</p> <ul style="list-style-type: none"> <li>Review the revenue generation from the past 5 years to try and see any trends of services/offerings that seem to be increasing or decreasing in popularity.</li> <li>After looking at the usage of the service, evaluate the revenue generated vs. the expenses incurred.</li> </ul> <p>October/November/December/January</p>

	<ul style="list-style-type: none"> <li>From the trends discovered, begin developing a multi-year plan and what it could look like.</li> <li>Gain Full-Time Staff &amp; Board Input.</li> <li>Bring in Full-Time Staff i.e. John McGowan into the planning of the rebrand to ensure that there are full-time staff involved to help with consistency over the years and ensure plan is carried on.</li> </ul> <p>February/March/April</p> <ul style="list-style-type: none"> <li>Present plan to SRA and receive approval.</li> <li>Begin initial phases of plan and set up successor to continue forward into the 2021-2022 year.</li> </ul>
Partners	<p>Manager &amp; Creative Director; The Underground, Paula Scott  General Manager, John McGowan  Director of Marketing &amp; Communications, Michael Wooder</p>

**Revenue Neutral Services**

**Compass**

<b>Objective 21</b>	Evaluate Purpose & Reimagine Compass Space
Description	<p>Currently Compass is closed for the summer (As put forward by last year’s board of directors in response to reduced traffic on campus). Over the past four years, compass (a revenue-neutral space), have accumulated a deficit of \$203,845. With this in mind, I believe it is important to note that a service that in its creation was meant to end every year revenue neutral, has continued to end with a deficit for the past several years. While this is no fault of its own, the services original mandate has become obsolete with the shift away from in person ticket purchasing to the online format. While evaluating compass’s purpose, I will ensure that we are still providing students, staff and visitors access to MSU info &amp; HSR/Presto Support via other avenues.</p> <p>I plan to continue the closure for remainder of summer and reevaluate fall 2020 operations &amp; the purpose of the service, especially knowing the significant decrease in students on campus. Additionally, I will work with John and Debbie to evaluate opportunities to “rent out” the compass space to university partners for the fall semester as it is already equipped with plexy glass and could be a prime location for campus tours or other university offerings.</p> <p>Additionally, when looking at reimagining the space, I believe there are many different opportunities available. As Compass is in a prime location, this could be an amazing space to convert into a bookable area for services, clubs or students to book for events, information tabling, or selling tickets. I will work with the current Compass manager to brainstorm how to best utilize the space.</p>
Benefits	<ul style="list-style-type: none"> <li>Reevaluating the service ensures we are adapting to the changing environment and needs of our students.</li> </ul>

	<ul style="list-style-type: none"> <li>In the interim, renting out the space to university partners would be making use of the space, while also potentially producing a slight form of revenue (depending on agreements).</li> <li>Reimagining a primely located space to better serve students.</li> </ul>
Difficulties	<ul style="list-style-type: none"> <li>Ensuring we still have another avenue available to students to ask questions about HSR/presto as well as MSU information. To help combat this, I believe the new MSU website that will be AODA compliant will provide much more accessible information about the MSU. Additionally, HSR support could be taken on by a staff member answer any concerns or questions over the phone or via email.</li> </ul>
Long-term implications	<ul style="list-style-type: none"> <li>Long term, depending on how we wish to proceed, we could provide students &amp; services with more additional bookable space in a prime location, as this has been something that is always in demand.</li> </ul>
How?	<p>June/July/August</p> <ul style="list-style-type: none"> <li>Begin discussions about Fall 2020 operations.</li> <li>Reach out to university stakeholders to gage interest in renting out the space.</li> <li>Make a decision about Fall 2020 operations.</li> </ul> <p>August/September</p> <ul style="list-style-type: none"> <li>Begin discussion on the future of Compass, what could the space be used for? How can we continue to offer HSR/Presto support etc.</li> <li>Start to make a plan for the future of compass</li> </ul> <p>September/October</p> <ul style="list-style-type: none"> <li>Draft up a plan on how we hope to change the space to better align with students' values, and what the next steps will be.</li> <li>Propose the changes to the SRA to ensure we have student support</li> </ul> <p>October/November/December</p> <ul style="list-style-type: none"> <li>Begin work on space.</li> </ul> <p>January/February</p> <ul style="list-style-type: none"> <li>Depending on the amount of construction/changes required, open to services/students to book (when safe to do so).</li> </ul>
Partners	General Manager, John McGowan Compass Manager, Debbie Good

**The Silhouette**

<b>Objective 22</b>	Conduct a Review of the Service
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Description	<p>This past year (2019-2020) we experienced the Student Choice Initiative. While this has now been deemed unlawful and is no longer in affect, I think it is important to look at the response we received from students and work to ensure we are still providing service that students see value in. As The Silhouette and CFMU received the two highest opt out numbers (34.54% &amp; 36.97% respectively), I plan to conduct a review of both media centered services and gain student input/feedback on how we can provide more value to students. As a student union, it is important that both us and our services are able to constantly adapt and change to suit the student need. I plan to work with the Silhouette Editor-and-Chief as well as the Silhouette Board of Publications to critically evaluate the service and gain student input on how we can improve the value of the service.</p> <p>With this being said, I hope to run a survey with students to gage what the currently like about the service as well as what they would like to see change. I believe it is important to gain constructive criticism so that our services are able to critically reflect and make the necessary changes that students are wishing to see. After the survey, we will bring the results to The Silhouette Board of Publications to ensure there is equal representative interpreting the survey results, and from there determine the next steps and create a list of recommendations.</p>
Benefits	<ul style="list-style-type: none"> <li>• Ensuring that we critically reflect on our service offerings, and actively make improvements that students want to see.</li> </ul>
Difficulties	<ul style="list-style-type: none"> <li>• Engagement in surveys can be difficult and may be worth while providing a small incentive for students to complete so that we receive more responses.</li> </ul>
Long-term implications	<ul style="list-style-type: none"> <li>• The long-term implication is that we will continue to critically reflect on all of our services to ensure that we continue to change and adapt with our student population. A willingness to adapt is important in this environment as student values and options can change annually as students graduate and new students enter university.</li> </ul>
How?	<ul style="list-style-type: none"> <li>• Work with John and Justin to create a survey that incorporates relevant, helpful questions.</li> <li>• Run the survey questions through Sil Board of Pub for approval.</li> <li>• Work with comms to create a graphic to accompany the survey.</li> <li>• Release survey to students and allow a week for completion.</li> <li>• Bring survey results back to Sil Board of Pub to interpret and create recommendations out of.</li> <li>• Approve recommendations and ensure they are passed onto the Sil’s management team.</li> </ul> <p>**Timeline can vary. Determining if student survey should be first or second semester, as first could potentially sway the survey results as first years will not</p>

	have a chance to engage with print Sil articles. Will work with the Silhouette Editor-and-Chief to determine an appropriate timeline and bring proposal to Sil Board of Pub for Approval**
Partners	Silhouette Editor-and-Chief, Justin Parker General Manager, John McGowan Silhouette Board of Publications Communications Officer, Elizabetta Paiano

<b>Objective 23</b>	Increase Collaboration & Shared Resources with CFMU
Description	As mentioned in Objective 22, both The Silhouette and CFMU received the high opt-out rates from students in the 2019-2020 year due to SCI. I believe that this year there is an opportunity to evaluate the current employment structure of both media outlets and explore the feasibility of sharing some staffing resources across both services, as they already have a shared Digital Media Special position. This would help reduce some of the duplication in employment positions that is present within our organization and allow us to re-envision the future for collaboration across our services. Additionally, collaboration between these two services would improve student engagement and increase accessibility to students in regard to how they wish to receive news and information.
Benefits	<ul style="list-style-type: none"> <li>• Sharing resources across our services promotes more collaboration and creates a stronger cohesion.</li> <li>• Additionally, I believe having more collaboration truly increases our reach to students as this would enable them to choose how they wish to receive their news/information (i.e. formally written, in a blog, podcast, radio show etc).</li> </ul>
Difficulties	<ul style="list-style-type: none"> <li>• While there is already one shared position across the two services, I think there may be some hesitancy in wanting to further the collaboration as both services may wish to have their own independence. This is an understandable concern, and I think that through having more conversations about the potential capacities they could share resources in, would help to alleviate some concerns.</li> </ul>
Long-term implications	<ul style="list-style-type: none"> <li>• More collaboration across services for years to come!</li> </ul>
How?	<p>August</p> <ul style="list-style-type: none"> <li>• Begin conversations with Sil &amp; CFMU.</li> <li>• Gauge interest &amp; willingness to collaborate.</li> <li>• Work towards creating a plan on how the services can collaborate or share resources.</li> </ul> <p>September/October</p>

	<ul style="list-style-type: none"> <li>Bring a proposal to Sil Board of Pub &amp; CFMU Board of Directors about potential collaboration/shared resources.</li> </ul> <p>November/December</p> <ul style="list-style-type: none"> <li>Work on how services will integrate the collaboration component or share resources</li> </ul> <p>January/February</p> <ul style="list-style-type: none"> <li>Test a collaborative piece/story and gage student reaction.</li> <li>Determine next students from here.</li> </ul>
Partners	Silhouette Editor-and-Chief, Justin Parker CFMU Full Time Staff General Manager, John McGowan

**Campus Events**

<b>Objective 24</b>	Create a Fund to Alleviate Financial Barriers to Attending Events
Description	When comparing the number of students that actively engage on our various social medias and the number of students that choose to attend events, there is a discrepancy. This year, I would like to evaluate the barriers that are currently in place for students, preventing them from attending events, and how the MSU as an organization can aid in making our events more accessible for everyone to enjoy. I plan to explore the idea of creating an application-based fund, that students who are experiencing financial barriers can apply to, and gain access to our events. While during the current COVID-19 outbreak we are not having any in-person events, I would like to further explore the possibility of establishing the fund and incorporating it into the Campus Events funding allocation for the 2021-2022 academic year. When in-person events are safe to run, I want to ensure that students that have a way of accessing our events should they be experiencing financial barriers. I hope to work with Trish to establish the logics of the application process so that we can set everything up to run a pilot initiative next year.
Benefits	<ul style="list-style-type: none"> <li>Alleviating financial barriers from our events.</li> <li>Encouraging more students to attend our events.</li> <li>Providing support to students that require financial relief.</li> </ul>
Difficulties	<ul style="list-style-type: none"> <li>Establishing what the application process may look like, how many people can apply to the relief, what is an appropriate pilot amount to put into the fund etc.</li> </ul>
Long-term implications	<ul style="list-style-type: none"> <li>Should the pilot prove successful and we notice a change in the number of students attending our events compared to engaging on socials, this could be permanently incorporated into the budget.</li> </ul>

How?	<ul style="list-style-type: none"> <li>• Begin discussions with Trish &amp; further gage thoughts on the initiative.</li> <li>• Establish an application process and potential criteria.</li> <li>• Work out logistics of the fund.</li> </ul>
Partners	Director of Campus Events, Trish Vardon General Manager, John McGowan

**CLUBS**

<b>Objective 25</b>	Assist Accounting Department & Clubs Admin Through Internal Changes
Description	<p>With the hiring of the new, full time Clubs Accounting &amp; Accounts Receivable Clerk for the coming year, as well moving all clubs accounts to be internally housed in the MSU, I plan to assist our accounting team as well as the club’s department through this transition and provide support however I can.</p> <p>In addition to preparing to move all clubs bank accounts internally, I will assist the Clubs Admin and the Accounting department in outlining the proceedings clubs will go through in regard to accessing their finances. I will also ensure that the Finance section of the club’s manual is accurate and that everyone is accounting is aware of the proceedings.</p>
Benefits	<ul style="list-style-type: none"> <li>• Will ensure a smooth transition to internally housing accounts.</li> <li>• The clubs manual will insurance clubs understand how to gain access to the funding and who their point of contact is.</li> </ul>
Difficulties	<ul style="list-style-type: none"> <li>• We are moving over 350 to be housed internally to the MSU. While not extremely difficult in nature, it is time consuming and I will ensure that our accounting team feel adequately supported throughout the transition!</li> </ul>
Long-term implications	<ul style="list-style-type: none"> <li>• Moving the clubs internally and having this clubs manual for clubs to refer to will help the MSU have better oversight of clubs spending, and will help immensely with the transition from year to year as previously there were always issues with the change in signing authority.</li> </ul>
How?	<p>June/July</p> <ul style="list-style-type: none"> <li>• Prep with Clubs Admin (Jenna) and Director of Finance (Sean) to better understand what the process is, and how I can be a support.</li> <li>• Assist in the creation and editing of the clubs manual to ensure consistency and double check the financial proceedings pages.</li> <li>• After clubs are ratified by the SRA, check in with accounting and provide the list of clubs that were approved.</li> <li>• Begin the process of closing all external bank accounts and having clubs funds transferred to the MSU.</li> </ul>

	<p><b>August</b></p> <ul style="list-style-type: none"> <li>• Continue/finish up process of transferring over clubs.</li> <li>• Reach out to Accounting &amp; Jenna to see if any additional support is required.</li> </ul>
Partners	<p>Clubs Administrator, Jenna Courage          Director of Finance, Sean Duncan          Accounts Receivable Supervisor, Jason Barnes          Clubs Accounting &amp; Accounts Receivable Clerk, Noel Erpelo          Accounting Department</p>

<b>Objective 26</b>	Work with VP Admin to advocate for reduced WW Levy, Levy Review & Implement NODA recommendations
Description	<p>With this year being affected by COVID-19, Welcome Week 2020 will be happening in a virtual format. With the nature of a virtual format, it is well known that the associated costs for Welcome Week will be significantly reduced comparatively to other years. In light of this decrease in associated costs, I will work with the VP Admin to ensure this is accurately reflected in the Mandatory Welcome Week Fee that all first-year students pay.</p> <p>Additionally, for the past several years, many VP Admins and VP Finances have tried to advocate for a welcome week levy review as a whole. Over the course of just five days, welcome week costs over \$750,000 and I will continue to advocate to the university the importance of being financially transparency and ensuring we review the fee. This year presents the perfect opportunity to review the fee as we are already experiencing a large change due to COVID-19 making Welcome week become virtual. It will be vital that all stakeholders are open and share their past welcome week budgets so that we can all gain a better understanding of how funding has previously been spent and how it should be spent in the coming years.</p> <p>Last year Welcome Week was reviewed by NODA, a North American orientation, retention and transition group for higher education. Currently, the VP Admin, alongside folks from the SSC and Residence Life, have been going through the recommendations and making proposed changes to our Welcome Week organizational structure. The changes they have come up with these past few months are quite substantial and will likely need some ongoing support as they move through approval and implementation process at the WWAC and SSAC levels</p>
Benefits	<ul style="list-style-type: none"> <li>• Ensuring that first year students are paying a fair amount for a virtual welcome week and that the fee accurately reflects the service they are receiving.</li> <li>• Financial transparency is something we continue to strive for and will build trust between key welcome week stakeholders and make future planning and budget significantly easier.</li> </ul>



Difficulties	<ul style="list-style-type: none"> <li>Potential pushback on receiving budget.</li> </ul>
Long-term implications	<ul style="list-style-type: none"> <li>The long-term implication is that the fee will be critically reviewed and recommendations will be made on what an appropriate fee will be for the following year. As seen through SCI last year, \$105 or of the \$130 fee was deemed essential. This shows there is room to lower the fee and still host a full welcome week.</li> </ul>
How?	<p>May/June</p> <ul style="list-style-type: none"> <li>Begin advocating and pushing to reevaluate the Welcome week 2020 fee.</li> <li>Work with Andrijana to determine a fair and feasible fee reduction.</li> <li>Propose reduction to WWAC. Upon approval, propose to SSAC.</li> </ul> <p>July</p> <ul style="list-style-type: none"> <li>Make necessary changes to MOU to reflect the updated &amp; reduced fee.</li> <li>Continue to push and advocated for a levy review after the 2020 welcome week.</li> </ul> <p>September/October</p> <ul style="list-style-type: none"> <li>Begin Levy review.</li> <li>Work with Andrijana to compile all of the departmental budgets to gain a better understanding of where and how funding was previously spent.</li> <li>Bring to WWAC and establish a set of recommendations we wish to push forward to SSAC.</li> <li>Provide support to VP Admin with NODA Review Recommendations.</li> </ul> <p>October/November</p> <ul style="list-style-type: none"> <li>Bring levy recommendations to SSAC.</li> <li>Gain approval.</li> </ul> <p>January</p> <ul style="list-style-type: none"> <li>Ensure recommendations are incorporated in 2021-2022 Welcome Week MOU.</li> </ul>
Partners	VP Administration, Anika & TBD WWAC

**MSU PROJECTS**

<b>Objective 27</b>	Develop and Run a General MSU Information Campaign
Description	When looking through past MSU promotional material, I recognized that there did not seem to ever be a 'general' MSU campaign that just highlighted everything the MSU provides to students. With this being said, I thought it would be a very valuable resource to work with the President and the Communications

	<p>Department to create and run a general MSU Information Campaign. The main promotional item for this campaign is a video outlining all of the different aspects of the MSU. The goal of this video and campaign as a whole is to provide students little snapshots of just how many different services and opportunities the MSU offers. From this video, intrigued students can explore the description section that will be attached that has a link to our new website, where more information on everything mentioned in the video can be found.</p> <p>Having a similar information campaign, annually, will increase our level of consistency as an organization, as well as reset student knowledge every year to optimize accessibility and transparency of information.</p>
Benefits	<ul style="list-style-type: none"> <li>• Students become more informed about the MSU and its offerings.</li> <li>• Students begin to utilize more of the MSU services and get more involved.</li> <li>• Students are exposed to this information annually and directed to our website that will provide more in-depth information on how to learn more.</li> </ul>
Difficulties	<ul style="list-style-type: none"> <li>• Ensuring that the video is exciting enough that students will want to watch it and share with their friends to help us expand our outreach.</li> </ul>
Long-term implications	<ul style="list-style-type: none"> <li>• Having this video and campaign idea as an annual occurrence will help for the foreseeable future, as if any offerings change from year to year, small edits and updates can be made to reflect that.</li> </ul>
How?	<p>May</p> <ul style="list-style-type: none"> <li>• Initial meeting with comms department, president and myself to establish the goal &amp; brainstorm.</li> <li>• Assigned responsibilities and duties.</li> </ul> <p>June</p> <ul style="list-style-type: none"> <li>• Began to look for music to accompany video.</li> <li>• Comms began to compile video snippets that could be used and incorporated to show off our services.</li> <li>• Establish a timeline.</li> <li>• Adit to begin work on storyboard that will depict the video sequence.</li> </ul> <p>July/August</p> <ul style="list-style-type: none"> <li>• Video Editing.</li> </ul> <p>September</p> <ul style="list-style-type: none"> <li>• Release video &amp; campaign.</li> </ul>
Partners	<p>President, Giancarlo Da-Ré  Communications Officer, Elizabetta Paiano</p>

	Media Production Coordinator, Adit Dixit Social Media Coordinator, Khaleel Gandhi Director of Marketing and Communications, Michael Wooder
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<b>Objective 28</b>	Utilize Information and Recommendations from the Organizational Review
Description	<p>I plan to work with the incoming Board of Directors to effectively utilize the Organizational Review that was conducted this past year by KPMG to assess the current state of our organization and create a list of priorities of what changes would be beneficial &amp; feasible to implement. Some of the recommendations that I would be interested in leading would be in regards to: improving and updating the organizations ‘core capability’ resources, which is to include; website, social media, vendor management and student feedback collection etc. in order to create a more connected organization, as well as leveraging the prime location of Compass.</p> <p>As the Organizational review was quite comprehensive in nature, I will work with the President and board of directors to establish a multi-year plan that will outline how and when various recommendations should be incorporated in the organization. Additionally, as there was a focus on internal efficiencies, I will be creating activity surveys for all Full-Time staff to complete, in hopes of identifying gaps in our current employment structure.</p>
Benefits	<ul style="list-style-type: none"> <li>Utilizing the review will help us better our organizations internal operations.</li> <li>Creating a multi-year plan will help to break down the recommendations in smaller more feasible components that can gradually be incorporated into the MSU over the course of several years.</li> </ul>
Difficulties	<ul style="list-style-type: none"> <li>Some of the recommendations were more geared towards a traditional ‘business’ that would have a core goal of generating profit (unlike the MSU). With this being said, there is a need to evaluate what recommendations are applicable to our organization and our core values.</li> </ul>
Long-term implications	<ul style="list-style-type: none"> <li>Incorporating some of the recommendations can long term make our organization operate significantly more effectively and efficiently and thus will hopefully translate externally to students in a positive way.</li> </ul>
How?	<ul style="list-style-type: none"> <li>Have further conversations with the Board to determine priorities for this year and what should be included in the following years.</li> <li>For there, being to develop a multi-year plan, that includes what recommendations we hope to incorporate and work on this coming year.</li> <li>Ensure wherever applicable, consult relevant stakeholders.</li> <li>Continue to update SRA on direction and next steps.</li> </ul>
Partners	President, Giancarlo Da-Ré Board of Directors

	General Manager, John McGowan Relevant Stakeholders
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<b>Objective 29</b>	Oversee Implementation of New MSU Website
Description	Last year’s Vice-President Finance, Alex Johnston worked with the Communications Officer & The Underground to start the planning and development of a new MSU Website as our current website is very outdated and unorganized. With this new website set to go live for September 1 <sup>st</sup> , 2020, I will continue to support Paula however needed. Additionally, I will work with Paula to ensure that during the testing phase of the Website before it’s set to go live, we have a wide range of representatives testing the website to ensure its accessibility.
Benefits	<ul style="list-style-type: none"> <li>• A new, more accessible and AODA compliant MSU Website!</li> <li>• Easier to find information.</li> <li>• Will align well with our new general MSU info campaign and will work as a mini rebrand/fresh start to the year.</li> </ul>
Difficulties	<ul style="list-style-type: none"> <li>• Some communication difficulties with MPS as they are also working on many other projects for the university.</li> <li>• Some pages require custom development which takes more time.</li> </ul>
Long-term implications	<ul style="list-style-type: none"> <li>• Going forward we will have a new, updated website that we will ensure does not become cluttered like the last website and continues to meet the AODA compliances.</li> </ul>
How?	<p>May</p> <ul style="list-style-type: none"> <li>• Receive transition for the previous working group.</li> <li>• Appoint Paula as main MSU contact for MPS.</li> <li>• Reach out to Paula to let her know I am available for support.</li> </ul> <p>June</p> <ul style="list-style-type: none"> <li>• Continue to just follow up and ask for updates on website progress.</li> <li>• Continue to compile information from old website to make for an easy transfer when the time comes.</li> </ul> <p>July/August</p> <ul style="list-style-type: none"> <li>• Custom development pages should be completed.</li> <li>• Enter the testing phase.</li> <li>• Ensure accessibility and easy to find titles/subtitles.</li> </ul> <p>September 1<sup>st</sup></p> <ul style="list-style-type: none"> <li>• Launch new website!</li> </ul>
Partners	Manager & Creative Director; The Underground, Paula Scott Communications Officer, Elizabetta Paiano

	Director of Marketing and Communications, Michael Wooder MPS
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<b>Objective 30</b>	Board of Directors Video Updates
Description	Through conversations with the Director of Marketing & Communications as well as the Communications Officer, I believe that utilizing the Board of Directors as the <i>face</i> of the MSU, and implementing monthly, themed, video updates will increase student engagement. There is a large focus on video promotion as the best means for engaging and reaching out to students, thus, the Board of Directors would be able to provide students with updates on year plans, interesting changes that are in the works, as well as addressing any student questions or concerns on video.  This will also be an opportunity to provide a sort of ‘sparks notes’ version of our SRA reports in a much more digestible and easier to access format!
Benefits	<ul style="list-style-type: none"> <li>• Increase transparency.</li> <li>• Increase student engagement.</li> <li>• Create a face of the MSU &amp; provide students with friendly and familiar faces as a constant source of new information and projects we’re working on.</li> </ul>
Difficulties	<ul style="list-style-type: none"> <li>• Ensuring that we are consistent.</li> </ul>
Long-term implications	<ul style="list-style-type: none"> <li>• I hope that if this goes well this year as kind of a pilot year, this idea will be continued forward with future boards as videos seems to be the way most students are choosing to engage with the MSU.</li> </ul>
How?	<ul style="list-style-type: none"> <li>• Arrange monthly timeslots for each of the Board members.</li> <li>• Work with the comms department to determine days &amp; times they want videos filmed by.</li> <li>• Record and release on a regular basis to maintain consistency.</li> </ul>
Partners	Board of Directors Communications Department

<b>Objective 31</b>	Increase promotion of the Student Assistance Plan
Description	The past year, we the MSU’s first full year with our new health care provider Real Campus. Based on usage rates, the services are not currently being utilized to their fullest extent. With this being said, I will work with Real Campus and our Communications Department to create promotional graphics that highlight some of the key features of the Student Assistance Plan. This will hopefully inform our students of yet another service available to them for free, as well as raise awareness of the services offerings.

	<p>Additionally, with the current COVID-19 climate, I plan to work with the President to advocate to our providers to explore the opportunities of service coverage for our international students that are remaining aboard for the duration of their studies. Currently we are experiencing difficulties with jurisdictions that state counsellors are only able to practice within the province, and thus the counselling services provided by SAP are not available to students that are currently out of country. I plan to explore potential options to help mitigate this and continue to support our international students that are abroad.</p>
Benefits	<ul style="list-style-type: none"> <li>Increasing promotion of the services will hopefully help make students feel more supported.</li> <li>Exploring potential options to expand our support for our international students will help build a better rapport and ensure that all of our students are supported.</li> </ul>
Difficulties	<ul style="list-style-type: none"> <li>As the first concern seemed to be in regard to jurisdiction, it seems it may be difficult to find counselling services for our international students with our current provider. If this continues to be an issue; I think it would be beneficial to provide a list of additionally resources these students may utilize (i.e. good to talk).</li> </ul>
Long-term implications	<ul style="list-style-type: none"> <li>Promoting the Student Assistance Plan will hopefully encourage more students to explore the various services they provide and will encourage them to continue to engage with the plan in the future.</li> </ul>
How?	<ul style="list-style-type: none"> <li>Reach out to and connect Provider &amp; Communications Department to establish which group will take the lead on creating promotional graphics.</li> <li>Once promotions are created, wait until students return to class i.e. September/October to share the graphics and encourage students to further explore all of the services the SAP provides.</li> <li>Continue to advocate to our provider to look into other options for international students and international student support.</li> </ul>
Partners	<p>ACL, Provider  Communications Department  President, Giancarlo Da-Ré</p>

## GOALS to strive for

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

1. Reduced MSU Operating Fee.
2. Launch General MSU Information Campaign for beginning of September.
3. Launch new MSU Website.
4. Assist the Accounting Department & Clubs through the shift to internal banking.
5. Revamp TwelvEighty Menu & Increase Plant Based Options.
6. Prep all of our business units for fall 2020 operations & adhere to health and safety guidelines.

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

1. Work with VP Admin to advocate for reduced WW Levy, Levy Review & Implement NODA recommendations.
2. Developed Service Sponsorship Policy & Packages.
3. Create a Student-Centred Culture at TwelvEighty.
4. Increase Sustainability initiatives at TwelvEighty and The Grind.
5. Evaluate Potential of an online ordering system for both TwelvEighty & The Underground.

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

1. Complete long-term financial stability plan for TwelvEighty & The Underground.
2. Conduct a Review of the Silhouette.
3. Utilize Information and Recommendations from the Organizational Review to create a multi-year implementation plan.
4. Implement Event catering packages at TwelvEighty & The Grind.
5. Evaluate Purpose & Reimagine Compass Space.

## Master Summary

May	<ul style="list-style-type: none"> <li>● Objective #2: Explore Ways to Reduce Student Costs; MSU</li> <li>● Objective #17: Contract External Advertising &amp; Sales Position</li> </ul>
June	<ul style="list-style-type: none"> <li>● Objective #2: Explore Ways to Reduce Student Costs; University</li> <li>● Objective #25: Assist Accounting Department &amp; Clubs Admin Through Internal Changes</li> <li>● Objective #26: Work with VP Admin to advocate for reduced WW Levy</li> <li>● Objective # 27: Develop a General MSU Information Campaign</li> </ul>
July	<ul style="list-style-type: none"> <li>● Objective #3: Educate Students on Financial Aid Available</li> <li>● Objective #8: Revamp TwelvEighty Menu &amp; Increase Plan Based Options</li> <li>● Objective #9: COVID-19 Interim Reduced Operations &amp; Shift to Take Out</li> </ul>
August	<ul style="list-style-type: none"> <li>● Objective #4: Your Money/Financial Section of New Website</li> <li>● Objective #14: COVID-19 Interim Reduced Operations; Union Market</li> <li>● Objective #16: COVID-19 Interim Reduced Operations; The Underground</li> <li>● Objective #19: Build a Rapport with University Faculties &amp; External Clientele</li> <li>● Objective #29: Oversee Implementation of New MSU Website</li> </ul>
September	<ul style="list-style-type: none"> <li>● Objective #1: Continue to Implement September Transparency Days</li> <li>● Objective #5: Develop Service Sponsorship Policy &amp; Packages</li> <li>● Objective #18: Evaluate Potential of Establishing an Online Ordering System</li> <li>● Objective # 27: Run a General MSU Information Campaign</li> </ul>
October	<ul style="list-style-type: none"> <li>● Objective #10: Student Staff &amp; Student-Centred Culture</li> <li>● Objective #11: Increase Sustainability Initiatives within TwelvEighty &amp; The Grind</li> <li>● Objective #26: Work with VP Admin to advocate for Levy Review &amp; Implement NODA recommendations</li> </ul>
November	<ul style="list-style-type: none"> <li>● Objective #15: Increase video promotion for Union Market</li> <li>● Objective # 31: Increase Promotion of the Student Assistance Plan</li> </ul>
December	<ul style="list-style-type: none"> <li>● Objective #12: Implement Event Catering Packages for TwelvEighty &amp; The Grind</li> </ul>
January	<ul style="list-style-type: none"> <li>● Objective #1: Continue to Implement January Transparency Days</li> <li>● Objective 22: Conduct a Review of the Service – Silhouette</li> <li>● Begin 2021-2022 Budgeting Consultations</li> </ul>
February	<ul style="list-style-type: none"> <li>● Objective #13: Incentivize students to eat at TwelvEighty</li> <li>● Objective #24: Create a Fund to Alleviate Financial Barriers to Attending Events</li> <li>● Promote VP Positions</li> </ul>



March	<ul style="list-style-type: none"> <li>Objective #13: Incentivize students to eat at TwelvEighty – Multiple Draws</li> </ul>
April	<ul style="list-style-type: none"> <li>Wrap up any lose ends, transition new VP Finance 😊</li> </ul>
Ongoing Projects	<ul style="list-style-type: none"> <li>Objective #6: Adhere to Health &amp; Safety Guidelines</li> <li>Objective #7: Develop a Plan for the Long-Term Financial Stability of TwelvEighty</li> <li>Objective #20: Develop a Plan for the Long-Term Financial Stability of The Underground</li> <li>Objective #21: Evaluate a Purpose &amp; Reimagine Compass Space</li> <li>Objective 23: Increase Collaboration &amp; Shared Resources – Silhouette &amp; CFMU</li> <li>Objective #28: Utilize Information and Recommendations from the Organizational Review</li> <li>Objective #30: Board of Director Video Updates</li> </ul>