



Athabasca University  
Students' Union

# Athabasca University Students' Union

## Council Meeting Minutes - **DRAFT**

Tuesday April 10<sup>th</sup>, 2018

5:30 pm MT

- Meeting Called By:** Shawna Wasylyshyn, President
- Type of Meeting:** AUSU Council Meeting
- Minutes:** Communications and Member Services Coordinator Donette Kingyens
- Participants**
- Council:** President Shawna Wasylyshyn, Vice President External and Student Affairs Julian Teterenko, Vice President Finance and Administration Brandon Simmons, Councillor Robin Bleich, Councillor Amanda Lipinski, Councillor Kim Newsome, Councillor Andrew Gray.
- Staff:** Executive Director Jodi Campbell, Communications and Member Services Coordinator Donette Kingyens, Voice Editor Karl Low.
- Members:** Councillor-Elect Melinda Goertz, Councillor-Elect Sarah Blayney Lew, Councillor-Elect Darcie Fleming, Councillor-Elect Natasha Donahue, Councillor-Elect Brittany Daigle, Councillor-Elect Mark Teeninga, Councillor-Elect Joshua Ryan, Councillor-Elect Christine Hudder, Councillor-Elect Lisa Oracheski, Councillor-Elect Alice Namu.

Meeting called to order at 5:32pm MT,

### Agenda and Minutes

- 1.0 Adoption of Agenda** S. Wasylyshyn
- Motion:** BIRT AUSU council adopt the agenda.
- A. Lipinski / R. Bleich **Carried 7/0**
- 2018-04-10 Council Agenda.pdf*
- A motion was added to the agenda as the new section 7.0 regarding travel awards authorization.
  - A minor amendment was made to the motion in section 6.0, adding the word "internally".
- 2.0 Approval of Council Meeting Minutes** S. Wasylyshyn
- Motion:** BIRT AUSU council approve the minutes of the March 8th, 2018 Special Meeting of Council.
- A. Lipinski / R. Bleich **Carried 7/0**
- 2018-03-08 Election Meeting Minutes DRAFT.docx*
- 3.0 Motion:** BIRT AUSU council approve the minutes of the March 13th, 2018 regular council meeting. S. Wasylyshyn
- R. Bleich / B. Simmons **Carried 7/0**
- 2018-03-13 Council Meeting Minutes DRAFT.docx*

**Note:** Approval of all public council minutes, for special, regular, and interim council meetings, takes place at the next regular public meeting.

### Action Items

- 4.0 Review of Action Items** S. Wasylyshyn

**Note:** The status of the action and agenda items at the bottom of the most recent regular council minutes (March 13<sup>th</sup>, 2018 in this case) were reviewed briefly.

## New Business

### 5.0 Presentation of the Annual Report

S. Wasylshyn

**Motion:** BIRT AUSU council accept the 2018 AUSU Annual Report.

A. Lipinski / A. Gray

**Carried 7/0**

*AUSU 2018 Annual Report.docx*

- It was noted the report includes a lot of information, and staff, executives, and committee chairs were thanked for their efforts in creating the report.
- A question was raised about why the goals list had a 2017 date listed. It was explained that that was the goals list for 2016/2017 as that is the fiscal year the report covers.
- Once accepted, the report will need to be posted to the AUSU website. **Action Item**

### 6.0 AUSU Financial Reserve

B. Simmons

**Motion:** BIRT AUSU council internally restricts \$360,000.00 for the purpose of a contingency reserve and \$60,000.00 for the purpose of future AUSU leasehold improvements.

A. Gray / K. Newsome

**Carried 7/0**

*AUSU VPFA Reserve Report.docx*

- It was mentioned that council has already had informal discussions agreeing to the amounts outlined in the motion.
- The report has suggestions for the new council to restrict other funds as well depending on the current year's financial situation.

### 7.0 Awards Authorization

WHEREAS the AUSU awards committee approved a travel bursary on April 6th, 2018, for up to \$1000.

WHEREAS the approved travel bursary is requesting funds to cover \$784.00 for car rental transportation expenses and \$440.40 for flight expenses.

WHEREAS AUSU currently arranges and pays directly for all travel bookings.

WHEREAS the current AUSU method of paying for car rental expenses may expose AUSU to external risk due to the nature of car rental agreements.

**BIRT AUSU council approve AUSU staff to schedule and pay for the flight for this student, and disperse the remaining fund up to a total of 1000 as deemed appropriate by the executive director**

B. Simmons / R. Bleich

**Carried 7/0**

Travel Bursary Summary:

*Travel Bursaries are intended to aid members in travelling to attend AU convocation, labs, practicums, on-site courses, or related conferences. Members must demonstrate financial need, have completed a minimum of 12 AU credits, and have a GPA of at least 2.00 (C grade) over the most recent 12 AU credits. Members must also include one of the following pieces of information with their application form: 1) course or conference description and registration information, 2) lab/practicum confirmation, or 3) confirmation of graduation. A*

maximum of \$1000 will be provided per successful applicant to pay for travel and/or accommodation. **Applications are accepted any time of year; however, they must be submitted a minimum of 30 days prior to the date of travel. AUSU will arrange and pay directly all travel bookings.**

A maximum of \$4,000 dollars is allocated for this bursary per fiscal year. Members may only receive this award once per 12-month period.

- It was noted that AUSU could be liable for any issues with the car rental if paying for it directly via the corporate account.
- Paying the student directly removes the risk from AUSU.
- A question was raised about why the flight cost is included in the motion. It was noted that as AUSU can only provide up to \$1000, the flight is included to be able to provide the student with partial funds to pay for the flight.
- It was suggested AUSU book the flight directly and then provide the students with the additional funds to pay for the car rental up to the maximum of \$1000.
- AUSU needs to be firm in the requirements of proof of purchase as there have been instances in the past where students did not use the travel bursary as they had outlined in their application.
- It was suggested that if a student misappropriated funds they may be made a member not in good standing.
- It was suggested that the awards policy be updated regarding how the travel bursary can be distributed.
- It was determined that AUSU staff would book the flight in full and provide the remaining funds to the student up to \$1000 with the expectation of a receipt for the car rental to be received within 30 days of the booking date.
- The motion was amended to allow the executive director to contact the student and make a decision based on the student's needs. The mover and seconder of the motion agreed to the amendment.

## 8.0 AUSU Fee Increase- First Reading

B. Simmons

**Motion:** BIRT AUSU council approve a membership fee increase in the amount of \$0.75 per credit to take effect on October 1, 2018.

R. Bleich / S. Wasylyshyn

**Carried 7/0**

[AUSU Fee Increase Member Communications](#)

**Note:** Per AUSU Bylaw section 1.01(e) the above special resolution has been presented to the AUSU membership for consultation, and must receive a two-thirds majority vote from AUSU council at two separate readings of the resolution to be successful. The second reading to take place during the May AUSU regular council meeting.

- A lot of research and in-depth discussion was done to determine the amount of fee increase that would be necessary to align AUSU revenue and expenses.
- According to research, the fee increase will provide approximately a \$30,000 surplus to protect AUSU in case something changes and allows enough to keep incoming expenses in line.

## Reports

### 9.0 Reports for the Month of March 2018.

**Note:** Regular monthly reports from executive, staff, and committees are circulated prior to the meeting. Any updates or highlights will be presented by the author of the report. Questions regarding the reports may be posed.

#### 9.1 President's Report

S. Wasylyshyn

*2018-03 President Report.pdf*

- AU approved a 4% increase in fees across the board for all students. AUSU advocated against this.
- The new council was urged to continue to advocate against increased fees across the board.
- The new council was also urged to read all reports prior to each council meeting and come prepared with questions to keep the executives accountable.

**9.2 Vice President External and Student Affairs' Report**

J. Teterenko

*2018-03 VP External Report.pdf*

- A question was raised about why all that was reported was on the elections and CASA instead of reporting on all the other meetings attended. The VPEX stated there was no reason and he could update his report.

**Action Item**

**9.3 Vice President Finance and Administration's Report**

B. Simmons

*2018-03 VP Finance and Administration Report.pdf*

- The General Faculties Council meeting in March was exciting due to the strategic plans the university is working on.
- AUSU did oppose fee increases in the new AU budget, as well as timelines. AUSU will be following up on these topics with the university.

**9.4 Executive Meeting Report**

S. Wasylyshyn

*2018-03 Exec Meeting Report.pdf*

**Note:** Executive meeting reports are not public documents. Any decisions made by the Executive appear in a separate public report for ratification by council. The executive meeting report was circulated to council for review and acceptance in their role as the governing council of AUSU.

**9.5 Finance Committee Report**

B. Simmons

*2018-03 Finance Committee Report.pdf*

**9.6 Awards Committee Report**

R. Bleich

*2018-03 Awards Committee Report.pdf*

- There was little activity for March.
- The last 4 awards approved for March are on the report, so it is up to date for the new awards chair.

**9.7 Member Engagement and Communication Committee Report**

J. Teterenko

*2018-03 MEC Committee Report.pdf*

- It was noted that the member-at-large member of the committee, Benjamin McDonald, has been contacted about the end of his term and thanked for his time and service to the committee.

**9.8 Executive Director's Report**

J. Campbell

*2018-03 Executive Director Report.pdf*

**9.9 Communication and Members Services Coordinator's Report**

D. Kingyens

*2018-03 Communications Coordinator Report.pdf*

- It as noted that there was a lot of website visits due to the elections and the launch of the award applications for the May awards cycle.
- It was also noted that the views of The Voice articles have significantly increased, and thanks were given to the editor Karl Low and editor in chief Jodi Campbell.

- A question had been raised prior to the meeting about why the weekly views of the Voice do not add up to the overall monthly views. It was noted that the amounts cannot add up exactly. The weekly stats are based on Friday to the following Thursday, since The Voice goes out on Fridays, so the weekly stats just reflect the views during that specific week. Sometimes that does not exactly match up to the entire month. Also people sometimes view articles more than a week after they have been out since you can view old archives which effects the monthly views.

**8.10 Acceptance of Reports**

All

**Motion:** BIRT council accepts the March 2018 reports as presented.

R. Bleich / A. Gray

**Carried 7/0**

**Council Changeover**

**10.0 Council Changeover**

**10.1 Old Council Dissolution**

S.  
Wasylyshyn

**Motion:** BIRT the AUSU council for the 2016-2018 term is officially dissolved.

S. Wasylyshyn / A. Lipinski

**Carried 7/0**

- S. Wasylyshyn thanked the outgoing council for all of their work and support.
- J. Campbell commended the outgoing councillors for their amazing work.

**10.2 New Council Oath of Office**

S.  
Wasylyshyn

President Shawna Wasylyshyn will welcome the new councillors to the table and lead them in reciting the Oath of Office. Note that the Oath of Office has been signed and returned by all incoming council members.

*Councillor Oath Document.pdf*

**From this point on, all motions are moved, seconded, and voted on by the new council. Outgoing councillors were welcomed to remain as observers if they wish.**

**10.3 Announcement of 2018 AUSU Executive Election Results**

J. Campbell

The results of the 2018 Executive Election, held on March 21st in accordance with AUSU policy 3.02: Election of Executive Officers, were announced.

The new AUSU executive councillors shall be **Brandon Simmons as president; Melinda Goertz as vice president external and student affairs; and Natasha Donahue as vice president finance and administration.**

**10.4 Confirmation of New Council Meeting Time**

AUSU council's new meeting schedule was be announced. Council meetings will be held every second Thursday. The informal session will begin at 5:30pm MT and the public meeting will begin at 6:30pm MT.

B. Simmons

**11.0 Appointment of AUSU Standing Committee Membership**

**11.1 Finance Committee**

B. Simmons

**Motion:** BIRT council approve the following appointments to the finance committee: VPFA Natasha Donahue ex-officio as chair, and Joshua Ryan, Darcie Fleming, Lisa Oracheski, Mark Teeninga, and Alice Namu as voting members.

A. Lipinski / L. Oracheski

**Carried 13/0**

**Note:** A minimum of two councillors and a maximum of five councillors may be appointed to this committee by council at this time, in addition to the committee chair.

**11.2 Awards Committee**

B. Simmons

**Motion:** BIRT council approve the following appointments to the awards committee: Christine Hudder, Amanda Lipinski, Sarah Blayney Lew, Lisa Oracheski, and Melinda Goertz as voting members.

B. Daigle / S. Blayney Lew

**Carried 13/0**

**Note:** A minimum of three councillors and a maximum of five councillors, one of whom must be an executive councillor, may be appointed at this time. The committee chair must be selected by the members of the committee following their appointment.

B. Simmons

**11.3 Motion:** BIRT AUSU council appoints Amanda Lipinski as the Awards Committee Chair.

J. Ryan / S. Blayney Lew

**Carried 13/0**

**11.4 Member Engagement and Communication Committee**

**Motion:** BIRT council approve the following appointments to the member engagement and communication committee: VPEX Melinda Goertz as chair, and Christine Hudder, Amanda Lipinski, Brittany Daigle, and Joshua Ryan as voting members.

B. Daigle / A. Lipinski

**Carried 13/0**

**Note:** Up to four councillors may be appointed to this committee by council at this time.

**Question & Answer Period**

**12.0 Question & Answer Period**

B. Simmons

Observers were encouraged to participate in the question & answer period.

Observers are also invited to contact the AUSU office with any questions that arise from the meeting at [ausu@ausu.org](mailto:ausu@ausu.org) , 780.497.7000, or 1.755.497.7003.

**Next Meeting and Adjournment**

The next meetings of council will be:

**Thursday, May 10<sup>th</sup>, 2018, 6:30pm MST – Public Meeting**

**Thursday, June 14<sup>th</sup>, 2018, 6:30pm MST – Public Meeting**

S. Blayney Lew moved to adjourn at 7:23 pm MT.

**Summary of Agenda Items**

| Date     | Status<br>Deadline | Action Item and Responsible Party  |
|----------|--------------------|--|
|          | May 1, 2018        | <b>Finance Committee Report:</b> Finance committee to add the accounting course requirement to the first finance committee meeting following the election.<br><b>Finance Committee</b> |
| March 13 |                    | <b>Review of Action Items:</b> It was agreed to reopen a new agenda item to further define the distinction between “offering” or “service”.<br><b>MECC Committee</b>                   |

**Summary of Action Items**

| Date       | Status<br><br>Deadline | Action Item and Responsible Party   |
|------------|------------------------|---|
| August 8   | Ongoing                | <b>Adoption of Agenda:</b> Rescind policy 9.22 in February. <b>Staff/Council</b><br><b>Note:</b> This action item is on hold until AU implements the AU Bookstore.  |
| January 15 | December 2018          | <b>Policy Revisions:</b> When policy 6.06 is up for review, it should specify that the finance packages should be sent to all of council monthly. <b>Executives</b>   |
| March 13   |                        | <b>Adoption of Agenda:</b> Policy 8.09 to be edited and presented at a subsequent council meeting. <b>Staff/Executive</b>   |
| March 13   | In progress            | <b>Question and Answer Period:</b> D. Kingyens to look into why PDF views of The Voice Magazine are not showing correctly in Google Analytics. <b>D. Kingyens</b>   |
| April 10   | Complete               | <b>Policy Revisions:</b> remove the 2017-18 version of policy 2.15 Council Governance: Executive Accountability and Compensation from the AUSU website and replace it with the revised 2018-19 copy. <b>D. Kingyens</b> |
| April 10   |                        | <b>Presentation of the Annual Report:</b> Staff to post Annual Report to the AUSU website. <b>D. Kingyens</b>   |
| April 10   |                        | <b>Vice President External and Student Affairs' Report:</b> Outgoing VPEX Julian Teterenko to update his final report. <b>J. Teterenko</b>  |

# AUSU Office Report

Jodi Campbell, Executive Director



**Prepared:** March 31<sup>st</sup>, 2018

## Administration

This month the staff have been busy rolling out the 2018 general and executive elections, developing new AUSU procedures, as well as accepting awards applications for the May distribution. A busy month for sure with executive transition activities also taking place. Here is a snap shot of the month.

### **Mobile APP – iOS Update:**

This month we were notified by our app administrator (Oohlala) that there has been a recent change to the app store guidelines that now requires all institutions/organizations to host their apps under their own iOS developer account. Currently our app is listed under the Oohlala developer account. As of April 1<sup>st</sup>, we now require an app developer account in order to receive updates and bug fixes. Oohlala will remain an administrator for the app and will pay for the annual fee (\$99 USD) on our behalf, as part of our agreement with them. I have now completed the developer account set-up on behalf of AUGSA and AUSU and will work with Oohlala to complete the necessary steps before the April 1<sup>st</sup> deadline.

### **General Administration:**

- The Information Sharing Agreement is currently sitting on the desk of the University Secretariat, Carol Lund. After her office has had the opportunity to review and potentially make edits, we will see the document returned to us for final sign-off.
- The AUSU Annual Report for the period of October 1<sup>st</sup>, 2016 – September 30<sup>th</sup>, 2017 is now complete and ready for council approval. Thank you to everyone who contributed to this year's report.
- Recently it came to my attention that our TELUS phone expense has seen a drastic increase. Traditionally sitting in the range of \$175-\$200/month, we have seen the last two bills come in at approx. \$400/month. This obviously raised a red flag and I am now working with our TELUS rep to rectify this situation. In a nut shell, TELUS realized in December 2017 that both AU and AUSU were no longer under a phone line agreement. The agreement billing codes that we were under became void about 10 years ago, thus both AU and AUSU have enjoyed the benefits of a cheaper rate up until a couple months ago. When the cheaper billing codes were realized and dropped, our rates went way up. I am currently working with both TELUS and AU to arrange a new business rate for the association and will soon have this resolved.
- AU and the team from Lifeworks met on March 1<sup>st</sup> to discuss the transfer of this AUSU service to the university. It was communicated to AUSU that the discussion was very positive and collaborative. One idea that came from the meeting was the idea of a Wellness HUB for AU students, essentially a one stop shop for wellness services. We will continue to stay in the loop of this discussion and remain at the table moving forward as we continue to be AU's greatest supporter of this service.



## Committee Support

### **Finance Committee:**

With the recent move to quarterly finance meetings, we are incorporating monthly finance packages into the finance committee review process. This has been going well, and I trust the committee is satisfied with the delivery thus far. Otherwise there was no committee meeting in March.

### **Awards Committee:**

The May awards cycle has now begun with applications opening on March 19<sup>th</sup>. Within a couple days we had almost 50 applicants already, so I anticipate another strong contingent of applications coming in by the deadline on May 1<sup>st</sup>, 2018. Applications will continue to be processed by the staff in preparation for handing over the awards package to the awards committee later in May.

### **MEC Committee:**

Our new app agreement continues to be socialized amongst all parties involved. The pause button has been hit as we wait for a final confirmation from AUGSA regarding their participation in the app moving forward. They have recently communicated that the app may not be the best fit for their membership, which will for obvious reasons, have an impact on AUSU and the agreement.

We had the opportunity to engage with students during two Facebook Live sessions hosted by the President and our VPFA. Swag packs were distributed to some of the participants of both sessions.

## The Voice

### **The Voice Magazine:**

The Voice, has experience a very solid month for articles and student engagement. Our up-take of new writers has slowed down a bit, which is ok. Our group is doing a great job of staying on top of all things AU.

We are currently working on streamlining our related articles feed that is located on the website. Essentially what is happening is we're having related articles pop up from current articles that are not really related and are at times out of date. End goal will be to have related articles be relevant and as current as possible moving forward.

## Governance

### **2018 General Election:**

I am proud to announce we have concluded both the general election and executive election activities for 2018. 732 student votes were cast for our new councillors over the 7-day voting period. On March 21<sup>st</sup> we facilitated the executive election and had a great meeting with the councillors-elect and all the executive candidates. For the office of President, we had 3 candidates, 4 candidates for VPEX, and 1 candidate for the position of VPFA. Congratulations to Brandon Simmons (President-elect), Melinda Goertz (VPEX-elect), and Natasha Donahue (VPFA-elect).

## March 2018 Activity Report

On March 27<sup>th</sup> we conducted an election debrief meeting where we took the opportunity to reflect on all the election activities. We had a great conversation that will help to enhance our election processes and communications in the future.

### **Executive Compensation Update:**

I am working with our bookkeeper (Tammy Massa) to update our executive compensation starting in April 2018, as per policy 2.15. This will include some process changes and monthly reporting changes between myself and our bookkeeper. Initial work will require some time with Tammy to get everything established for the next payroll run, then we're good to go. You will also see on the website where the old policy 2.15 will drop off and the new policy will become active starting April 10th.

### **AUSU Procedures:**

Like I mentioned last month, our Governance and Advocacy Coordinator and I have been busy developing a list of internal AUSU procedures that will fill out our governance structure. Each of the draft procedures are being provided to EC for their feedback and review. So far, we have established the following procedures that have gone to EC:

- Computer Equipment procedure
- Customer Service Standards procedure
- Teleconference Meetings procedure

## Meetings

|           |                                      |
|-----------|--------------------------------------|
| March 5   | Weekly EC Meeting                    |
| March 6   | 3-month Review Meeting – E. Barker   |
| March 7   | Weekly Staff Meeting                 |
| March 7   | ProctorU Meeting                     |
| March 8-9 | Holiday                              |
| March 12  | Dr. Matt Prineas - Quarterly Meeting |
| March 12  | Weekly EC Meeting                    |
| March 13  | Procedure Review Meeting (AUSU)      |
| March 13  | Council Meeting                      |
| March 14  | Weekly Staff Meeting                 |
| March 14  | Voice Meeting                        |
| March 15  | Procedure Review Meeting (AUSU)      |
| March 16  | Fee Increase Review/Prep             |
| March 20  | CRO Debrief Meeting                  |
| March 21  | Weekly Staff Meeting                 |
| March 21  | Procedure Review Meeting (AUSU)      |
| March 21  | Executive Election Meeting           |
| March 22  | Annual Review Meeting – J. Mulder    |
| March 22  | AB Budget Announcement               |
| March 26  | Weekly EC Meeting                    |
| March 26  | Fee Increase Student Consultation    |
| March 27  | 2018 Election debrief Meeting        |
| March 28  | Weekly Staff Meeting                 |
| March 28  | Procedure Review Meeting (AUSU)      |

# Committee Report

## Awards Committee



**Prepared by:** Robin Bleich, Chair

**Date:** April 3rd, 2018

**Committee Members:** Robin Bleich, Kim Newsome, Amanda Lipinski, Julian Teterenko, Jodi Campbell (non-voting).

## Activity This Month

### Summary

No applications for awards were received this month. No meetings were held. However, a disqualified application was received from a different country (overseas) – the applicant was unable to provide tax information as per the award criteria and therefore was disqualified. The risk of sending the computer, in addition to the financial implications and no tax information outweighs the benefit of considering the application. These are unfortunate circumstances, and as the Chairperson of the Awards Committee, the future committee members are encouraged to pursue alternatives in rare cases such as these.

## Motions/Decisions

### Original Motion with Decision:

## Awards Overview

The table includes only the applications that were reviewed by the Awards Committee during 2017/2018 fiscal year. It does not include any applications that were withdrawn or disqualified for not meeting minimum criteria. Disqualified applications do not get sent to the committee.

| Award                            | Apps | Approved | Denied | Notes | Remaining Awards | Budget                 | Total paid       | Remaining Budget |
|----------------------------------|------|----------|--------|-------|------------------|------------------------|------------------|------------------|
| Academic Achievement Scholarship | 65   | 2        | 63     |       | 2                | \$4,000<br>2/deadline  | \$2,000          | \$2,000          |
| AUSU Bursaries                   | 10   | 5        | 5      |       | 5                | \$10,000<br>5/deadline | \$5,000          | \$5,000          |
| Computer Bursaries               | 16   | 7        | 9      |       | 5                | \$9,600 or 12<br>comp. | \$5342.76<br>(1) | \$4,257.24       |

## March 2018 Activity Report

|                         |     |    |     |  |     |                       |                                   |                    |
|-------------------------|-----|----|-----|--|-----|-----------------------|-----------------------------------|--------------------|
|                         |     |    |     |  |     |                       | outstanding)                      |                    |
| Single Parent Bursary   | 0   | 0  | 0   |  | 2   | \$2,000<br>1/deadline | \$0                               | \$2,000            |
| Travel Bursaries        | 1   | 1  | 0   |  | N/A | \$4,000<br>\$1,000/e  | \$600                             | \$3,400            |
| Emergency Bursaries     | 5   | 5  | 0   |  | N/A | \$6,000<br>\$700/e    | \$1,454                           | \$4,546            |
| Health Care Bursary     | 8   | 7  | 1   |  | N/A | \$18,000              | \$2,000<br>(5 amount outstanding) | \$16,000           |
| #Igo2AU                 | 55  | 1  | 54  |  | 1   | \$2,000<br>1/deadline | \$1,000                           | \$1,000            |
| Laurence Décor Award    | 1   | 1  | 0   |  | 0   | \$1,000               | \$1,000                           | 0                  |
| Student Volunteer Award | 10  | 2  | 8   |  | 2   | \$4,000<br>2/deadline | \$2,000                           | \$2,000            |
| Returning Student Award | 36  | 4  | 32  |  | 4   | \$8,000<br>4/deadline | \$4,000                           | \$4,000            |
| Balanced Student Award  | 30  | 4  | 26  |  | 4   | \$8,000<br>4/deadline | \$4,000                           | \$4,000            |
| <b>Total</b>            | 233 | 39 | 194 |  |     | <b>\$75,600</b>       | <b>\$28,396.76</b>                | <b>\$47,203.24</b> |

The table includes only the applications that were reviewed by the Awards Committee during the 2017/2018 fiscal year. It does not include any applications that were disqualified and did not meet minimum criteria. Disqualified applications do not get sent to the committee.

# AUSU Office Report

Donette Kingyens,  
Communications & Member Services Coordinator



Prepared: April 9, 2018

## Administration

- **Student Inquiries**
  - The majority of inquiries were related to awards or lynda.com.

| Month     | Emails | Phone Calls | Instant Chats | Website | Facebook |
|-----------|--------|-------------|---------------|---------|----------|
| Mar 2018  | 19     | 1           | 1             | 1       |          |
| Feb 2018  | 17     |             | 3             |         |          |
| Jan 2018  | 25     | 2           | 2             |         |          |
| Dec 2017  | 4      | 1           |               | 1       | 1        |
| Nov 2017  | 14     | 2           | 3             |         | 1        |
| Oct 2017  | 25     | 3           | 7             |         | 0        |
| Sep 2017  | 27     | 2           | 4             |         | 3        |
| Aug 2017  | 13     | 0           | 2             |         |          |
| July 2017 | 27     | 3           | 6             | 1       |          |
| June 2017 | 24     | 6           | 1             |         |          |
| May 2017  | 37     | 3           | 7             |         | 1        |
| Apr 2017  | 32     | 0           | 7             |         | 1        |
| Mar 2017  | 29     | 3           | 8             |         |          |

*\*Numbers above are approximate.*

*Does not include discussions with year-round award applicants.*

*Website comments refers specifically to questions that required an answer on news/blog posts*

## Services

- **Statistics on Services Provided for the Month:**
  - *NOTE: No grad cards in June as no graduates in June.*
  - *No grad card sent in October as AU did not sent the list of graduates until November.*

| Month    | Mobile App Accounts | Lynda | Eyewear Discount | Grad Cards | Welcome Email |
|----------|---------------------|-------|------------------|------------|---------------|
| Mar 2018 | 169                 | 76    | 8                | 82         | 443           |
| Feb 2018 | 153                 | 105   | 5                | 64         | 408           |
| Jan 2018 | 181                 | 127   | 27               | 112        | 940           |
| Dec 2017 | 140                 | 131   | 2                | 67         | 504           |
| Nov 2017 | 139                 | 117   | 5                | 106        | 384           |
| Oct 2017 | 231                 | 276   | 5                | 0*         | 620           |

|           |     |     |    |     |      |
|-----------|-----|-----|----|-----|------|
| Sep 2017  | 227 | 203 | 4  | 108 | 764  |
| Aug 2017  | 209 | 48  | 6  | 66  | 591  |
| July 2017 | 108 | 47  | 11 | 69  | 405  |
| June 2017 | 133 | 81  | 6  | 0*  | 633  |
| May 2017  | 157 | 63  | 21 | 261 | 1093 |
| Apr 2017  | 100 | 21  | 3  | 78  | 1060 |
| Mar 2017  | 188 | 162 | 12 | 87  | 424  |
| Feb 2017  | 144 | 32  | 10 | 64  | 503  |
| Jan 2017  | 84  | 152 | 8  | 103 | 766  |
| Dec 2016  | 160 | 21  | 3  | 70  | 562  |

- **Lynda.com**

*Note: in January 2018 I archived 220 lynda accounts that had not been accessed for over a year.*

| Month     | Total Accounts | New Accounts | Videos Viewed | Hours viewed | Avg. min. per login | Certificates completed |
|-----------|----------------|--------------|---------------|--------------|---------------------|------------------------|
| Mar 2018  | 1,795          | 76           | 2,770         | 185          | 15                  | 43                     |
| Feb 2018  | 1,717          | 105          | 2,770         | 180          | 16                  | 28                     |
| Jan 2018  | 1,613          | 127          | 2,841         | 186          | 15                  | 41                     |
| Dec 2017  | 1,833          | 131          | 2,030         | 141          | 15                  | 13                     |
| Nov 2017  | 1,702          | 117          | 2,638         | 183          | 14                  | 25                     |
| Oct 2017  | 1,591          | 276          | 4,205         | 273          | 15                  | 42                     |
| Sep 2017  | 1,314          | 203          | 3196          | 204          | 16                  | 39                     |
| Aug 2017  | 1,279          | 48           | 2,861         | 205          | 32                  | 62                     |
| July 2017 | 1,224          | 47           | 1,795         | 119          | 17                  | 26                     |
| June 2017 | 1,178          | 81           | 1,871         | 125          | 12                  | 29                     |
| May 2017  | 1,096          | 63           | 2,220         | 144          | 19                  | 34                     |
| Apr 2017  | 1,032          | 21           | 2,735         | 182          | 22                  | 38                     |
| Mar 2017  | 1,011          | 162          | 3,657         | 242          | 20                  | 59                     |
| Feb 2017  | 848            | 32           | 1,873         | 121          | 17                  | 28                     |
| Jan 2017  | 816            | 152          | 3,140         | 189          | 15                  | 53                     |
| Dec 2016  | 731            | 21           | 3161          | 221          | 48                  | 68                     |
| Nov 2016  | 710            | 48           | 2146          | 151          | 18                  | 23                     |
| Oct 2016  | 843            | 30           | 1510          | 117          | 21                  | 18                     |

- **Course Evaluations**

| Month    | Total Evaluations | New Evaluations |
|----------|-------------------|-----------------|
| Mar 2018 | 663               | 11              |
| Feb 2018 | 652               | 6               |
| Jan 2018 | 646               | 8               |
| Dec 2017 | 638               | 10              |
| Nov 2017 | 628               | 7               |

March 2018

|           |     |    |
|-----------|-----|----|
| Oct 2017  | 621 | 11 |
| Sep 2017  | 610 | 14 |
| Aug 2017  | 596 | 8  |
| July 2017 | 588 | 16 |
| June 2017 | 572 | 15 |
| May 2017  | 557 | 13 |
| Apr 2017  | 544 | 6  |
| Mar 2017  | 538 | 10 |

- **Forum Registrations**

| Month    | Total Registrations | New Registrations |
|----------|---------------------|-------------------|
| Mar 2018 | 150                 | 10                |
| Feb 2018 | 140                 | 22                |
| Jan 2018 | 118                 | 17                |
| Dec 2017 | 101                 | 22                |
| Nov 2017 | 79                  | 9                 |
| Oct 2017 | 70                  | 10                |
| Sep 2017 | 61                  | 31                |
| Aug 2017 | 30                  | 30                |

## Social Media & Marketing

- **Newsletters**

- [AUSU Update – Awards & Bursaries Available, Proposed Fee Increase, Discounts and more! \(2018-03-20\)](#)
- [AUSU Updates – Election Results, Pharmacy Savings, Student Spotlight and more! \(2018-03-09\)](#)

- **News Stories on Website**

- [New Proposed AUSU Fee Increase \(2018-03-16\)](#)
- [Election Results Announced! \(2018-03-08\)](#)

- **The Voice**

- Sent Voice ads for Voice publications in March (Mar 2, 9, 16, 23, 30).
- Having issue with PDF views not showing up in Google Analytics. Still looking into the issue

| Weekly Stats              | Overall Visits | Unique Visits | Bounce Rate*  | PDF Views  | Highest # of Views per Article | Articles with over 20 views |
|---------------------------|----------------|---------------|---------------|------------|--------------------------------|-----------------------------|
| Mar 23 – 29, 2018         | 1,028          | 874           | 71.46%        | n/a        | 32                             | 5                           |
| Mar 16 – 22, 2018         | 1,124          | 946           | 71.12%        | n/a        | 60                             | 4                           |
| Mar 9 – 15, 2018          | 1,423          | 1,169         | 67.39%        | n/a        | 110                            | 5                           |
| Mar 2 – 8, 2018           | 1,157          | 982           | 69.40%        | n/a        | 52                             | 5                           |
| <b>March 2018 Overall</b> | <b>5,293</b>   | <b>4,419</b>  | <b>69.00%</b> | <b>n/a</b> | <b>141</b>                     | <b>32</b>                   |

March 2018

|                          |              |              |               |           |            |           |
|--------------------------|--------------|--------------|---------------|-----------|------------|-----------|
| Feb 23 – Mar 1, 2018     | 1,649        | 1,409        | 69.84%        | 0         | 237        | 5         |
| Feb 16 - 22, 2018        | 1,138        | 966          | 68.85%        | 0         | 34         | 4         |
| Feb 9 – 15, 2018         | 1,164        | 1,044        | 77.97%        | 0         | 132        | 6         |
| Feb 2 – 8, 2018          | 1,247        | 1,089        | 65.78%        | 0         | 121        | 5         |
| <b>Feb 2018 Overall</b>  | <b>5,202</b> | <b>4,512</b> | <b>70.83%</b> | <b>0</b>  | <b>227</b> | <b>23</b> |
| Jan 26 – Feb 1, 2018     | 1,146        | 981          | 60.14%        | 4         | 30         | 3         |
| Jan 19 – 25, 2018        | 1,719        | 1,472        | 67.62%        | 3         | 147        | 6         |
| Jan 12 – 18, 2018        | 1,528        | 1,301        | 72.23%        | 3         | 235        | 5         |
| Jan 5 – 11, 2018         | 1,177        | 980          | 68.95%        | 9         | 59         | 5         |
| Dec 29 – Jan 4           | 882          | 676          | 73.82%        | 8         | 28         | 1         |
| <b>Jan 2018 Overall</b>  | <b>6,052</b> | <b>5,091</b> | <b>68.26%</b> | <b>22</b> | <b>253</b> | <b>28</b> |
| Dec 22 – 28, 2017        | 556          | 450          | 63.08%        | 4         | 16         | 0         |
| Dec 15 – 21, 2017        | 1,102        | 924          | 70.80%        | 9         | 179        | 4         |
| Dec 8 – 14, 2017         | 975          | 808          | 59.14%        | 8         | 28         | 4         |
| Dec 1 – 7, 2017          | 1,242        | 1,030        | 66.60%        | 12        | 145        | 4         |
| <b>Dec 2017 Overall</b>  | <b>4,179</b> | <b>3,449</b> | <b>66.57%</b> | <b>37</b> | <b>156</b> | <b>17</b> |
| Nov 24 – 30, 2017        | 1,187        | 1,031        | 65.22%        | 11        | 56         | 2         |
| Nov 17 – 23, 2017        | 1,554        | 1,254        | 62.42%        | 9         | 61         | 6         |
| Nov 10 – 16, 2017        | 1,378        | 1,176        | 60.18%        | 14        | 95         | 4         |
| Nov 3 – 9, 2017          | 1,427        | 1,215        | 62.25%        | 18        | 33         | 3         |
| <b>Nov 2017 Overall</b>  | <b>5,925</b> | <b>4,970</b> | <b>62.75%</b> | <b>56</b> | <b>124</b> | <b>22</b> |
| Oct 27 – Nov 2, 2017     | 2,269        | 1,881        | 61.82%        | 15        | 38         | 4         |
| Oct 20 – 26, 2017        | 1,612        | 1,170        | 62.4%         | 22        | 33         | 2         |
| Oct 13 – 19, 2017        | 753          | 630          | 73.62%        | 15        | 42         | 1         |
| Oct 6 – Oct 12, 2017     | 622          | 496          | 74.20%        | 31        | 20         | 0         |
| Sep 29 – Oct 5, 2017     | 664          | 562          | 77.88%        | 11        | 22         | 2         |
| <b>Oct 2017 Overall</b>  | <b>5,249</b> | <b>4,207</b> | <b>67.12%</b> | <b>54</b> | <b>51</b>  | <b>10</b> |
| Sept 22 – 28, 2017       | 756          | 638          | 79.90%        | 19        | 37         | 2         |
| Sept 15 – 21, 2017       | 723          | 601          | 80.42%        | 14        | 35         | 1         |
| Sept 7 – 14, 2017        | 646          | 549          | 76.72%        | 17        | 27         | 2         |
| Sept 1 – 7, 2017         | 662          | 599          | 78.43%        | 17        | 24         | 1         |
| <b>Sept 2017 Overall</b> | <b>3,079</b> | <b>2,625</b> | <b>78.62%</b> | <b>70</b> | <b>54</b>  | <b>11</b> |
| Aug 25 – 31, 2017        | 656          | 567          | 81.70%        | 19        | 73         | 2         |
| Aug 18 – 24, 2017        | 819          | 664          | 66.36%        | 15        | 33         | 3         |
| Aug 11 – 17, 2017        | 575          | 492          | 76.83%        | 13        | 46         | 1         |
| Aug 4 – 10, 2017         | 432          | 357          | 78.92%        | 11        | 10         | 0         |
| July 28 – Aug 3, 2017    | 847          | 716          | 78.75%        | 17        | 68         | 3         |
| <b>Aug 2017 Overall</b>  | <b>2,690</b> | <b>2,265</b> | <b>76.26%</b> | <b>63</b> | <b>73</b>  | <b>7</b>  |
| July 21 – 27, 2017       | 492          | 418          | 77.70%        | 10        | 22         | 1         |
| July 14 – 20, 2017       | 514          | 419          | 75.68%        | 13        | 16         | 0         |
| July 7 – 13, 2017        | 525          | 441          | 77.74%        | 15        | 12         | 0         |
| June 30 – Jul 6, 2017    | 664          | 531          | 77.36%        | 18        | 26         | 1         |
| <b>July 2017 Overall</b> | <b>2,608</b> | <b>2,172</b> | <b>79.12%</b> | <b>59</b> | <b>58</b>  | <b>7</b>  |
| June 23 – 29, 2017       | 782          | 576          | 72.94%        | 29        | 31         | 1         |
| June 16 – 22, 2017       | 694          | 578          | 73.29%        | 16        | 66         | 3         |
| June 9 – 15, 2017        | 592          | 473          | 73.75         | 17        | 18         | 0         |
| June 2 – 8, 2017         | 683          | 580          | 70.33%        | 21        | 31         | 1         |
| <b>June 2017 Overall</b> | <b>3,028</b> | <b>2,421</b> | <b>71.44%</b> | <b>88</b> | <b>69</b>  | <b>9</b>  |



March 2018

\*Bounce Rate is the % of people who only visit 1 page and leave without any further interaction with the site.

- **Mobile App**

- Note: Oohlala moved to a completely different interface for moderators that is not user friendly and we no longer have access to how many events were scheduled. Have requested that this be added back in.

|           | Total<br>Accounts | New<br>Accounts | Social Connections<br>(total) | Social<br>Connections<br>(month) | Campus Activity<br>(total) | Campus Activity<br>(month) | Events<br>Scheduled |
|-----------|-------------------|-----------------|-------------------------------|----------------------------------|----------------------------|----------------------------|---------------------|
| Mar 2018  | 5,967             | 169             | 2,478                         | 60                               | 57,545                     | 5,887                      | n/a                 |
| Feb 2018  | 5,798             | 153             | 2,418                         | 105                              | 51,658                     | 5,236                      | 5                   |
| Jan 2018  | 5,579             | 181             | 2,313                         | 99                               | 46,422                     | 3,226                      | 42                  |
| Dec 2017  | 5,398             | 140             | 2,214                         | 69                               | 43,196                     | 2,457                      | 3                   |
| Nov 2017  | 5,214             | 139             | 2,145                         | 73                               | 40,739                     | 2,688                      | 41                  |
| Oct 2017  | 5,075             | 231             | 2,072                         | 112                              | 38,051                     | 3,099                      | 25                  |
| Sep 2017  | 4,844             | 227             | 1,960                         | 238                              | 34,952                     | 4,652                      | 31                  |
| Aug 2017  | 4,617             | 209             | 1,722                         | 128                              | 30,300                     | 3,063                      | 24                  |
| July 2017 | 4,408             | 108             | 1,594                         | 38                               | 27,237                     | 1,412                      | 56                  |
| June 2017 | 4,300             | 133             | 1,556                         | 56                               | 25,825                     | 1,464                      | 20                  |
| May 2017  | 4,167             | 157             | 1,500                         | 48                               | 24,360                     | 1,403                      | 23                  |
| Apr 2017  | 4,010             | 100             | 1,452                         | 100                              | 22,957                     | 1,703                      | 7                   |
| Mar 2017  | 3,910             | 188             | 1,352                         | 122                              | 21,254                     | 2,502                      | 27                  |
| Feb 2017  | 3,722             | 144             | 1,230                         | 57                               | 18,752                     | 1,046                      | 23                  |
| Jan 2017  | 3,578             | 84              | 1,173                         | 75                               | 17,706                     | 1,474                      | 148                 |
| Dec 2016  | 3,494             | 160             | 1,098                         | 65                               | 16,232                     | 1,337                      | 17                  |

- **Website Analytics**

The chart below lists **page views** for our most popular pages. Note, the totals do not reflect how many people actually filled out applications (ie. for awards or course evaluations), just how many people visited the page.

**Note:** There were also 523 views of the new article announcing the election results, and 1,754 views of the elections page.

| Month    | Total<br>Views | Unique<br>Views | Awards | Careers | Course<br>Evals | lynda | App | Eye-<br>wear | Pharmacy | Student<br>Lifeline | FAQs | The<br>Voice |
|----------|----------------|-----------------|--------|---------|-----------------|-------|-----|--------------|----------|---------------------|------|--------------|
| Mar 2018 | 34,837         | 12,622          | 4,153  | 214     | 111             | 1,356 | 157 | 332          | 279      | 200                 | 58   | 98           |
| Feb 2018 | 29,919         | 10,798          | 574    | 269     | 493             | 1,489 | 93  | 97           | 146      | 208                 | 87   | 98           |
| Jan 2018 | 13,417         | 5,507           | 1,384  | 194     | 481             | 1,752 | 151 | 1102         | 219      | 243                 | 73   | 104          |
| Dec 2017 | 9,094          | 3,683           | 613    | 203     | 96              | 1,419 | 79  | 92           | 156      | 133                 | 51   | 67           |
| Nov 2017 | 10,191         | 4,265           | 1,201  | 287     | 510             | 1,557 | 96  | 155          | n/a      | 84                  | 45   | 45           |
| Oct 2017 | 19,068         | 8,028           | 5,220  | 301     | 411             | 2,243 | 119 | 237          | n/a      | 173                 | 46   | 32           |

|            |        |       |       |     |     |       |     |     |     |     |     |    |
|------------|--------|-------|-------|-----|-----|-------|-----|-----|-----|-----|-----|----|
| Sep 2017   | 16,456 | 6,929 | 3,748 | 266 | 106 | 2,400 | 149 | 213 | n/a | 197 | 45  | 53 |
| Aug 2017   | 7,947  | 3,382 | 506   | 187 | 694 | 587   | 87  | 224 | n/a | 119 | 26  | 22 |
| July 2017  | 8,630  | 3,686 | 671   | 300 | 708 | 763   | 91  | 228 | n/a | 112 | 26  | 17 |
| Jun 2017   | 11,294 | 4,858 | 927   | 130 | 589 | 851   | 60  | 185 | n/a | 120 | 35  | 51 |
| May 2017   | 10,486 | 4,379 | 975   | 136 | 773 | 665   | 276 | 607 | n/a | 256 | 59  | 35 |
| April 2017 | 15,713 | 6,338 | 5,557 | 155 | 508 | 510   | 110 | 80  | n/a | 101 | n/a | 28 |
| Mar 2017   | 13,012 | 5,487 | 3,170 | 359 | 494 | 1,281 | 112 | 345 | n/a | 156 | n/a | 44 |
| Feb 2017   | 7,106  | 2,909 | 559   | 202 | 466 | 453   | 274 | 245 | n/a | 77  | n/a | 15 |
| Jan 2017   | 11,158 | 4,853 | 2,263 | 274 | 431 | 1,254 | 130 | 213 | n/a | 130 | n/a | 24 |

| Month     | Advocacy | Quick Links | Forum | Health Plan | Exec Blog | Finances | Council | Minutes | Agendas | News & Archives | Policies |
|-----------|----------|-------------|-------|-------------|-----------|----------|---------|---------|---------|-----------------|----------|
| Mar 2018  | 50       | 36          | 2,730 | 90          | 28        | 65       | 286     | 31      | 142     | 196             | 523      |
| Feb 2018  | 87       | 58          | 1,282 | 108         | 32        | 60       | 265     | 69      | 68      | 198             | 426      |
| Jan 2018  | 56       | 52          | 367   | 108         | 191       | 67       | 340     | 25      | 55      | 206             | 674      |
| Dec 2017  | 47       | 69          | 308   | 80          | 36        | 28       | 222     | 44      | 55      | 97              | 576      |
| Nov 2017  | 54       | 54          | 640   | 169         | 88        | 30       | 189     | 20      | 73      | 122             | 248      |
| Oct 2017  | 32       | 73          | 343   | 216         | 120       | 53       | 163     | 24      | 57      | 137             | 375      |
| Sep 2017  | 27       | 74          | 417   | 244         | 44        | 32       | 234     | 27      | 45      | 152             | 205      |
| Aug 2017  | 45       | 72          | 402   | 173         | 58        | 35       | 102     | 40      | 79      | 151             | 253      |
| July 2017 | 64       | 33          | 329   | 194         | 309       | 31       | 133     | 49      | 47      | 137             | 268      |
| Jun 2017  | 60       | 38          | 770   | 131         | 95        | 24       | 213     | 27      | 40      | 135             | 224      |
| May 2017  | 90       | 34          | 319   | 171         | n/a       | 71       | 341     | 42      | 301     | 81              | 244      |
| Apr 2017  | 67       | 33          | 118   | 109         | 198       | 63       | 293     | 62      | 77      | 151             | 345      |
| Mar 2017  | 151      | 37          | 66    | 147         | 45        | 86       | 319     | 45      | 101     | 165             | 269      |
| Feb 2017  | 29       | 49          | 86    | 143         | 85        | 65       | 152     | 59      | 84      | 143             | 399      |
| Jan 2017  | 71       | 45          | 150   | 178         | 236       | 79       | 193     | 66      | 95      | 137             | 365      |

• **Website Polls**

- Did you know that sharing your work on homework help sites such as Course Hero and Answers.com is against University regulations and can result in severe penalties?

- Yes, I was aware 18
- No, I was not aware 11
- I don't know 1
- **Total Responses:** 30
- **Posted:** Mar 12 – Mar 26

- Are you currently enrolled in:

- University Certificate Program 10
- University Diploma Program 3
- Undergraduate Degree Program 55
- Graduate Degree Program 0
- No Program 5
- Other 2

- **Total Responses:** 75
- **Posted:** Feb 26 – March 12

- **Social Media Statistics:**

- **Facebook**

| Month     | Total Posts | Total Likes | New Likes | Average post reach | Overall Engagements | Overall Impressions |
|-----------|-------------|-------------|-----------|--------------------|---------------------|---------------------|
| Mar 2018  | 59          | 1,351       | 42        | 361                | 534                 | 31,903              |
| Feb 2018  | 45          | 1,328       | 28        | 262                | 172                 | 20,658              |
| Jan 2018  | 62          | 1,310       | 33        | 266                | 152                 | 30,695              |
| Dec 2017  | 58          | 1,285       | 23        | 238                | 75                  | 26,507              |
| Nov 2017  | 60          | 1,274       | 30        | 434                | 231                 | 54,763              |
| Oct 2017  | 69          | 1,256       | 42        | 465                | 289                 | 61,291              |
| Sep 2017  | 54          | 1,224       | 27        | 215                | 96                  | 21,200              |
| Aug 2017  | 58          | 1,205       | 17        | 318                | 201                 | 35,968              |
| July 2017 | 66          | 1,198       | 25        | 366                | 208                 | 43,291              |
| June 2017 | 73          | 1,179       | 20        | 484                | 287                 | 64,507              |
| May 2017  | 64          | 1,168       | 20        | 486                | 348                 | 59,076              |
| Apr 2017  | 61          | 1,156       | 26        | 414                | 250                 | 40,158              |
| Mar 2017  | 73          | 1,139       | 26        | 281                | 252                 | 42,433              |
| Feb 2017  | 58          | 1,124       | 19        | 506                | 149                 | 47,163              |
| Jan 2017  | 72          | 1,110       | 43        | 538                | 260                 | 67,114              |

- **Twitter**

| Month     | Total Posts: | Total Followers | New Followers | Retweets | Link Clicks | Overall Impressions |
|-----------|--------------|-----------------|---------------|----------|-------------|---------------------|
| Mar 2018  | 55           | 851             | 7             | 8        | 38          | 11,579              |
| Feb 2018  | 46           | 844             | 4             | 24       | 36          | 11,823              |
| Jan 2018  | 60           | 840             | 6             | 12       | 67          | 13,612              |
| Dec 2017  | 56           | 834             | 12            | 12       | 51          | 12,320              |
| Nov 2017  | 56           | 832             | 8             | 12       | 53          | 13,024              |
| Oct 2017  | 65           | 834             | 14            | 42       | 71          | 16,605              |
| Sep 2017  | 48           | 830             | 11            | 9        | 43          | 10,877              |
| Aug 2017  | 58           | 824             | 8             | 144      | 45          | 12,078              |
| July 2017 | 63           | 820             | 7             | 29       | 49          | 15,445              |
| June 2017 | 71           | 817             | 8             | 21       | 69          | 18,371              |
| May 2017  | 60           | 815             | 15            | 20       | 110         | 14,387              |
| Apr 2017  | 59           | 809             | 9             | 15       | 73          | 12,899              |
| Mar 2017  | 70           | 808             | 20            | 19       | 104         | 18,219              |
| Feb 2017  | 52           | 796             | 13            | 18       | 64          | 17,453              |
| Jan 2017  | 71           | 793             | 15            | 18       | 111         | 21,505              |

○ LinkedIn

| Month     | Total Posts: | Total Followers | New Followers | Engagements | Link Clicks | Overall Impressions |
|-----------|--------------|-----------------|---------------|-------------|-------------|---------------------|
| Mar 2018  | 51           | 237             | 3             | 28          | 25          | 2,708               |
| Feb 2018  | 41           | 234             | 2             | 15          | 12          | 2,176               |
| Jan 2018  | 58           | 232             | 1             | 20          | 19          | 2,646               |
| Dec 2017  | 56           | 231             | 0             | 24          | 22          | 2,183               |
| Nov 2017  | 54           | 232             | 2             | 22          | 17          | 2,739               |
| Oct 2017  | 63           | 230             | 0             | 63          | 49          | 4,456               |
| Sep 2017  | 49           | 232             | 1             | 34          | 25          | 2,636               |
| Aug 2017  | 58           | 231             | 0             | 43          | 36          | 4,128               |
| July 2017 | 60           | 233             | 1             | 29          | 24          | 3,411               |
| June 2017 | 69           | 232             | 0             | 30          | 21          | 3,578               |
| May 2017  | 57           | 232             | 0             | 35          | 28          | 2,851               |
| Apr 2017  | 53           | 234             | 0             | 53          | 43          | 3,619               |
| Mar 2017  | 55           | 234             | 3             | 65          | 44          | 5,139               |
| Feb 2017  | 39           | 231             | 1             | 52          | 39          | 4,183               |
| Jan 2017  | 64           | 233             | 1             | 49          | 38          | 4,523               |
| Dec 2016  | 52           | 232             | 3             | 35          | 25          | 3,559               |
| Nov 2016  | 61           | 229             | 71            | 32          | 18          | 5,203               |
| Oct 2016  | 53           | 158             | 56            | 44          | 36          | 3,984               |

# Committee Report

Finance Committee

**Prepared by:** Brandon Simmons, Chair

**Date:** April 3, 2018



**Committee Members:** Brandon Simmons, Robin Bleich, Andrew Gray, Julian Teterenko, Jodi Campbell (non-voting).

## Activity This Month

This committee did not meet this month due to our change to quarterly meetings. It was discussed at the last committee meeting that there would possibly be a meeting in March after the informal council meeting discussion regarding the reserve report. This did not occur as council was happy with the report findings and did not feel that any additional work was required. The monthly finance package was still circulated however no questions were raised. Through discussions with Jodi it was identified that our Telus bills had jumped a lot due to our group rate no longer being effective. Jodi is working with Telus at this time to get this addressed and he is working to get them to rectify these charges going back to January 2018.

### Summary of Action Items

| Date    | Status<br>Deadline | Action Item and Responsible Party   |
|---------|--------------------|---|
| Jan. 11 | In Progress        | Have Tammy fix accrued liabilities balance sheet item as well as fix the Voice contest line on the income statement<br><br><b>Jan 31:</b><br>The accrued liability error has been fixed and Tammy is working on the voice line item<br><br><b>Feb 21:</b><br>This was discussed with Jodi and he said that he has let Tammy know to get this adjusted and it should be fixed for the march monthly statements<br><br><p style="text-align: right;"><b>J. Campbell</b></p> |
|         |                    |   |

# Committee Report

Member Engagement & Communications Committee

Prepared by: Julian Teterenko, Chair

Date: 04 April 2018



**Committee Members:** Julian Teterenko, Shawna Wasylyshyn, Amanda Lipinski, Brandon Simmons, Benjamin McDonald, Donette Kingyens, Jodi Campbell (non-voting).

## Activity This Month

### Student Mail Outs:

Currently, AUSU is still waiting to hear from AU about some new reporting in order for us to determine what students to send out the packages to. We were supposed to receive this earlier, but it is taking longer than anticipated to get his new information. We are hoping to receive it soon and be able to initiate and start this mail out early this year.

Update: We are still waiting on information from the university before we can go forward.

### Course Evaluations:

The committee reviewed new questions for the course evaluations and decided on 10 questions. These new questions are more relevant to what students would want to know about the courses. It was discussed that the course evaluations should have a search function to see how many courses have 5 or more evaluations, which ones had the highest ratings and which ones don't have exams or don't have essays, etc. The committee wants some of the questions to be searchable or sortable. This may involve using a new system which could have significant cost. Right now, this is being looked into by the staff and the web developer, and will come back with options and cost.

### Website Audit:

The web audit is currently complete and being reviewed by myself and AUSU staff to fix and change a few things that were found. Overall, the website itself was sound.

**Facebook Live:**

There have been several facebook live session time slots booked for the executive.

We are going to be continuing having these sessions and will be brainstorming some more ideas for topics that we can do them on.

Update: A list of previous topics is being compiled and will be discussed at the March MECC meeting and we will come up with new ones.

Update: The committee has come up with many more topics that we can use for fb live sessions. There were some great ideas and we will look forward to seeing them online.

**Member Services Policy:**

At the meeting at the beginning of the month, we discussed the member services policy and how we can define the term services. We determined that the terminology may change how we advertise our services and/or discounts. It was suggested that all services and promotions remain as services but the length of time AUSU executives can enter into a service contract without council approval be reduced. The expenditures policy outlines what approvals are needed for certain amounts of unbudgeted expenditures.

There may be situations where it would be difficult to decide what is considered a discount or a service, so it would be simpler to leave things as is. Any large expenditures will be presented in the budget and if there are large unbudgeted expenses they will be passed through council for approval. If anything was written in policy that prohibits easily offering member discounts it may stop AUSU from offering them. The committee decided to leave things as is.

**ProctorU:**

The committee discussed some ideas surrounding contests and ProctorU code giveaways at the last meeting. Because we have some money in the budget left over from the mobile app, we thought it would be a good idea to allocate that to buy some ProctorU codes. It was determined that if we were to purchase some, we could buy around 280 codes. There were some ideas raised on how we could give these to students or if they would have to apply. There were some good ideas on how we could, including meet and greets, contest prizes, survey prizes, and online engagement prizes/giveaways.

Staff is looking into the implementation of this and how AUSU could do it, and the logistics surrounding the purchase and giveaway.

# AUSU Executive Report

Shawna Wasylyshyn, President

Prepared: April 3, 2018



## Current Issues

**AUSU** – On March 8, a special meeting was held to announce the successful candidates in our 2018 general election. The successful candidates, in no particular order were:

**Sarah Blayney-Lew, Mark Teeninga, Alice Namu, Brittany Daigle, Natasha Donahue, Darcie Fleming, Melinda Goertz, Christine Hudder, Amanda Lipinski, Lisa Oracheski, Joshua Ryan, Brandon Simmons and Julian Teterenko**

On March 21, the Councillors-Elect met via teleconference to elect their Executive team, and elected were:

Brandon Simmons – President

Melinda Goertz – VPEX

Natasha Donohue – VPFA

This is an exciting time for AUSU and the transition is in full swing. This group of councillors has been engaged and involved and I am eager to see all the good they will do for AUSU.

**AU** – March was a busy month at AU which saw the culmination of many long term projects across the institution. The Board approved the AU Resource Plan (Budget) after months of consultation and input, as well as the RISE – It strategic plan, the Research strategic plan and received the student services plan as well. Many of the concerns that AUSU has brought forward over the years were expressed in these documents and I am confident that students will start to see some movement on some points of advocacy as the plans are implemented institution wide.

Two hiring committees have been struck at AU, one for a Vice President, University Relations and the other for Vice President, Finance and Administration. AUSU has been offered a seat on each one, and I am just waiting for the new Executive team to inform me as to who will represent us on each one. Hiring committees take up a huge amount of time, but I would argue that perhaps the biggest benefit to AUSU is not the input we get to give as student members of the committee but the relationships we have an opportunity to build through participation. When you spend a total of 8 full days with Deans, members of the Administration and representatives from across the institution there is an incredible opportunity for relationship building and collaboration. I hope that AUSU will continue to take full advantage of these opportunities.



## Committees

**AU Board of Governors:** I attended an evening session of the Board on March 22. Vivian Manasc, the Board Chair often hosts an evening get-together the night before a Board meeting for socializing and informal discussion on a variety of topics. Both Dr. Ken Coates and Marlin Schmidt attended this evening session which provided a unique and special opportunity to consider how far AU has come in a short period of time to address its fiscal concerns. Neil Fassina was commended for his leadership and tremendous hard work during this period of change for our University. I was honored to receive a beautiful framed award and a gift of appreciation for my service on the Board. I also attended the formal Board meeting in person on Friday, March 23. At this meeting, the agenda was packed with reports, plans and information and the Board was largely very supportive of the direction AU is going. In advance of each quarterly meeting of the Board, I must submit a report to the Board on behalf of AUSU. I typically highlight changes or events that have occurred within AUSU and I also bring forward themes of concern or advocacy initiatives of AUSU. Board members thanked me for bringing these to their attention and urged me to ask Brandon to continue the trend. The Board expressed interest and excitement about getting to know Brandon and Melinda.

### *BOG Sub Committees:*

**BOG Honorary Awards:** No meetings this month.

**BOG Finance and Property:** I attended a meeting via Skype on March 15, recommendations were approved to be brought forward to the Board.

**General Faculties Council:** I attended a very lengthy GFC meeting in person on March 14. Items on the agenda included the draft resource plan, the RISE plan, the Research plan as well as the student services plan. It was a positive meeting and great to see all of these plans in place to support the AU Strategic plan “imagine”.

### *GFC Sub Committees:*

**Student Academic Appeals Committee:** I attended via teleconference on March 15 to deliberate two appeal cases.

**GFC Exec:** No meetings this month.

**GFC Governance Review:** No meetings this month – and in fact this committee hasn't met in many, many months. I asked about this in the March 15 GFC meeting and I was told that actually this committee has completed its work and the results would be forthcoming in March. This was of serious concern to me, since as a member of the committee there hasn't been as much as an email in over 6 months. When I asked this, I was told that the committee had done a significant amount of work prior to my joining the committee. In hearing that, I followed up with a few committee members afterward who said that was definitely not the case. Overall, I'm frustrated because I was elected to this committee and I had intended to participate. A large part of the reason that I

## March 2018 Activity Report

wanted to participate in the governance review of GFC is to protect students against circumstances of retroactive program changes.

According to AU's governance structure, if a faculty wants to make a change to a program, either to its required courses, entrance pre-requisites, name or anything else – it first must be approved by the faculty council and recommended up to GFC. BUT – GFC has delegated all of these decisions to the GFC APPSC. When the Faculty of Health Disciplines wanted to make a RETROACTIVE program change to their nursing program, it was allowed to flow through this same process and the larger governing body of GFC didn't even see it or have an opportunity to discuss it. At the time, there was a commitment from AU to ensure that when the governance review was undertaken, that the TOR for APPSC would specify that retroactive changes could NOT be delegated to APPSC and must come forward to the broader body of GFC for approval. I sought a position on the committee if for no other reason than to ensure that this occurred. Now, I'm being told that the committee work is all done and the changes will be brought forward for approval to GFC shortly. I am shocked. I can't stress enough that the student members of GFC must watch for the supposed results of the GFC Governance committee and ensure that this stipulation is included in the new terms of reference regarding ability to delegate to APPSC.

**Academic Integrity Working Group:** No meetings this month – and in fact we haven't met since July. I'm unsure as to what is happening with this group so I sent an email to follow up – no one ever replied to me so I'm assuming this working group no longer exists.

**AUSU MECC:** I attended a MECC meeting in early March, and a number of issues were discussed although most of the projects will be passed off to the incoming committee. Topics such as course evaluations, social media strategy, a swag framework and an Instagram account are all irons in the MECC fire right now.

**CASA:** Nothing to report.

### *CASA Sub Committees:*

**CASA Federal Policy Committee:** My work on this committee is complete.

### *Faculty Councils:*

**Faculty of Health Disciplines Faculty Council:** No meetings this month.

**Faculty of Business Undergraduate Program Council:** On March 13, I attended the meeting for this group via teleconference and desperately attempted to advocate against program time limits for the B.Mgmt and B.Comm programs. I was disheartened when this was approved with the exception of my vote.

**Faculty of Business Faculty Council:** I attended this meeting via Skype and advocated once again against the program time limits. Much to my surprise, I was successful and the motion was voted down. This should definitely remain on the

radar of the Exec who takes over the Faculty of Business Faculty Council and Undergrad Program council because I don't expect they will stop trying to impose these limits. Further, I did reach out to the AU Provost, Dr. Prineas as well to inform him of my concerns related to the imposition of program time limits. The part that is really interesting, is that they weren't planning on making them apply to students currently in the program, but to ones yet to enroll. The point I repeatedly made when I was trying to talk to them about this, is that myself and the students I represent actually have no skin in this game – but that the reason I was so against it is because I strongly felt that it was contrary to AU's mission and contrary to the Imagine plan of “moving beyond open” which suggests that we need to be more than just an Open University.

## AUSU Business

**Executive and Council Transition** - Both Melinda and Natasha are scheduled to attend an AUSU Transition Day at our office on April 6 with Brandon, Jodi and Myself. Considering that everyone resides within 2 hours of our office, we thought it would be a great opportunity to facilitate a day of information transfer and set a great tone for the new group to start their year.

Additionally, Robin, Kim, Andrew and Myself have compiled a series of responses to questions with the theme “before we go”. I have been sending these out periodically to the incoming councillors in hopes of providing outgoing councillors with an avenue to express their knowledge and learning and also to assist in retaining some hard earned knowledge within the organization. I appreciated the willingness of the outgoing group to participate and I hope that it will result in a helping hand for incoming councillors.

**Executive Director Review** – AUSU policy requires the Exec team to conduct a performance review for the ED prior to the end of our term. Last month we sought input from council and I am currently compiling data and comments in order to inform the review. The review is scheduled to take place on April 4 at 1pm with Jodi, Brandon and Myself at the AUSU office.

## Meetings

**Dr. Margaret Edwards** – We met with Dr. Edwards on March 8 for a great opportunity to touch base with her and her team. We discussed the relief of the “steady” time period that the faculty is under now, having made a significant amount of changes in 2016/2017. Dr. Edwards stated that this is now a period of evaluation to determine if the changes were impactful and to what degree they were.

**Dr. Neil Fassina** – Brandon, Julian and I walked over to PHT and met with Neil Fassina in person in his office. We had a very productive meeting, during which we informed him fully about our requests related to exam fees and our AUSU fee refunds situation. We also shared with him information and discussion around our general election and overall it was a great frank and fruitful discussion.

## March 2018 Activity Report

**Dr. Matthew Prineas** – We had a productive meeting with Dr. Prineas where we discussed a number of topics of interest to AUSU, including non-mandatory fees and their impact on students.

- 2 – CASA Policy Committee
- 5 – AUSU Exec
- 6 – AUSU MECC
- 8 – Dr. Edwards
- 8 – Special Council meeting
- 9 – Neil Fassina
- 9 – Exec Meeting
- 12 – Matt Prineas
- 12 – AUSU Exec
- 13 – Faculty of Business Undergraduate Program Council
- 13 – AUSU Council
- 14 – GFC
- 15 – Federal Policy Committee
- 15 – Student Academic Appeals Committee
- 19 – Consultations for AU's VPFA and VPUR
- 20 – Faculty of Business Faculty Council
- 22 – Conference call with the Minister of Advanced Ed
- 22 – Board of Governors Evening Session
- 23 – Board of Governors Meeting
- 26 – AUSU Exec Meeting
- 26 – Fee consultation with members
- 27 – AUSU Election de-brief meeting

## Hours

### Weekly Breakdown

| Week ending: | Vacation Hours | Hours Worked | Banked Time Used | Banked Time Earned | Banked Time Remaining |
|--------------|----------------|--------------|------------------|--------------------|-----------------------|
| March 11     | 0              | 38           | 0                | 3                  | 8.75                  |
| March 18     | 0              | 50           | 0                | 15                 | 23.75                 |
| March 25     | 0              | 26.25        | 8.75             | 0                  | 15                    |
| April 1      | 0              | 23.5         | 11.5             | 0                  | 3.5                   |
|              |                |              |                  |                    |                       |

### Timesheets and Compliance

I have reviewed timesheets from both Brandon Simmons and Julian Teterenko and found them both to be within policy requirements.

# AUSU Executive Report

Julian Teterenko, VP External and Student Affairs

**Prepared:** 04 April 2018



## Committees

**AUSU MECC:** See MECC Report.

**AUSU Finance:** See Finance Report.

**AUSU Awards:** See Awards Report.

### **Board of Governors:**

There were no meetings for me this month.

### **GFC:**

There were no meetings for me this month.

### Faculty Councils:

#### **Faculty of Science and Technology:**

No meeting this month.

#### **Faculty of Humanities and Social Sciences:**

No meeting this month.

#### **Learning and Teaching Student Advisory Group:**

No meeting this month.

#### **Student Systems Student Advisory Group:**

No meeting this month.

**Digital Governance Committee:**

No meeting this month.

## AUSU Business

**Council Elections:**

The council elections concluded this month. We now have 13 new councillor elects that will change over from the current council at the April council meeting.

There was a lot of work put into this election and it was great to see the participation that we got. I am looking forward to working with the new council over the next term.

We also had the executive elections for the new council this month. It was great to see so many councillors interested in running for exec and congratulations to the incoming exec. The new President is Brandon Simmons, the new VPEX is Melinda Goertz, and the new VPFA is Natasha Donahue.

**CASA:**

This month Brandon and I attended the CASA AGM in Fredericton. There we got to finish up the year wrapping up some things with CASA. During the conference, CASA's student-led committees and their Board of Directors representative(s) presented the work they accomplished over the past year. Student leaders then discussed, debated, and voted on these initiatives, which were designed to improve CASA's effectiveness as a student advocacy organization. Additionally, during CASA's end-of-year reception, awards were handed out to student leaders for their exceptional work over the past year and for their dedication to the student cause. I was able to give my presentations around the value of membership and the partnership agreement that we have with UEQ.

Some things of note that happened at the conference were: CASA approved Conestoga Students Inc. as a new member, we have a new strategic plan and some updated operating procedures, we approved some new policies and some policy updates, we have a new recruitment video, campaign proposals, and a transition plan, and we gave out awards for the year.

## Meetings

March 01 – CASA Board  
March 02 – Course eval working group meeting  
March 05 – Exec meeting  
March 06 – MECC meeting  
March 08 – AUSU Election result meeting  
March 09 – Meeting w/ Dr. Fassina  
March 09 – Exec meeting  
March 12 – Meeting w/ Dr. Prineas  
March 12 – Exec meeting  
March 13 – Council meeting  
March 15 – CASA Board  
March 19-23 – CASA AGM  
March 26 – Exec meeting  
March 27 – Election debrief meeting  
March 29 – CASA Board

## Hours

### Weekly Breakdown

| Week ending: | Hours Worked | Banked Time Used | Banked Time Earned | Banked Time Remaining |
|--------------|--------------|------------------|--------------------|-----------------------|
| 04 MAR 18    | 30           | 0                | 0                  | 0                     |
| 11 MAR 18    | 30           | 0                | 0                  | 0                     |
| 18 MAR 18    | 30           | 0                | 0                  | 0                     |
| 25 MAR 18    | 56           | 0                | 26                 | 26                    |
| 01 APR 18    | 20           | 10               | 0                  | 16                    |

### Timesheets and Compliance

I have reviewed the timesheets from Shawna Wasylyshyn and Brandon Simmons and found them to be in compliance with AUSU policy.

# AUSU Executive Report

Brandon Simmons, VP Finance and Administration

**Prepared:** April 3, 2018



## Committees

**Finance Committee:** See Finance Committee Report.

**MECC:** See MECC Report.

### **General Faculties Council:**

This committee met on March 14 and it was a packed meeting that ended up running significantly over the allotted 2.5-hour time line. I have been to many meetings at AU over the past few years and when you are preparing for many of the meetings preparation can be very tedious and even mind numbing when you have to review a 200 plus page meeting package. This can be boring and time consuming, but it is absolutely crucial so that we are able to make sure that the best interests of our members are being protected.

With that being said this was not one of those occasions. Yes, it was still an incredibly long meeting package with a total of 235 pages, but it was the most exciting meeting package that I have read through to date. The main reason was that we were reviewing AU's New Learning and Teaching Framework proposal, Strategic Research Plan, Student and Academic Services Operational Plan, and RISE IT strategic Plan. Reading through these ground breaking new strategic plans was so exciting because it shows how the focus of AU has changed. Our focus used to be on survival as we faced an uncertain financial future and now we are looking ahead to what can we become. It is exciting to see that the most common theme in these reports is the focus on the student experience. The downside is that they are very visionary plans with very little detail at this point but if they are able to accomplish what they are looking to accomplish it will mean great things for AU students. I will be honest after reviewing the documents I wish that I was starting my degree three years from now.

While the plans are very high level right now the AU executive team seems very passionate about ensuring that these plans come to fruition. They don't want to just rebuild what we currently have they want to look forward and try and design systems and practices that will provide the greatest learning experience for students. The biggest challenge that will be faced is the financial cost of this. AU still needs over \$5 million to cover the full costs of the first year of their strategic plans and this does not include the additional \$10 million that they need to cover their IT capital needs. These numbers came from the budget projections that were also presented at this meeting.



## March 2018 Council Meeting

While AU does have some accumulated surplus there is not much but the discussion that took place emphasized that if the government did not give us the support that we need that we will still need to go forward with the plans So we will just have to wait and see what happens as there has not been specific public information released yet regarding the impact for AU from the new Alberta budget.

The discussion about the budget did give both myself and Shawna the opportunity to emphasize again our concerns about the late exam and exam rebooking fees. I was able to speak up and highlight that we were not impressed with the fee consultation process that took place as it appeared to just be a rubber stamp meeting based on the timelines that we were given, and we hope that this will not happen again. Neil did apologize for this and said that they will do better in the future. I was also able to publicly say that we do not agree with the blanket 4% increases especially in regard to the exam fees and that this is not an issue that will just go away.

Overall though it was a great meeting and a lot of great conversations were had which is why the meeting ran long. Everyone is excited to see that plans move forward. To me it is really exciting to have been a part of the past conversations on how can help the government to understand the financial challenges that we are facing and the vital importance of AU to now getting on solid ground and being able to think big picture of how we can improve.

### *GFC Sub Committees*

**Academic Learning Environment Committee:** No meeting this month and committees will be reassigned after the April 10 council changeover

**Academic Excellence Awards Committee:** No meeting this month and committees will be reassigned after the April 10 council changeover

**Student Awards Committee:** No meeting this month and committees will be reassigned after the April 10 council changeover

**FHSS:** No meeting this month and next meeting is scheduled for April 6, 2018 however I will be sending my regrets to this meeting as we have an AUSU Executive transition meeting scheduled for that day. This committee meeting was called last minute and was scheduled after we scheduled the Executive transition meeting. I have reviewed the meeting package and there is nothing major that is going to be addressed. The information that will be discussed is more work that is coming from the course and program review that has recently been completed. There will be some course suspensions voted on during this meeting however these course suspensions are occurring as a result of low enrollment so that the courses can be updated.

## AUSU Business

### **Policies**

As was discussed in last months report March was a busy month for policy review. The beginning of the month saw the finishing touches put on the numerous polices that were then all approved except for one. Based on feedback in the past it was felt that it would be appropriate to create an Executive Committee TOR, so I went and wrote up a TOR that exec reviewed and approved, and it was sent around to council. Prior to the March council meeting Kim raised a number of valid concerns about the policy and as a result the policy was removed from the agenda to continue to be worked on. Emmanuel has been looking into a lot of the concerns that were raised and has been working on a new draft. Now that CASA AGM is over I will endeavor to work with him to try and get a new draft out for this council to look at and give feedback on however it will not be possible to bring this policy before this council for a vote as there is not enough time left in this council term. Other than this policy there are no other policy revisions that are being worked on as we have reviewed all of the policies that we are supposed to for this council term.

### **Reserve report:**

During the beginning of the month I spent a considerable amount of my time finalizing the research that I did on our reserves. I was able to find a lot of great information online that allowed me to put together recommendations for council to consider. The information that I found outlined how contingency reserves should not just be set based on a set rule of x number of months worth of revenue. Instead a contingency report should be tied to an organizations risk. With that in mind I worked with Jodi to perform a risk analysis for the organization and unlike other student unions our risk profile is very low. Our revenue is guaranteed by the PSLA and we have no outside business ventures, so our risk is fairly limited. There were some risk considerations with the largest being the potential United Conservative Party platform topic of voluntary student union fees.

In the report I was able to outline some recommendations for the level of a contingency reserve as well mention the idea of an operational reserve which essentially deals with the company's cash flow. I also did research on other potential ideas that council could implement to further restrict the reserves that is has such as a leasehold improvement reserve for when AUSU moves locations to be within the AU Edmonton campus. That being said, after implementing the recommendations regarding the contingency reserve and finishing off this fiscal year AUSU's reserves will be reduced to approximately \$200,000. This may still sound like a lot however in order to finishing restricting these funds AUSU member fee raise needs to be addressed. AUSU either need to raise its fees or needs to cut services in order to balance the budget so until that is finalized it would be unwise to further restrict the funds. That being said the recommendations have been provided to the councillors elect so that as we move forward we can come back and look into some of the other options for restricting funds again.

**Neil Fassina:**

We had the opportunity to meet with Neil Fassina in person and had a great meeting. We were able to go over the AUSU fee refund situation that we have discovered and been working with AU to fix. Neil seemed upset that he had not heard about this issue from his own staff yet and he said that they would definitely look into the matter. He asked a lot of questions so that he understood what we had done thus far. We did point out that we had heard some concerns from AU as to potentially not being able to meet our January 1 implementation process of no refunds. We explained to him that even though at the time we had not finalized what situations we were willing to give refunds for it was clear that as of January 1 there was not to be any refunds and any decision we make regarding when to refund fees would only be reducing what AU owed us.

During the meeting we also talked about the non-mandatory fees like I have mentioned earlier. Neil said that while the tuition freeze is in place he does not want to look at reducing the fees as he feels that a proper full review of all fees and tuition should take place so that the organization is not setting its self up for financial disaster. That said he did commit to ensure that a full review is done once the tuition freeze is lifted which is not the case once again. As for the timelines he did hear our concerns but said that he would have to look into the background of what all takes place regarding the timelines as he did not know yet.

The last thing that we discussed was AUSU being considered for the AU Edmonton Campus. We had completed a needs requirement outline based on the request of AU and we presented that to Neil. He thanked us and said that this is perfect timing as they are just starting to work with the relator side of preparing to move locations. He did ask the question about what students would think if the new building was located on another institutions campus, other than U of A. We described how right now we really don't have anything other than a few chairs outside of the exam center so anything is better than what we have now.

**Matt Prineas:**

Our meeting with Matt focused on providing an update on AUSU including the progress on our election. The other big part of the meeting was spent discussing the upcoming learning and teaching framework. This is something that I have mentioned in past reports as well as in this report, so I will not go into detail about the report however I did want to describe how passionate Matt was about this project. He had so much to say about the project that our meeting ran long.

**CASA AGM:**

I was able to attend the CASA AGM in Fredericton this month. It was a very quiet uneventful AGM unlike past year. There was next to no discussion surrounding the

## March 2018 Council Meeting

policies that were adopted however this is in part due to the amount of discussions that occurred prior to this conference. We really focused a lot on preparing for the next year by discussing how we could improve the CASA foundations conference as well as how we can facilitate transition CASA delegates. During the conference there was a lot of discussion regarding the Executive Director Hiring process that was commencing since the Executive Director will not be renewing his contract. This is not uncommon with CASA and the leave is in no way confrontational, so it allowed us to have a really good discussion with the outgoing Executive Director to help with the selection of a new Executive Director.

While at the conference I made a point of trying to connect with as many other student leaders as I could especially those who would be returning. I had really good discussions with many other Alberta student union execs on their advocacy efforts as well what they are doing regarding the UCP voluntary student union fee platform. While we were there we also tried to host a meet and greet. Unfortunately, the weather did not cooperate and there was a big storm surrounding Fredericton and we ended up not having anyone show up. Overall it was a great conference and great opportunity to get back involved with CASA and connect with the staff again as well as other leaders so that now as a returning CASA delegate I will be able to help transition our new VPEX Melinda at the CASA foundations conference and have an advantage regarding elections for CASA committees.

## Meetings

March 2, 2018 – Course Evaluation Working Group  
March 5, 2018 – AUSU Executive Meeting  
March 7, 2018 – FB Live Session  
March 8, 2018 – Special Election Meeting  
March 8, 2018 – Meeting with Dr Edwards  
March 9, 2018 – Meeting with Neil Fassina  
March 9, 2018 – Executive Director Review meeting  
March 12, 2018 – Meeting with Matt Prineas  
March 12, 2018 – AUSU Executive Meeting  
March 13, 2018 – Council Meeting  
March 14, 2018 – General Faculties Council  
March 19-23, 2018 – CASA AGM  
March 21, 2018 – Executive Election

## Hours

### **Weekly Breakdown**

## March 2018 Council Meeting

| Week ending: | Hours Worked | Banked Time Used | Banked Time Earned | Banked Time Remaining |
|--------------|--------------|------------------|--------------------|-----------------------|
| March 11     | 32           | 0                | 2                  | 12.75                 |
| March 18     | 30.5         | 0                | 0.5                | 13.25                 |
| March 25     | 48.5         | 0                | 18.5               | 30                    |
| April 1      | 30           | 8                | 0                  | 22                    |

### Timesheets and Compliance

I have reviewed the timesheets from Shawna Wasylshyn and Julian Teterenko and found them to be in compliance with AUSU policy.

### Executive Motions

| Date   | Motion   |
|--------|--|
| Mar 5  | BIRT the executive approves the advanced payment of CASA AGM per diems for Brandon Simmons and Julian Teterenko Moved Shawna, Seconded Julian. Carried 3/0 |
| Mar 26 | BIRT the AUSU executive councillors approve the 2018 copy of the AUSU councillor and executive manuals Moved Shawna, Seconded Julian Carried 3/0           |

## Overview

Currently AUSU has over \$900,000 in reserves with the bulk of these reserves being unrestricted meaning that they do not have a specified purpose. There are currently a few internally restricted reserves such as the voice reserve and Health reserve, but this only accounts for a small percentage of these funds. In order to proceed with a solid long term financial plan, it is imperative for AUSU to have an appropriate reserve strategy in place.

Upon researching best practices for nonprofit reserves there are a few items to note. The CRA states that for a not for profit organization to maintain tax exempt status it must ensure that its reserves are reasonable and for an identifiable operating purpose or future capital project. While this does not directly apply to AUSU the principle is still valid. The goal of a not for profit organization is to use the funds that it receives in order to achieve the organizations mission. The challenge then becomes what is the definition of reasonable? The most common way that organizations address the question of reasonableness is by designating reserves. The two most common reserves are the operating reserve and contingency reserve.

**Operating Reserve:** An operating reserve consists of unrestricted funds that are designed to help provide for the cash flow needs of an organization.

**Contingency Reserve:** A contingency reserve is an internally restricted fund that is designed to mitigate the impact of temporary unbudgeted and undesirable financial events.

The most common method of setting the level for a contingency review is to set the level at either 3 or 6 months' worth of revenue for the organization. This can be a reasonable amount, however Grant Thornton's not for profit division has released a report that states that this method is ineffective. They go on to say that each organization is different and there can not be a set standard. The report identifies that a contingency reserve should be set based on the company's organizational risk. When you consider this approach, you can see that other student unions are not comparable organizations since most student unions have a lot higher risk due to the additional businesses that they run.

As a result, a risk assessment has been completed for AUSU and reserve recommendations have been developed based on the findings.

### AUSU Risk Assessment

| <b>Revenue</b>                | Risk Level | Potential Impact | Mitigation                      |
|-------------------------------|------------|------------------|---------------------------------|
| Decrease in AU enrollment     | Low        | High             | Contingency Reserve             |
| Voluntary Student Union Fees  | Low        | High             | Contingency Reserve             |
| Late Payment from AU          | Low        | Moderate         | Operating Reserve               |
| <b>Expense</b>                |            |                  |                                 |
| Lawsuit                       | Low        | High             | Contingency Reserve             |
| Staff Turnover                | Low        | Moderate         | Contingency Reserve             |
| Stock Market Downturn         | High       | Low              | Appropriate Investment Holdings |
| Compliance Changes            | High       | Low              | Budget consideration            |
| Product and service increases | High       | Low              | Budget Consideration            |

#### Decrease in AU Enrollment:

Since 2011 the average yearly increase in student union fees has been 1.4%. This growth has continued even in the face of financial challenges with the university and now that they are emerging from this there is not reason to suspect that enrolment will decrease.

#### Voluntary Student Union Fees:

The newly formed United conservative party in Alberta has released a number of initial policies for its membership to consider. One of these polices includes the removal of mandatory student union fees. At this point there is no guarantee that this topic will be adopted by the party. If it does get adopted the party would then need to be elected and then they would need to amend the PSLA to enact these changes. The likelihood of this is occurring is low and it will take a considerable amount of time, so we will have a heads up which will give us some time to adapt. That being said the impact easily could cut 90% of our funding.

#### Late Payment:

In the past AU's payment of our fees had been inconsistent however over the past few month's due to Jodi's communication with AU this trend has gone away. There is always some risk of a small delay in receiving our payment though this is not that case right now. This can be addressed by ensuring that

our operating reserve will provide adequate cash flows to provide for our monthly expenses even if a payment is late.

#### Lawsuit:

We currently hold 5 million dollars' worth of D&O insurance which helps to minimize the risk of a legal issues, but this does not cover all aspects. The greatest legal risk stems from either a contract or employment lawsuit. It is not difficult to incur \$25,000 worth of legal costs and this does not include any payouts in the case of a loss. In 2014 legislation was changed and an employee can come after an employer for up to \$50,000.

#### Staff Turnover:

This risk applies to the executive director either resigning or being let go. Right now, this risk is low because our current Executive Director has only been around for a short time and is doing well. This is always a risk but something that should only happen on occasion and this situation fits perfectly within the definition of a contingency expense.

#### Stock Market Downturn:

The way that our current holdings are structured we are set up to not feel any significant impact regardless of the current stock market trends. In order to do this our investment advisor has invested our funds with the understanding that we would not be needing to make withdrawals from the investments. If we were to start withdrawing significant amounts from our investments this would increase the risk of losses.

#### Compliance Changes:

The PSLA requires us to undergo an audit every year. The compliance standards for performing an audit have been under discussion for a number of years and now changes are finally in the process. We confirmed with KRP that these changes will be coming in to effect shortly however the changes are still not finalized. This will result in increased audit fees however we will be given advanced notice as to when these changes will be coming into effect which will allow us to deal with this as a regular budgetary consideration.

#### Product and Service Increases:

Every year we face inflation with both the products and services that we use as well as with our employees. These changes are not out of the ordinary and there is no reason to expect any major changes in the coming years and this again can be addressed as a regular budgetary consideration.



## **Recommendation**

In order to allow the organization to protect itself against the risk that have been identified it is recommended that AUSU create a contingency reserve in the amount of \$360,000 as well as create an operating reserve of at least \$125,000. If the organization did face a significant fee decrease it would ensure that the organization had \$485,000 between the contingency and operating reserve. Based on a rough 2019 budget estimate the organization would need approximately \$800,000 to cover its expenses. The recommended \$485,000 would allow for the reserves to cover 60% of an annual budget.

As stated in AUSU policy 6.07 reserves are not descriptive of any specific bank or investment accounts. The reserves designated above would be tracked in our internally restricted funds spreadsheet and the actual funds would reside in our investments. The investment structure would be separated into two accounts. One account will be made up of primarily fixed income and will allow for easier withdrawal without the risk of incurring significant losses. This account will maintain a minimum balance that is equal to the contingency reserve. The other account will continue to be a conservative investment portfolio based upon the recommendations of our investment advisor.

### **Contingency Reserve Breakdown: \$360,000**

Decrease in fees: \$270,0000 - Expenses vary from month to month however this amount would allow for roughly 4 months' worth of expenses

Lawsuit: \$75,000 – This should provide enough coverage to not only cover legal costs but also any related payouts if required. By setting aside funds for this we can also reduce our annual budget as we have been budgeting in \$8000 a year in case we face legal costs.

Staff Turnover - \$15000 – To recruit our current Executive Director the professional fees came to just over \$13,000 so this will ensure that we have the funds we need in the event that we did have to make a change in the future.

### **Operating Reserve: \$125,000**

In the past year and a half, the highest monthly expense was approximately \$72,000 and the average monthly revenue last year was approximately \$54,000. The \$125,000 would allow AUSU to maintain enough cash flow to meet any month's financial obligations without the need to withdraw from our reserves. The minimum of \$125,000 should remain in the AUSU operating bank account and any excess can be invested.

**Outcome:**

|   |            |
|---|------------|
| Feb 28, 2018 Investments*                   | 838,364.69 |
| Contingency Reserve                         | -360,000   |
| Operating Reserve withdrawal **             | -74,825    |
| Feb 28, 2018 Restricted Health Fund balance | -13,157.93 |
| Revised 2018 Deficit***                     | -117,000   |
| Unrestricted Balance at Sept 30, 2018       | 273,381.76 |

\*This amount does not include the approximate \$105,000 from the voice that has been set aside to be invested

\*\*our current bank account balance is \$50,175 which will result in the need for an investment withdrawal to bring the balance to \$125,000

\*\*\* This revision is based on the previous adjusted budget with the addition of the increased revenue from fee refunds

**Other considerations**

With the implementation of the above recommendations there will only be approximately \$273,381.76 in unrestricted funds by the end of this fiscal year. It would be beneficial to further restrict these funds however to continue to do so it would be beneficial to do so in conjunction with a decision regarding future AUSU fees. Below is a list of potential internally restricted funds that can be looked at by the new council. There is however one restricted fund that should be dealt with by the current council which is the AUSU Leasehold improvement reserve. The suggested amount would be \$60,000 and it would provide funds for when AUSU is able to relocate within the AU Edmonton campus. The funds set aside will help to cover moving costs, potential renovations, and potential new furniture to accommodate a student space.

Endowment Fund: Our investment advisor has said that we can count on at least a 4% return on our investments, so a \$200,000 investment dedicated towards awards would equal a minimum of \$8,000 of income for awards annually

Member Services Fund: Outside of ongoing operating costs new services sometimes require additional cash to start. An example would be the Lynda.com service, when we first signed our contract in 2013 it cost \$147,000 upfront and that gave us the service for 3 years.

Advocacy Fund: This fund could allow for AUSU to have the necessary fund to pursue an advocacy initiative be it internal or external. In 2016 AUSU advocated against the retroactive changes that were made in the Faculty of Health Disciplines. This cost AUSU \$4,846.35 without ever actually pursuing any legal action. If we would have proceeded with a judicial review it would have been significantly higher.