



# REPORT

*From the office of the...*  
**Vice-President (Finance)**

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TO: Members of the Student Representative Assembly  
FROM: Declan Sweeney, Vice-President (Finance)  
SUBJECT: SRA Report- 24H  
DATE: October 6<sup>th</sup>, 2024

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Hello SRA, hope that you had a fantastic time at Homecoming, I am not nearly as creative as the previous two executive reports so will just get right into it.

## **Revenue Generation**

Wanted to highlight the successes of our various departments after a re-vitalized focus on advertising & revenue-generation. First, we made over \$11,000 from the MSU Guidebook an increase of over \$4,000 compared to last year & have seen an increase by the end of August in our YTD numbers by 223% on the amount of revenue generated by our Campus Screen Network. The Silhouette has increased their external advertising revenue by \$5,720 & has increased their engagement with various community partners. EFRT had their best year in 5 years with over \$5,000 in EFRT First Aid Course revenue. Lastly, our new Communications & Advertising Director & Campus Events Director has done a fantastic job with attracting sponsors & brands for activations during Homecoming. We have an extremely strong team & expect this to continue for the remainder of the year & beyond my time in this role.

## **ClubsFest**

Two of the major events in the Clubs Department have happened since my last report, first for ClubsFest I wanted to highlight the work of the Maroons for setting up over 140 tables. This was a great opportunity for the 265 clubs which are a major part of the MSU's connection to student life & allows them to engage with students during their first week back on campus. As part of a directive by our Board of Directors we wanted to limit the financial burden to Clubs by waiving the fee for participation. This was very successful & is something which I strongly recommend continuing as this allowed clubs to put more forward to showcase their clubs rather than worry about costs.

## **Clubs Training**

Clubs Training happened on September 16<sup>th</sup> & I could not be prouder of our team for doing a fantastic job on short notice. With considerable challenges the team was able to hold a fantastic event which included collaboration from SVPRO, Student Affairs, Hospitality, UHS, MSU IT, CFMU, & Bounce to inform clubs of opportunities & their responsibility to follow policy. Special Thanks to our Assistant to Presidential Affairs Parth Arora, Clubs Accounting Clerk Jenna Fierro, & Assistant Clubs Administrator Midhaa Ahmed who all stepped in on short notice to do additional work throughout the day.

## **Bounce Integration**

Been working with the Bounce Team during their launch of the app for Clubs & all other MSU ticketed events. Currently we have over 70% of our Clubs have their admin on Bounce, with continued commitment by ourselves & Bounce to ensure we get the other 30%. We have also launched Bounce

Open Hours from Wednesday from 3-5 PM. Bounce will be hosting general memberships & ticketed events which will allow for better oversight of overall participation & risk management preparation which will ensure greater oversight over Clubs to ensure the best possible touchpoint for students.

### **Financial Awareness Day**

The Finance Committee had a successful day on September 27<sup>th</sup> as they partnered alongside the BOD, OPIRG, & BikeShare to showcase these services provided to students & the potential to opt-out as needed to ensure students are properly informed. We were able to connect with students throughout this time in the Hub & received information from OPIRG that their opt-out has had the heaviest utilization in years.

### **OPIRG Advertising MOU**

We are in the final stages of an agreement with OPIRG about advertising their opt-out process. The advertisement of the opt-out has been something that has come up over the previous 9 years of Bylaw 9 & we wanted to ensure a resolution which is mutually beneficial to both parties. OPIRG will work collaboratively going forward with the Finance Committee to advertise to ensure student awareness of the value OPIRG provides & the ability to opt-out.

### **Cost Assessment**

As we continue to plan for the future, the need to reduce costs is essential as we project decreased undergraduate enrollment, this has been mainly through costs which are not directly attributed to service implementation or student life. We have found several efficiencies with current emails & telephone lines which can be reduced or cost-assessed to ensure better overall usage. This along with the implementation of a vendor onboarding system will ensure the McMaster Students Union will continue to monitor our expenses to ensure we are aligned with fair market value of our suppliers.

### **Bylaw 9 Review & Schedule**

The Finance Committee have been hard at work reviewing the Bylaw 9 Groups, and we have now set the schedule for when these groups will be presenting to the SRA. On October 20<sup>th</sup> we will have OPIRG & Incite Magazine. November 3<sup>rd</sup> we will have Engineers Without Borders & Mac Marching Band. Lastly, on November 17<sup>th</sup> we will have Mac Solar Car. Based on last year, I wanted to remind the assembly that the role of the SRA within the Bylaw 9 Process is to ensure accountability through understanding whether the organization is still fulfilling the mandate of its initial inception & whether the organization has been financially & operationally responsible. Being a Bylaw 9 Group comes with heavy responsibility but I want to ensure the Assembly is focused on these questions rather than personal issues with the organization.

### **Services Grant Project**

As we continue to go into decreased enrollment, we will have to find different ways to supplement our organization. One of the ways which I have looked into has been grant funding from Federal, Provincial, & NGO grants to meet our needs. Specifically, I see value for our peer support services & safety-based services. I have sent a report to our Director of Finance & the VP Admin to review & will provide support as this is likely a long-term project which will not be implemented until 2025.

Best,  
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