



**SARPHINA**

**CHUI** *for*

VICE-PRESIDENT (FINANCE)

# Dear Members of the Assembly,



Congratulations on your election for your SRA position! We have certainly been in a long season of uncertainty, and I would like to applaud you for your courage to step into these leadership positions and embrace the challenges ahead. All of you have worked incredibly hard for this role, and I am so excited for your journey to represent the student body and advocate for change. As each of your unique stories unfold, I hope to partner with you as the next Vice President (Finance) in the 2022-2023 school year to help bring your vision to life!

I believe this will be a critical year to re-engage the student body and re-imagine the role of the student union, given that one-half of the student population have never had a complete campus experience. As we navigate this new “norm” post-pandemic, we should continue to provide students with financial transparency, reliable advocacy, purposeful connection, and the enhancement of student life. Anticipating to reach the end of the tunnel in this upcoming school year, I hope to be working with president-elect, the Board of Directors, and the SRA to deliver a steady fresh start for McMaster students.

Thank you for your time in meeting with me over the past few weeks and for providing me with valuable feedback. I appreciate all your insights and have certainly learned so much from each of your visions. In this upcoming election, I hope that you will consider me as your Vice-President (Finance). I believe that together, we can build a better McMaster – help me to assist you to be the *FACE of McMaster*, the *FACE in MSU*, and the *FACE for student voices*.

Cordially,

Sarphina Chui

Vice-President (Finance) Candidate



# Relevant Experience

<b><u>McMaster Student Union (MSU)</u></b>	
<b>Student Representative Assembly</b>	2020-2022
<ul style="list-style-type: none"> <li>• SRA Humanities Caucus Leader</li> <li>• Executive Board Voting Member (2021-2022)</li> <li>• Finance Committee Voting Member</li> <li>• Service Committee Voting Member (2021-2022)</li> <li>• Food and Beverage Committee (2021-2022)</li> <li>• Sponsorship and Donations Committee (2021-2022)</li> <li>• OMBUDS Advisory Committee</li> <li>• MSU Governance and You Committee (2020-2021)</li> <li>• Hiring Board for AVP UA, Maroons PTM, EFRT PTM</li> <li>• Honor M Awards Nominee (2022)</li> </ul>	
<b><u>McMaster University</u></b>	
<b>School of the Arts</b>	2020-2022
<ul style="list-style-type: none"> <li>• Lead Teaching Assistant - MUSIC 2MT3</li> </ul>	
<b>Student Offering Support McMaster Chapter</b>	2019-2022
<ul style="list-style-type: none"> <li>• President</li> <li>• VP Logistic (2019-2021)</li> </ul>	
<b>McMaster Music Cognition Society</b>	2018-2022
<ul style="list-style-type: none"> <li>• President</li> <li>• VP Social (2018-2020)</li> </ul>	
<b>MusicBox Children Charity McMaster Chapter</b>	2018-2022
<ul style="list-style-type: none"> <li>• Director of Music Education</li> <li>• VP External (2018-2020)</li> </ul>	
<b>Hamilton Chinese Christian Fellowship</b>	2019-2022
<ul style="list-style-type: none"> <li>• Seekers Ministry Leader</li> <li>• 4th Year Leader (2020-2021)</li> <li>• Worship Team Leader (2019-2020)</li> </ul>	
<b><u>External</u></b>	
<b>MPP Jeff Burch (Niagara Centre)</b>	2022
<ul style="list-style-type: none"> <li>• Internship - OHIP covered Mental Health Research</li> </ul>	
<b>Total Health Management (Dr. Ken Ng)</b>	2020-2022
<ul style="list-style-type: none"> <li>• Medical Assistant</li> </ul>	
<b>South Markham Food Security Initiative</b>	2020-2022
<ul style="list-style-type: none"> <li>• Initiative Co-Founders</li> </ul>	
<b>Conchordium</b>	2017-2022
<ul style="list-style-type: none"> <li>• Board of Directors</li> </ul>	



# Financial Transparency

In past years, the MSU has recognized the importance of financial transparency, specifically emphasizing efforts in spreading awareness on the MSU student fee breakdown. Generations of VP Finance have contributed to this goal and established traditions like Financial Transparency Week, Bylaw 9 Group Reviews, and MSU Discount Card. This year, I would like to continue their effort toward financial transparency through 3 pillars: MSU Financial Transparency, Collaboration with AVP Finance, and University Advocacy.



## MSU Financial Transparency

### *Financial Transparency Campaign*

This year, financial transparency week was a week-long campaign in both the fall term and winter term. Recognizing the importance of financial transparency and accounting for communications that were lost with students during COVID; I believe financial transparency campaigns are essential to creating a new student culture that fosters trust in the student union's ability to manage money. Thereby, I propose that we have 5 financial transparency campaigns throughout the school year, with each campaign tackling a different theme on MSU finance. For instance, the first campaign should happen in early September with a theme that focuses on the breakdown of MSU student fees. Questions like "What are bylaw 9 groups?", "When do I need to opt out of health & dental?", "Can I opt-out of the HSR pass?" should be answered. The thorough fee breakdown should be screened in the MUSC atrium with an info booth available to answer questions. Other potential themes include the club funding approval process, financial literacy, existing financial support etc. One critical aspect I would like to uphold is maintaining engagement through gifts or giveaways that would happen throughout the week. I would also like to collect feedback to better inform the subsequent campaigns.



### *MSU Full-Time Staff Pay Grades Transparency*

The SRA 2020-2021 approved a motion that embraces financial transparency by releasing full-time and part-time staff pay grades. Many leading corporations, including McMaster University, endorse this method of transparency. This initiative was put on pause this year due to the absence of an HR staff. Though, Renee was onboarded recently and is currently requesting proposals for wage review before officially releasing the staff's pay grades. If elected, I hope to bring this initiative to completion while balancing the expectations of SRA and the experience of full-time staff members.



### **Collaborating with AVP Finance**

#### *Sponsorship and Donation Committee*

Every year, the MSU allocates \$10,000 to the Sponsorship and Donation committee for applications from McMaster students, MSU Clubs, and community groups; this committee has bi-weekly meetings to review those requests. From my experience on the committee this year, I found that there needs to be more material provided for new members who likely do not have any experience with sponsorship package reviews. By accumulating past sponsorship and donation approvals, new members would be able to reference back to the standard on different price points of sponsorship or donation requests. Furthermore, AVP Finance and VP Finance should widely promote this fund to fulfill the aim of using up all \$10,000 by the end of the fiscal year.

#### *Bylaw 9 Groups Review*

Bylaw 9 groups are student clubs that garnered support through student referendums at different points in McMaster history to receive student levy; the MSU serves as the “middle man” in collecting the money. To ensure



proper usage of student money, the MSU took responsibility to review all Bylaw 9 groups' annual budgets through the Finance Committee. This year, we developed a standardized template, and 4 out of 5 groups have adopted the template. Next year, I would like to continue the encouragement to use our standardized template and seek feedback to further improve the review process. Furthermore, I would like to investigate the relevancy of current bylaw 9 groups and provide recommendations that would better assist them in serving their student population.

#### *MSU Discount Card*

Many businesses in the Hamilton community offer special discounts and savings, specifically for McMaster students. The MSU discount card captures on-campus and off-campus discounts available for McMaster students. This year, the Finance Committee worked on contacting off-campus vendors, and I hope to expand our list in the upcoming year. I would also like to evaluate the feasibility of partnering with SPC as they have reached out for a partnership this year. All in all, I hope to bring greater spending value to the student body while giving back to local Hamilton vendors.

#### *Welcome Week*

Welcome week is a critical time in aiding post-secondary students to transition into undergrad. Many faculties and programs use this opportunity to hand out swag bags in welcoming the frosh. The Finance Committee started reviewing welcome weeks in recent years and has found that many of these swag bags contain unsustainable, one-time-use, low-quality gifts that would quickly be thrown away by students contributing to land waste. In light of recent sustainability efforts and the president-elect's platform, I hope to collaborate with programs and faculties in reviewing our purchases to provide guidance and recommendations on ethical vendors. Furthermore, VP Finance should reassess the cost of Welcome week since its last reduction in 2020 was due to the pandemic resulting in a virtual delivery.





### University Advocacy

#### *University Financial Transparency*

Working with Vice-President (Education), I would like to advocate for financial transparency from McMaster University. I hope to work with the Student Services Advisory Committee, University Finance Committee, and any related personnel to discuss the need for financial transparency and actionable steps to take moving forward.

## Advocating for Students

Contrary to popular belief, the role of the Vice-President (Finance) is beyond numbers and finance. This role, in fact, allows for space and flexibility to pursue passion projects for student advocacy. As a strong mental health advocate, I would like to continue my advocacy effort through the role of VP Finance; I would also like to advocate for gaps existing in the current transit system.



### Transit

For in-city travel, the current HSR bus schedule has buses 5C and 51 coming back to back, and the second bus is often significantly more empty. To ensure that we maximize the HSR service, I hope to investigate the possibility of spacing out the bus schedule so that buses would come more consistently.



There are currently not enough express busses travelling from Pickering to Hamilton for out-of-city travel. This situation is exacerbated during morning and afternoon rush hours, with students reporting having to stand while travelling to campus. I hope to negotiate with Go Bus in sending more buses during rush hours to ensure student safety and comfort when travelling. Furthermore, on March 14th, 2020, Go Bus launched a student discount. However, students have to present a student ID and be registered for the discount. As we already provide students with HSR discount codes each year, I hope to recommend integrating both discounts on the current bus pass to streamline the process for students.



## Mental Health

Mental health is a vital aspect of life, and I would like to advocate for students from 3 levels. First, I believe that the university should provide students with more access to mental health services. For instance, the Student Wellness Center for counselling is constantly at full capacity, limiting students' ability to utilize this service fully. VP Finance should therefore advocate for more counsellors at SWC. Second, the current SAP plan is not a viable long-term solution. Thereby, I propose exploring the feasibility of negotiating therapy and counselling coverage with our insurance provider. While costs might rise for insurance, VP Finance should look for alternative methods to reduce the overall cost for students. Third, I would like to partner with VP Education in advocating for OHIP-covered Mental Health. As a current researcher on the topic under my internship with MPP Jeff Burch, I would like to continue my advocacy effort for mental health.

# CONNECTING THE MSU, SRA, & STUDENT BODY

The most valuable asset of a student union is its ability to represent its constituents. To do so, leaders from all levels of the union must purposefully connect with the student body. Below, I have outlined 3 types of connections I would like to make in the upcoming year: supporting the SRA, engaging the MSU body, and receiving feedback from the MSU body.

## 1

### SRA Support

#### *SRA on Avenue*

Currently, SRA training is done through Avenue to Learn. I hope to explore the idea of putting SRA on Avenue so that SRA members can have a centralized place in accessing training, meeting agendas, and promotional material that requires postings. In conjunction with the platform, I hope to develop a suggestive posting timeline and provide social media templates. For instance, throughout the summer SRA members introduce members of the caucus. Then, at the beginning of fall term, the year plan's short-term and long-term objectives would be shared, followed by a reminder for health & dental opt-out. Such that, the communication team can also utilize this platform to upload any promotional materials that need to be shared by the SRA.

#### *Pre-SRA Read Along*

The work of SRA directly impacts student life, and SRA members are responsible for every vote that they cast. To combat the culture of uncertainty and unclarity towards motions, I propose a pre-SRA read-along where assembly members are invited to bring their lunch to the MSU office/ SRA meeting room to read over meeting minutes prior to the meeting.

#### *Monthly Regular BoD-Caucus Check-in*

The Board of Directors should go above and beyond in supporting SRA members to succeed in their year plans. Having monthly



meetings would significantly improve SRA interconnectedness and provide caucuses with the ability to receive direct support from the BoD, such as connecting the caucus to resources.

### *SRA Socials*

Working with the Speaker, I would like to host 3 SRA socials next year so that SRA members can meet and greet each other outside of Sunday meetings. We will also use this time to celebrate SRA members' advocacy efforts of the term!

### *SRA on MSU Website*

Currently, SRA members' information is provided on the MSU website in text. To increase approachability, I propose to provide photo collages of SRA members on the MSU website so that students would find us more personable. Through the past 2 years of virtual education, we could all appreciate the opportunity to "putting a face to a name!"

## 2

## **MSU Engagement**

### *MSU on Avenue*

Proposed by Denver Della-Vedova, MSU on Avenue would likely increase accessibility as students spend most of their time on Avenue. Recognizing this initiative is still in the developmental stages, I would like to continue this idea as I value the benefit avenue could bring. Specifically, the MSU would be able to release surveys through Avenue, which could drastically increase our response rate. Such that, we could utilize a tremendous amount of avenue presets, which should mean a smooth transition.

### *Campus Event*

With large-scale campus events absent for the past 2 years, I hope to invest in better and more significant events throughout the school year that would suit the diverse student population at McMaster. In my consultation with Trish Vardon, we brainstormed and upscaled a



few of our current events. Next year, I hope to network with different stakeholders from the University and Hamilton region to receive greater funds for more campus events.

#### *Social Media Engagement*

In light of the success of this year's MSU Instagram operation, I would like to redirect the traffic onto SRA social media accounts through "SRA x MSU" giveaways. Caucuses would facilitate their giveaway, and the MSU platform would divert the flow of engagement to those accounts. Such that, SRA members would occasionally be provided with the opportunity to do takeovers to better engage with students.

## 3

### **MSU Feedback**

#### *Class Talk*

Through the years of SRA involvement, I have soon learned that the most effective way to receive feedback is not by expecting students to show up to office hours but by actively reaching out to students to inquire about their struggles. Throughout the summer, I will liaise with mega class professors for an opportunity to do a 5-mins class talk about the MSU. This will be done collaboratively with SRA members, as this would likely replace office hours. In our speech, we would share the mission of MSU, the structure of SRA, how to get involved, etc. Then at the end, we would ask for feedback on issues that they would like us to advocate for. Based on the feedback we have, it will determine the topic of our monthly town hall.

#### *Monthly Townhall*

The monthly town hall will provide students with the opportunity to vocalize student life issues such as housing, mental health, transit, and MSU transparency... It will be hosted at the MUSC atrium and live-streamed for those who cannot attend in person. This will be a critical piece to my platform as I believe constructive feedback brings improvements, and so we need to listen to students' campus experiences directly.



# EXPANSION & EQUILIBRIUM

Expansion and Equilibrium stand for expanding our business units and the financial equilibrium VP Finance is responsible for maintaining through the fiscal year. In this section, I will be addressing our food and beverage operation, media operation, clubs finance, and PTMs hiring.

## » Food & Beverage

In the past few years, the food and beverage business units (Union Market, Twelveighty, The Grind) declined in performance, resulting in deficits of millions of dollars. To combat this business decline, generations of VP Finance had strategized and modernized the business model, space, and products. However, we continue to remain at a loss. This year, we requested food and beverage proposals and have finally signed a contract with Compass Chartwells as their experience with campus services aligns with our vision. Being on the food and beverage committee this year, I was a part of the selection process and worked through transitional issues. In the upcoming year, I hope to assist Compass Chartwells in their transition to McMaster while ensuring that prices remain fair, clubs and services can still have access to the space, student employment will continue, and this option remains financially viable for the MSU.

## » The Hub

The Hub is a student space expansion supported by students through referendum and is now on track to open in fall 2022. There have been several delays in the grand opening throughout the pandemic so I hope to maintain open communication with the construction team in hopes of streamlining the wrap-up of construction. Such that, I will be contributing to hiring, organizational policy, and operational policy to ensure that The Hub will operate smoothly and students will be able to maximize this space after opening.



## ➤ **CFMU and The Sil**

Based on the recommendations made by the Ad Hoc Committee this year, I will continue to support the modernization of The Sil, pushing forward a digital-first approach, and reducing prices from 5 issues to 3 issues. I hope to partner with CFMU in evaluating the possibility of lowering student fees or establishing strategies to engage students with CFMU better.

## ➤ **Clubs**

MSU's most unique feature is the number of student clubs we have, all of which directly enrich student life and impact their university experience. However, ambiguity comes in how clubs' funding is determined, and it often upsets individuals that their clubs are not receiving as much as they have requested. Therefore, I hope to improve communication on club funds' standards and the approval process. I will ensure that this information is available online and widely addressed through events like the financial transparency campaign.

## ➤ **PTMs**

PTMs are vital to the success of MSU as their services directly impact students, and therefore a fair and equitable hiring process would broadly impact PTMs' experience with MSU. Working with the VP admin, I hope to review our current hiring guidelines and hiring practices to ensure that all members of hiring boards are using standardized scoring sheets. Such that, interview questions should be kept confidential until interviews.



# Supporting President-Elect



Next year, I see myself working closely with Simranjeet to support his platform while simultaneously pursuing my goals. I agree with all his platform pillars and have highlighted below how I see our vision intersect. In addition, as Simranjeet's presidential campaign manager, I have learned so much from his election, which has profoundly inspired and shaped my platform. I look forward to working with him and delivering progress to McMaster students next year!

**Student Wellness** - As noted in my mental health advocacy effort, I hope to work with him and VP Education in exploring possible insurance coverage on mental health while advocating for the university to provide more resources and the provincial government to provide OHIP-covered mental health services.

**Stronger Hamilton Community** - By working with local Hamilton vendors for campus events and the MSU student discount card, I believe this will encourage students to explore the city of Hamilton.

**Environmental Sustainability** - In agreeance to Simranjeet's campaign to better audit waste production at McMaster, I will be taking the initiative to review welcome week sustainability in hopes of reducing single-use disposable waste.

**Equitable Education** - I will be working with VP Education to advocate for university financial transparency, open educational resources, and a tuition freeze.



# Timeline

2022-2023

## SUMMER

- MSU on Avenue
- SRA on Avenue
- Liaise with professors and develop a schedule for class talk
- Provide SRA with posting timeline
- Ensure The Hub is on track for fall 2022 opening
- Structure Food & Beverage Advisory Committee
- Discuss HSR bussing schedule
- Discuss GO Bus student discount
- RFP on wage review
- Welcome week sustainability review
- Mental Health insurance coverage

## FALL

- Set up monthly BoD-Caucus Check-in
- SRA Social
- Monthly town hall
- Support 2 large-scale campus event
- Bylaw 9 group reviews
- 2 financial transparency campaign
- Expand MSU discount card
- Develop SponDon Review guideline
- Clubs Training on Clubs Funding Approval

## WINTER

- Support 2 large-scale Campus Event
- Better promote VP and Speaker elections
- SRA Social
- Monthly town hall
- Set up monthly BoD-Caucus check-in
- 3 financial transparency campaign
- Review welcome week sustainability for 2023-2024



# Thank you for consulting with me!

Thank you to all the individuals who took time out of their busy schedules to meet with me, providing valuable feedback in building this platform. I witnessed your passion and dedication toward students through your sharing, and your work inspires me. I sincerely hope to have the opportunity to work with everyone next year!

## **Board of Directors**

Denver Della-Vedova, President  
Simranjeet Singh, President-Elect  
Jeganiyah Jayachandran, Vice-President (Finance)  
Christina Devarapalli, Vice-President (Administration)  
Jess Anderson, Past Vice-President (Finance) 2020-2021  
Alex Johnston, Past Vice-President (Finance) 2019-2020

## **Full-Time Staff**

John McGowan, General Manager  
Michael Wooder, Marketing & Communications Director  
Daniela Stajcer, Executive Assistant  
Victoria Scott, Administrative Services Coordinator  
Renee McIntosh, Director of Human Resources  
Sean Duncan, Director of Finance  
Jason Barnes, Accounts Receivable Supervisor  
Kevin O'Mara, Accounts Payable Supervisor/Payroll Administrator  
Sandeep Bhandari, CFMU Administrative Director  
James Tennant, CFMU Program Director  
Trish Vardon, Campus Events Director

## **Part-Time Staff**

Andrew Mrozowski, The Silhouette Editor-in-Chief  
Nathan Au-Yeung, Associate Vice-President Finance  
Zoe Tsai, MSU Speaker

## **Vice-President Candidate**

Salsa Sarhan, Vice-President (Education) Candidate  
Elizabeth Wong, Vice-President (Education) Candidate

## **Food & Beverage**

Compass Chartwells

Last but certainly not least, thank you to all the incoming SRA members who have taken time out of your busy week to go through my platform with me! I hope we get to learn from each other in the upcoming year!



**"FACE THE FUTURE"**



THANK YOU  
FOR YOUR TIME