



REPORT

From the office of the...
MSU President

TO: Members of the Student Representative Assembly
FROM: Jovan Popovic, President
SUBJECT: You Think The Sil is Going to Cover This?
DATE: July 21st, 2024

2024-2025 Term Updates

WW & Athletes Summer Parking

While most students return to campus in early September, Welcome Week volunteers will be back on campus by the 24th, and athletes even earlier for training camps. A large and unnecessary cost for them each year is parking; their options are either (1) buying a summer transponder for lot M (which is inconvenient, and expensive for only one week of use), (2) paying the daily rate of \$20 for on campus parking or \$8 for lot M, or (3) parking in Westdale, disturbing the community and risking costly parking tickets.

Similar to last year, I worked with Parking Services to negotiate special parking rates for these groups of students. Athletes will only have to pay \$51 and will have access to lot H (behind DBAC), or stadium parking for the entire month of August. Welcome Week volunteers will only have to pay \$20 and will have access to lot I (southwest lot) for the entire week they need it. The \$20 rate is down significantly from the deal I negotiated last year, making an extremely affordable option for the volunteers.

Organizational Restructure

With a new GM comes new opportunity... That might sound familiar; I'm sure I've said it before. Having spent a year inside the organization already, I've had the chance to understand the inner workings, and now I'm going to do something about it. After extensive talks with the VPs, we're looking to reshuffle, and while I don't want to discuss the changes that aren't finalized yet, I'm happy to discuss those that are. Posted on the MSU jobs tab on the website is a new role called Director of Communications & Advertising. The role is based around the previous job, Director of Marketing & Communications, but was revised to remove government relations (now shifted under the GM), and to add revenue generation through advertising.

Following this job posting, we hope to have a new Student Life Director role soon, which of course has policy changes you will be discussing in this meeting. The point of this role is to force collaboration amongst the departments that most engage the student body, while also allowing for a more vertical structure of the organization so that the GM portfolio is less overloaded.

We continue evaluating the possibilities of new roles, such as government relations, peer support, and others, but there is still plenty of discussion left to be had.

Bounce Onboarding

You've all heard plenty about Bounce by now. As we look to onboard Bounce during Welcome Week, we've been evaluating ways of getting them integrated into the student community. We've extended an invitation to their team to attend clubs training, as well as clubsfest to educate club execs and the general student body on how to use their product. Further, we hope to have them at the sidewalk sale in early September, PTM training later in the summer, and are evaluating ways to best announce our new partnership on socials leading up to homecoming festivities to make sure the McMaster community is best familiar with the app early.

The Bounce team has shown significant commitment and cooperation, making the process very easy for us.

Athletics & Recreation Partnership Requests

A month ago, I had the opportunity to speak in front of Athletics & Recreation staff at their full-time staff meeting, expressing our eagerness to partner with them. Since then, I've had various individuals from the department reach out, most recently from the David Braley Sports Medicine Centre, and the Pulse, seeking ways to make students more aware of the services they offer and hoping to use our platform to do so. These were actually two aspects of A&R I haven't given much thought to, as it's usually the varsity sports teams, or the recreational leagues that I've focused on.

We're actively evaluating the possibility of partnerships through The Silhouette, Underground, TwelvEighty, and other MSU services.

Food & Beverage

The food and beverage team has really impressed me this summer. They've put a lot of thought into planning out the year ahead to get TwelvEighty, The Grind and Union Market buzzing. Between promotional efforts, improved staff training mechanisms, extended operating hours, restaurant patio renovations/operations, and a revamped menu to be more culturally diverse, planning for the year ahead has become very exciting. There was plenty to build on from last year, and it's been very reassuring to see the plan put in place actually being executed.

Last year I was extremely involved in the F&B operations. It's been a breath of fresh air to slowly become less involved with staff that we fully trust to take the reins and run with it. The odds are low, but you might actually see a report or two from me not even mentioning F&B at some point this year if all goes smoothly. Crazy, right?

SU Gathering/Conference

Last year BUSU (Brock) invited all of the OUSA student union execs to come and visit for a one-day makeshift conference. The gathering offered the opportunity for execs from different organizations to get to know one another and form critical advocacy partnerships. We got a chance to learn from one another and listen to a guest speaker as well.

This year I was really looking forward to that happening again, except I had my eyes on hosting. While the date is not yet confirmed, I have several SUs ready to make the trip to McMaster. I think it provides us with a fantastic opportunity to show off our operations, while creating long-lasting partnerships. I'll provide more insight once the event happens, but I've spent quite a bit of my time organizing this in recent weeks.

GM Transition

It's official: Michael Wooder has officially begun as our General Manager. It's been very impressive watching him make quick adjustments from his previous role as Director of Marketing and Communications, and we're very excited to have him in this new role. He's been a key piece in the restructuring thanks to his depthful understanding of the organization and its inner workings.

Despite his impressive beginning thus far, there's always gaps to fill. Lots of information he was not previously aware of from larger projects that weren't within his portfolio. I have no doubts he will be able to quickly get up to speed, but there's always an adjustment period, and we're at that stage right now. It will take some time, as is normal in any transition.

Upcoming Priorities

Legal RFP

Following the completion of our RFP for a new legal counsel, we're now moving on into the interview and selection stage. Being involved in the selection panel, this will be a large priority in the coming weeks to ensure the MSU is well prepared for any legal matters or inquiries going forward.

Hub Hours of Operation

Come September, the Hub should be a 24-hour building. Additionally, the Student Market, a Union Market type food store will be opening on the second floor. There is plenty of preparation ahead working with Mitch, the manager of the building to ensure the facility is ready for students come the fall, between appliance purchases, basic renovations, and procurement processes.

Welcome Week

It's actually frightening how quickly Welcome Week is approaching. While our Campus Events team has been preparing for months now, the VPs and I are finally getting pulled in to prepare for how we are to be involved. Between student engagement events, panel discussions, move-in supports and more, it's going to be a heavy month of getting ready to welcome a new crop of first years! One, we are from Mac!

Best,



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