REPORT TO THE COMMUNITY

UNIVERSITY OF CALGARY STUDENTS' UNION

2013
President’s Message

As the 70th Students’ Union (SU) President I am very proud to be able to provide this report to our community on behalf of the SU Executive and members of the Student Legislative Council (SLC).

In this report, you’ll find an overview of who we are, what we do, and why we do it. We’ll talk about what the SU has accomplished and achieved in 2012-2013. It is because of the dedicated work of student leaders, management and staff of the SU that we have been able to do so much on behalf of the undergraduate community at the University of Calgary (U of C). Thanks to them, it was an exceptional year for our SU and we had a blast doing it! We’ve accomplished a lot for students and set up a strong foundation for next year’s SLC.

Like every year, 2012-2013 was an extremely busy year for the SU Executive and SLC members. The year kicked off with an incredibly successful Orientation Week which, without a doubt, gave us the momentum we needed to come out strong. We focused on connecting with first year students to welcome them to our university, and kept them engaged throughout the year with events and our MacHall consultation.

It was also a year to reaffirm our commitment to the quality of education, the quality of student life and the affordability and accessibility of post-secondary education. The SU delivered a range of student programs, products, services, awards and events and actively advocated on behalf of students on important issues like tuition costs, the delayed increase to mandatory non-instructional fees and updating Alberta’s election law to make it easier for students to vote.

But I am most proud of the work we did to engage and consult students on the proposed redevelopment of MacEwan Student Centre (MacHall). We know that parts of the building are more than 40 years old and work needs to be done to update deteriorating systems. In responding to these issues, the university created a long-term vision for the student centre which calls for a major redevelopment of the building, with a proposed project cost topping $150 million. Our primary objective was to raise awareness among the campus community, especially the undergraduate students, about the proposed redevelopment and costs and to consult at least 25 percent of undergraduate students to get their feedback and opinions on the redevelopment plans. We began in October of 2012 with a series of town halls, focus groups, and the launch of an interactive display (called the Redevelopment Compass). Other consultation methods included an 80-question online survey as well as brief interviews with students in MacHall. We received 6,350 responses, exceeding our goal.

Above all, it was a year of working hard to ensure that undergraduate students at the U of C had pride in their institution and had support from their SU in achieving their goals.

Thanks to my executive colleagues, Kenya-Jade Pinto, VP Academic; Raphael Jacob, VP External; Hayley Wade, VP Student Life; and Scott Weir, VP Operations and Finance, our SU continues to be a positive role model for other student unions in the country – a testament to the innovation and skills of these exceptional student leaders. Supported by a professional and talented staff, countless volunteers and faculty representatives dedicated to the well-being of students in their faculties, I am endlessly proud to say I was a member of the 70th SLC.

Finally, to the undergraduates of U of C - thank you! It has been the greatest honour to serve as your SU president. I know you’re in good hands with the 71st Students’ Union President and Executive.

Hardave Birk, 70th Students’ Union President

Let’s Go…..!
the ways the SU represents students

lobby the government & university
- remove provincial barriers to voting
- tuition & fee negotiation
- calgary leaders' dinner

make education more affordable
- affordable course materials
- improve provincial financial aid

influence campus planning
- consult students on redevelopment of MSC
- increase student operated space in MSC
- future west campus development

future

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affordable course materials
the ways the SU serves students

provide student support services
- provide student support services
- exam bank
- book loans
- ombuds
- health & dental
- tutor registry

provide academic programs
- provide academic programs
- undergraduate research symposium
- teaching excellence awards
- quality money program
- travel & conference funding
- provide student event space
- operate student focussed businesses
- consult students on redevelopment

manage macewan student centre
- manage macewan student centre
- operate information centre
- manage tenants

promote student engagement
- promote student engagement
- orientation week
- volunteer programs
- weekly movies & yoga
- bermuda shorts day
- clubs
- sustainable initiatives

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The Students’ Union Listens to Students

The Students’ Union (SU) conducts a survey each March and April to gauge University of Calgary (U of C) undergraduate student satisfaction, solicit feedback to help guide the organization’s strategic planning process, and inform both the Quality Money project selection committee and tuition consultation policy development team about student wants and needs. At the same time, the survey is also used as a massive idea-generator that produces qualitative feedback and initiative suggestions for the SU’s use in policy-advocacy, services, and programming. The SU values every response its membership submits and devotes a great deal of resources towards compiling the data, and responding in real and imaginative ways. The following excerpts offer a brief glimpse into the data from the survey.

Quick Demographic Overview

Response to the SU’s annual continues to grow. In 2012, 11.8 percent (or 2,984) of U of C undergraduate students participated in the survey.

70 percent of survey respondents fell into the 18-22 age range; according to the 2011-2012 University of Calgary’s Fact Book the average age for U of C undergraduates is 22.3 years old.

The bulk of survey respondents coincide with the fields of study on campus that contain the greatest populations: the Faculty of Arts, 27.9 percent of all respondents, Science, 23.3 percent and the Haskayne School of Business at 11.3 percent.

Engagement

Over the past three years, the number of students who said that it is easy for them to get involved with the SU has been steadily increasing. Last year, 57 percent of students agreed it is “easy for me to get involved with the Students’ Union”.

In contrast to previous years, 78 percent of respondents stated that they agree with the statement that “the Students’ Union is approachable”, trending upwards by ten percent from the previous year with general positive trending over the past three years. This significant improvement may be a result of the student Executives and the Students’ Legislative Council (SLC) participating in their ‘Out of Office’ initiative to create a more accessible and approachable face to the organization. In addition, posters containing photos and contact information for all elected officials were placed in strategic locations to help students identify who to contact if they have a concern.

Communication

The SU recognizes the need for effective and timely communication of issues and initiatives, and continues to listen to its membership in this regard. The top two ways that students prefer to receive communication are emails from the SU President and posters or banners. By continually monitoring undergraduate preferences the SU can ensure information is delivered in a format that suits students. The SU has implemented a schedule for regular updates to the www.su.ucalgary.ca website to ensure it contains information about the most recent advocacy and governance initiatives as well as student programs and events.

The SU’s digital network of ten screens throughout MacEwan Student Centre (MSC) called The Loop, is gaining popularity as a major method of communicating with students and visitors to MSC. In total, 72 percent of the SU’s survey respondents take notice of The LOOP at least once per week - a very healthy exposure rating.

Many other perceptions and views on the SU and its programs and activities are spread throughout this report.
The Students’ Union’s Strategic Plan

The Three Year Plan 2013-2016

Section 124 of the Students’ Union by-laws state that the Executives and General Manager shall develop a strategic plan that will prioritize and influence the SU’s allocation of resources. The plan shall include a mission statement, vision statement and guiding principles, and every three years, a comprehensive review will be conducted of the strategic plan. In February 2013, a three-year strategic plan was developed by the 70th Students’ Union (SU) Executive.

The executive team, along with the directors of student services and communications were involved in the review process. They reviewed similar organizations’ mission and vision statements and followed suggested best practices in the creation of the revised mission and vision statements.

Our Mission
The Students’ Union exists to serve and represent University of Calgary undergraduates.

We serve students with programs and activities that contribute to their well-being, academic success and rich extra-curricular life.

We represent the needs of students by advocating on their behalf to the university and government.

Our Vision
The Students’ Union ensures that undergraduate students have the best possible university experience. We are the definitive student voice on campus.

Our Values
These values are what we stand for and believe in, and will guide our behavior as an organization.

1. We strive to make decisions in the best interests of the student body and be responsive to the changing needs of students.

2. We practice responsible governance through transparency, accountability and consultation.

3. We believe that cost should not be a barrier to obtaining a quality post-secondary education.

4. We partner with campus stakeholders to foster engagement and enhance the student experience.

5. We celebrate and support diversity on campus.

6. We build our organization to meet future needs of students in a financially responsible and environmentally sustainable manner.

7. We value a respectful, professional and fun environment.

Our Promise: To Serve and Represent
With the MacEwan Student Centre as our home, the Students’ Union exists to serve and represent University of Calgary undergraduates. Through a unified voice we are dedicated to:

• Quality of Education
To advocate on academic matters and provide academic services and programs that enhance the quality of your educational experience

• Quality of Student Life
To enhance the quality of undergraduate student life on campus

• Affordability and Accessibility
To advocate for the student community on an affordable and accessible post-secondary education experience

Annual Strategic Directions for 2012-2013

Throughout the summer months, the 70th Students’ Union (SU) Executive team immersed itself in strategic planning sessions to develop a picture of where the Students’ Union (SU) is today and how it can better serve its membership, the University of Calgary (U of C) undergraduate students. They completed an extensive environmental scan that looked at a range of influences that would impact decisions and directions to take this year. This included consideration of ongoing initiatives from the previous executive and their progress, feedback from students from the annual student survey, their campaign priorities and the environment that students at the U of C live in today. They discussed and identified ways to improve student centre facilities, address university and government directions, ensure the financial strength of the SU, respond to significant and rapid technological advancements and ensure sustainable approaches in all that the SU does.

The Executive team is committed to better utilizing existing student networks to provide undergraduates with opportunities to enhance the quality of their education and student life through SU programs, services, products and events and address post-secondary education affordability issues.

The result of this planning process was a comprehensive package of five key strategic directions, along with plans and campaigns that the 70th Executive advanced through its 2012-2013 mandate.
The first key strategic direction relates to the MacEwan Student Centre (MSC). As the SU is the ongoing building manager, the desired outcome for this key direction is to ensure that the MSC meets and exceeds current and future student needs. We want undergraduate students to be proud of their sustainable student centre and feel invested in its success because their input is valued. A key plan to achieve this outcome is the consultation of students on the proposed redevelopment of MSC.

The second key strategic direction supports Academic Excellence with a desired outcome of the SU improving the quality of teaching and learning by advocating on behalf of undergraduate students. We want to ensure that students impact decisions made by the university through dedicated undergraduate representation on academic boards and committees. Accordingly, the SU will provide opportunities to strengthen the academic experience by rewarding research, providing leadership development and academic support programs. Improving the Undergraduate Research Symposium and representing students on critical academic committees are key plans to achieve this outcome.

Affordability for Students is the third key strategic direction focusing on the desired outcome of improving the affordability of undergraduate post-secondary education through effective government lobbying and institutional advocacy. We will work hard so that students have access to improved funding and programs, and are engaged in initiatives that support reductions to their costs. Key plans include tuition consultation, regulation of non-instructional fees and lobbying for more affordable course materials.

The fourth key strategic direction relates to the Quality of Student Life where the vision is that the SU will enhance the mental, physical, and spiritual well-being of student life and provides opportunities for all students to be engaged through clubs, programs, events and services. We will work to ensure that students are able to impact decisions made by the university through dedicated undergraduate representation on non-academic committees. Key plans in the works are developing a mobile app, raising awareness of resources to enhance mental health and increasing accessibility of the SU to students.

Organizational development is the final key strategic direction. The desired outcome is that the SU builds a financially sustainable organization with strong policies, procedures, systems and governance that serves undergraduate student needs effectively and efficiently. Improving club funding, and ensuring the financial sustainability of the student-run businesses are key plans in this area.

Under each of the above strategic directions for 2012-2013, designated Executive members assumed responsibility for portfolio related campaigns and plans and led initiatives from the planning phase through to the implementation phase. The Executive also set out an integrated week by week event and communication planning chart that guided their actions through the fall and winter semesters. As a whole, the Executive Team was committed to an ongoing effort on advocacy, relationship building and student engagement.

This annual report to the community summarizes the progress made on the key strategic directions. The 70th Executive accomplished most of their key plans and campaigns during their term.

A key to the SU’s success lies in its representatives’ ability to build strong and positive relationships with the Board of Governors, university administration and faculty leaders, its student constituents and externally, with post-secondary lobby groups at the provincial and national levels. The Executive was committed to building a strong and respected voice on behalf of its community of over 25,000 students.

An underlying objective of the current Executive team, one that threads through all the project plans, was to ensure that the SU focused on building student consultation, involvement, activism and student pride in their post-secondary institution. The SU must advocate for student rights and promote student representation on decisions and issues that impact them.

In addition to its own strategic planning efforts, the SU continued as a partner and student voice in the advancement of the U of C Strategic Plan, which was launched by President Cannon in September, 2011.
Strong Student Governance

Students’ Union Elections

Student voter turnout at the annual General Election is improving. In the March 2013 election, turnout increased by 5.3 per cent to 27.8 per cent of eligible student voters with almost 7,200 students casting a ballot. Over the previous six years, a range of 12 -23.8 percent of eligible students voted in the annual March elections.

In a referendum question on this year’s ballot, 65 percent of students voted against increasing the fee collected on behalf of The Gauntlet Publications Society.

After weeks of campaigning and candidate forums, undergraduate students at the U of C elected a new slate of student leaders for 2013-2014. Raphael Jacob is the new President-elect. Jacob served as the Vice President, External for the SU in 2012-2013. The new Vice President, Academic will be Emily Macphail and Ben Cannon won the Vice President, Student Life. Conner Brown was acclaimed as Vice President, External as well as Eric Termuende who takes on the role of Vice President, Operations and Finance.

Michael Smith won the Board of Governors position but the two Senate representative positions remain vacant. Vacant positions are usually filled through an appointment process until the Students’ Union can hold a by-election in October.

Newly elected officials will be sworn into office on Friday, May 3, 2013 at the annual Students’ Union’s Colour Night ceremony. Over the summer months, this new team of capable young leaders will be engaged in strategic planning to take the Students’ Union into the 2013 fall semester.

Notable Legislative Changes

This information is provided to meet the Students’ Union’s accountability requirement to report any legislative changes to its membership that significantly affect the student experience.

To improve visibility to students, the SU has taken steps to improve communications.

The following changes were adopted by the 70th Students’ Legislative Council (SLC) to amend existing policies to help align these policies with other more current policies. Noteworthy pieces of policy that were significantly revised during the 70th SLC’s term are reported as follows.

The 70th SLC adopted a revised Quality Money Project Assessment Procedure in August 2012. The revised procedure described common values between the U of C’s Strategic Vision and the Students’ Union’s existing Quality Money program, and also fine-tuned the program’s assessment criteria to ensure that all applications demonstrate clear alignment of anticipated project outcomes with at least one of the following areas:

1. Quality of Education Funding Pillar - projects that directly enhance U of C students’ academic experience.

2. Quality of Student Life Funding Pillar - projects that enhance students’ well-being, provide extracurricular/co-curricular opportunities and/or build a sense of community and pride on campus.

3. Affordability and Accessibility Funding Pillar - projects that create inclusive social and/or physical environments on campus.

In September 2012, the 70th SLC approved a similar amendment to funding criteria for the Campus Improvement Fund (CIF). The CIF is a sub-fund within the Quality Money program where projects that directly benefit students in a specific academic program, school or faculty are considered, versus the general requirement of the Quality Money program to only consider projects that benefit a large number of undergraduate students or a specific under-represented population of the larger student body.

In addition, the 70th SLC conducted all required business during its term of office (e.g., approving the budget, appointing committees, etc.).
Supporting Students

Students’ Union Management and Staff
As a student-led and staff-run organization supported by student volunteers, the SU has a diverse organizational structure to manage the scope of its businesses, services, programs and events. Under the overall direction of the student Executive and a General Manager, a professional team of 47 full time staff, 200 part time staff, along with 305 volunteers deliver a wide range of services to the organization and undergraduate students.

Students’ Union Website
The SU website hosts a broad range of regularly updated, diverse information, including student-focused programs, services and events. The website received 275,780 visits in the past year (an average of 22,981 visits per month). September 2012 was busiest month with 39,487 visits and 103,244 page views. In the past 12 months, the website has experienced the following improvements:

• Visits increased by 5 percent
  Unique visitors increased by 6 percent

• Web projects completed:
  New website for the Volunteer Tax Program at www.su.ucalgary.ca/vtp

• Established a temporary website to support the student consultation initiative on the proposed MacHall redevelopment including mobile apps for surveys and the Compass at www.mymachall.com

• Live streaming of the March 2013 election forums

Communicating with Students
15 percent of the respondents to the SU’s survey suggested that students may not feel represented as a result of believing that the SU has poor visibility, outreach and communication or not knowing what the SU does for students.

To improve visibility to the Students, the SU has taken steps to improve communication.

In addition to The LOOP, students also prefer to receive messages from the SU through posters, flyers, banners and word-of-mouth. Specifically, survey respondents frequently requested more face-to-face communication with elected officials about SU events, programming, and advocacy. Most notable is the rate that students prefer Twitter as a mode of receiving information with this form of communication doubling in preference over the previous year, clearly the only communications tool that had a definitive upward trend in preference over the past three years.

Introduced in 2011, the SU’s digital network of ten screens throughout MacEwan Student Centre (MSC) called The Loop, is a primary method the SU uses to communicate to students. 72 percent of the SU’s survey respondents take notice of The Loop at least once per week. Messages on The Loop that students take note of most frequently involve the Den, Bound and Copied and concerts in Mac Hall. Almost one third of respondents indicated they were inspired to seek more information after seeing a Loop message with their action being to either visit the SU website to get more details or attend an event.

This new and more sustainable means of communication to students and the campus community has resulted in the removal and reduction of 36 percent of the paper poster boards within MSC.

The Loop has attracted the attention of many campus and student organizations as a new and effective communication tool, receiving positive feedback from staff and students.
The survey shows that the President’s email is the preferred method of communication for students, so the SU President communicates directly to students by emailing a video to students at the beginning and end of the school year. In addition, he sends regular emails to the entire undergraduate population. In September, his welcome email generated a 27 percent increase in traffic to the SU’s website. After his Nov. 1 email to promote the student consultation on the redevelopment of MacHall, the SU website experienced 1800 more visits (or a 236 percent increase) than the day prior. As well, website hits the following day also increased by 490 more visits (or a 78 percent increase) over the previous week - all in response to the President’s email. Hardave ended the semester with a de-stress message by email in December. Winter semester emails were sent in January, March and April.

The Executives and the Students’ Legislative Council (SLC) use an ‘Out of Office’ campaign to communicate face-to-face with students on campus. In addition, posters containing photos and contact information for all elected officials were placed in strategic locations to help students identify who to contact if they have a concern.

An easy-to-use feedback button was added to the website to create a simple way for students to express their questions or concerns. Facebook and Twitter remain popular platforms to generate discussions.

The SU is currently researching the feasibility of designing a mobile app to enhance communication with students.

Information and Technology System Improvements

The SU’s information and technology (IT) department implemented new web-based systems for accepting applications for two of its programs. Applications for both the Travel and Conference Funding and the Undergraduate Research Symposium are now submitted online, streamlining the process for students and SU staff. With the renovation to Stör, the SU’s convenience store in MSC, the IT department took the opportunity to upgrade the point-of-sale hardware being used, greatly improving the reliability of these systems. Security for patrons and staff alike was also addressed in the Stör with an upgrade of the security camera system. The IT department also improved the efficiency of the business administration of the MacEwan Conference and Event Centre by helping to implement new management software.

Sponsorship to Improve Resources

To benefit undergraduates and enhance student activities, event and programs, the SU offers a range of opportunities for external sponsorship and advertising to organizations and businesses that are interested in a presence in the student marketplace at the U of C. Sponsorship opportunities can include year-round or event sponsorships that vary by scope, type and duration of event, as well as awards and in-kind support to help students. A complete sponsorship package can be found on www.su.ucalgary.ca.
The Students’ Home - MacEwan Student Centre

The Students’ Union’s Management of the Student Centre

The MacEwan Student Centre (MSC) is the hub of student activity on campus and the home of the Students’ Union (SU) and the Graduate Students Association. The building serves as the centre of the legislative, executive and administrative arms of the SU, provides a range of lifestyle products and services for students and staff at the University of Calgary (U of C), provides facilities for student clubs, societies and activities, accommodates social, recreational and cultural activities and symbolizes the non-academic aspects of the university experience.

The SU serves a primary role in MSC as the steward and manager/operator of the building by virtue of an agreement with the U of C Board of Governors. The SU has made significant contributions to both the initial construction and the ongoing renovation and upgrade of MSC. Improvements over the summer of 2012 include a renovation in the Black Lounge, expansion of Stör, redevelopment of food court washrooms and two food court vendors.

The following graph shows how much money the SU has invested in MSC over the past ten years.

In 2012-2013, the SU brought to completion several projects, including:

- The redevelopment of two food court kiosks - Oriental Wok and Noodle & Grill
- The expansion of the SU’s convenience store - Stör
- The remodeling of the food court washrooms
- The update of the Black Lounge’s kitchen and prep area
- The renovation of the Black Lounge’s serving bar
- The conceptual designs for the redevelopment of the Info Centre/Lost and Found
- The design and installation of five touch-screen directories throughout MSC to provide information, maps and directions
- The SU’s facilities department is committed to the health and safety of students and campus community members within MSC.

Operating Agreement

The SU acts as the building manager for MacEwan Hall and MacEwan Student Centre (MSC) under the terms of their License of Occupation, Operating and Management agreement with the U of C Board of Governors. The last five year term of the current operating agreement, first executed in 1999, ends in December of 2014. The agreement also provides for five, one year renewals which would extend the agreement until December of 2019. These lengthy timelines allow the SU to negotiate in good faith until a new agreement with the Board of Governors is finalized.
MacEwan Student Centre Master Planning

MacEwan Student Centre (MSC or MacHall) serves a campus population of approximately 40,000 people and welcomes more than 100,000 visitors a week during the busy fall and winter semesters. The Students’ Union (SU) is a major stakeholder in the building, operating businesses where all profits go back into student programs. However, parts of MSC are more than 40 years old and work needs to be done to update deteriorating systems. In responding to these issues, the university created a long term vision and a Master Plan for the student centre which calls for a major redevelopment of the building, with a proposed project cost topping $150 million.

Last year, the MSC Master Plan Steering Committee was established and is comprised of key stakeholders including the Students’ Union, Graduate Students’ Association, Student and Enrolment Services, Residence and Ancillary Services, and Facilities Management and Development. All of the stakeholders agreed on the role, purpose and powers of the committee in a Memorandum of Understanding (MOU).

The SU developed a campaign and consultation plan with the primary objective to raise awareness among the campus community about the proposed redevelopment and associated costs and then to consult at least 25 percent of undergraduate students to get their feedback and opinions on the redevelopment plans.

The consultation began in October of 2012 with a series of town halls, focus groups, and the launch of an interactive display (called the Redevelopment Compass) where students were encouraged to rank areas of importance for a redeveloped MacHall. Their rankings were captured on a tablet using custom software to record the results. Other consultation methods included an 80-question online survey as well as brief interviews with students in MSC. We received a total of 6,350 responses, exceeding our goal. Face to face interviews were conducted with 1,142 people while 1,426 people ranked areas of importance in the Compass. However, the majority of feedback (3,545 or 56 percent) was received through the online survey. The SU’s consultation website was visited by 61 percent of participants.

The information generated during the consultation will be compiled and analyzed to provide recommendations for the university. Recommendations will address the long-term plan for the design of MSC to reflect the needs of current and future U of C students. The feedback will be consolidated into a final report and presentation to the MSC Steering Committee in April 2013.
The Students’ Union Provides Academic Services and Programs

Enhancing the Quality of Education
In the Students’ Union (SU) survey, when asked what events the SU should sponsor, 52.6 percent of respondents chose academic events as their top priority. Here are some examples of how the SU sponsors academic programs and services.

Tutor Registry
The SU Tutor Registry is an online, searchable database of qualified undergraduate students and alumni offering tutoring services in a variety of subject areas. Launched in January of 2012, the registry now has 55 approved tutors and the number of students interested in participating continues to grow.

Online Exam Bank
Launched by the SU in 2010, the Exam Bank offers 11,284 pages of exams. Students can access these digital resources via the Internet.

Lockers, Book Consignment and Print Services - Bound and Copied
The SU’s own copy centre/used bookstore continues to provide low-cost copying and binding services, lockers, used books and a book sale consignment service. In keeping with the SU’s sustainability goals Bound and Copied uses all of its paper twice.

Library Endowment
Each year, full-time undergraduate students at the U of C contribute $10 to a Library Endowment Fund. Students voted to create the fund in 1997 and the Library matches the donation. Student fees are dedicated primarily to expanding the library book collection and to book repair and extending library services. Book plates acknowledging the donation are affixed to the books and undergraduate students are hired to fill nonprofessional positions that are created out of the donation.

Student Ombuds Office
The SU, along with both the U of C and the Graduate Students’ Association, jointly fund the operation of the Student Ombuds Office. The current Ombudsperson, Duncan W. McDonald was appointed in February 2013. The Ombudsperson provides guidance and advice to students facing academic or non-academic proceedings and makes recommendations, where appropriate, for changes in university policies and procedures.

Advocating for Educational Excellence
A key focus of the SU in 2012-2013 was to continue to advance and evolve programs, services and events that enhance the quality of education for undergraduate students through awareness, involvement and advocacy.

Dean Search
The SU’s VP Academic participated in the search for the dean of kinesiology. She hosted two focus groups that included key student leaders, and Dr. Penny Werthner assumed her role on Nov. 1, 2012.

The search for the dean of the Haskayne School of Business also began. More than 30 students provided input during a town hall on the qualities they are looking for in a new dean and provided valuable feedback on the faculty. Most notably, undergraduate Haskayne students are looking forward to the opportunity to connect with their new dean. The committee recommended a slate of viable candidates to U of C’s president, who will make the final decision.

Supporting Student Involvement in Ongoing University Evaluation
The SU has an important role in ensuring that the student voice is heard on the quality of the university experience and university academic programs and services. To this end, the SU participated in and promoted the following vehicles for student feedback.

National Survey of Student Engagement (NSSE)
NSSE is a survey that measures students' levels of engagement with their institution. On an annual basis, NSSE obtains information from hundreds of four-year colleges and universities in Canada and the United States about student participation in programs and activities that institutions provide for their learning and personal development. The SU promotes student involvement in NSSE and encourages the university to address the results received from students.

U of C Universal Student Ratings of Instruction (USRI)
The purpose of the USRI is to provide a common measure of instruction that can be used by students in course selection, by instructors to enhance their instructional activities and by administrators responsible for the evaluation of instruction. The SU partners with the university in promoting student involvement in USRI.

Teaching Excellence Awards (TEA)
The SU administers the Teaching Excellence Awards (TEA) which recognizes individuals who make significant contributions in assisting undergraduate students reach their highest potential.
The SU Teaching Excellence Awards is the only campus-wide recognition program for instructors who make a long-lasting impact on students. Most importantly, students determine the nominees and winners.

On Apr. 24, 2012, the SU gathered students and campus community leaders to honour the outstanding achievement of faculty members at the annual Teaching Excellence Awards. A total of 20 faculty members and one teaching assistant received awards. In addition, five faculty members were inducted into the Teaching Excellence Awards Hall of Fame which recognizes those who have won the award multiple times.

This change will ensure consistency on how new committee members consider funding applications.

Between 2003 and 2012, the Students’ Union distributed more than $13 million to campus groups as part of the Quality Money program at the U of C. In addition, there have been 31 faculty-specific projects approved by the Students’ Union under the Campus Improvement Fund, totaling just over $500,000.

In 2012, the SU successfully negotiated a three year renewal of the Quality Money program with the Board of Governors. The SU increased awareness in the program and received 34 proposals from students and other members of the campus community for Quality Money initiatives. For a complete list of previous and current Quality Money initiatives, please visit www.su.ucalgary.ca/qualitymoney.

**Quality Money**

*The Students’ Union Invests in Bright Ideas*

A unique partnership between the SU and the U of C Board of Governors, the Quality Money program is at the core of what can set the U of C apart from other post-secondary institutions. Quality Money is built on the foundation of partnerships and creating pride in the institution by empowering students, student groups, on-campus organizations, staff, faculty and all members of the campus community to come forward with innovative ideas to improve the quality of education and the quality of student life at the U of C. It encourages members of this community to come together to make campus life better and, in essence, enables participants to create their own lasting legacies.

The SU’s President reviewed the terms of reference for this committee and created a new application process that incorporates the U of C’s Eyes High strategic vision to ensure that all future projects will support not only SU goals, but also those of the university. Furthermore, the SU has formalized the evaluation metric that the committee uses to decide on projects.

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**SUPER Work (Students’ Union Program for Education Related Work)**

The SU provides a $1,000 wage subsidy award to undergraduate U of C students earning less than a competitive wage at a summer employment position related to their degree program. Participation increased by 61 percent this past year; there were 50 successful applicants in the program.

**Academic Events**

**Leaders Hall**

The SU is proud to be one of the three founding members (the other two being SAIT and Mohawk College) of Leaders Hall – a professional and personal development conference for elected student leaders across the country. The SU successfully hosted the third annual conference in July in Calgary with record-setting attendance.

**Deans’ Dinner**

This was a successful event held on Oct. 24, with representatives attending from all faculties except two. Next year, the dinner may be held in September or the beginning of October to provide an opportunity for students and deans to connect earlier in the fall semester.
Undergraduate Research Symposium
On Nov. 29 the SU hosted the 7th annual Undergraduate Research Symposium in MacEwan Hall. This year 84 students shared their research through poster presentations with over 250 members of the campus community who took time to visit the symposium and a team of 35 judges made up of faculty and staff from the U of C. For the first time a committee of students, headed up by the SU’s VP Academic Kenya-Jade Pinto, came together to create a set of criteria and a strong rubric by which each project was judged. The competition was fierce and the awards totaling over $20,000, in 13 different categories, were presented to undergrad researchers at a special ceremony on Dec. 6. The symposium was well-received by everyone who attended and several members of U of C administration, including the Board of Governors, have expressed their interest in supporting this event in stronger ways next year.

Academic Funding
The Students’ Union’s Award Funding
With the understanding that many students face unique financial challenges while attending school, the SU offers a number of financial supports and monetary award programs designed to assist students to take full advantage of academic and personal development opportunities despite personal financial challenges.

Last year student donations, through the peer bursary levy, led to over $1 million in bursaries distributed to deserving students.

The SU administers the Eric Lahoda Memorial SU Clubs Scholarship which rewards individual excellence in club leadership. Ten awards of $1,000 each are distributed annually.

In addition to awards directly administered by the SU, several awards are funded by the SU but administered by the university’s Student Awards and Financial Aid Office. Awards like the Students’ Union Campus Involvement Award (10 annual awards of $1,000) and Dr. Peggy Patterson Bursaries (2 annual bursaries of $2,300) are supported by grant funding provided through Quality Money.

The SU remains committed to ensuring that a variety of grants, awards and bursaries are made available to undergraduate students to pursue their studies. The SU’s Committee of 10,000 has identified worthy community causes that shared in a $19,000 SU donation to the community. Recipients include:

1. CanLearn Society for Persons with Learning Difficulties: $1,500.00
2. Learning Disabilities Association of Alberta: $2,000.00
3. Easter Seals Camp Horizon: $2,000.00
4. L’Arche Calgary: $2,500.00
5. Children’s Cottage Society of Calgary: $2,000.00
6. Art a la carte: $1,500.00
7. Brown Bagging for Calgary Kids Society: $3,500.00
8. Calgary Progressive Lifestyles Foundation: $500.00
9. Calgary Science Network: $500.00
10. Big Brothers Big Sisters of Calgary and Area: $1,000.00
11. Schizophrenia Society of Alberta: $2,000.00

Travel and Conference Funding
The SU provides Travel and Conference funding for full and part-time undergraduate students wishing to attend a conference or competition related to their area of study or professional development. To date, the 2012-2013 program has provided $51,900 in grants to enable 244 students to attend conferences and competitions.

Refugee Student Program
In March 1986, the students at the U of C voted to establish a student levy to sponsor a refugee student, through World University Service of Canada ("WUSC") in pursuit of a university degree. The fund, which is administered by the Refugee Student Board (RSB), has sponsored 22 students to date and will sponsor two students each coming year, providing a total of $47,000 of funding per student through four years of academic study. The Refugee Student Program also receives some generous in-kind funding (tuition, residence, meal cards, etc.) from the U of C to help subsidize the cost of sponsoring first and second-year students.

The Refugee Student Program enables individual refugees to pursue their education and a better life in an environment free of violence or fear. At the same time it offers students and faculty on Canadian campuses a unique opportunity to learn first-hand about refugee and development issues. Students come from refugee camps in Ethiopia, Sudan, Liberia, Rwanda, South Africa and Malawi.
The Students’ Union Promotes Student Engagement

Enhancing the Quality of Student Life

The Students’ Union (SU) believes that the student experience involves more than just the classroom. The SU is dedicated to providing a wide range of health and lifestyle programs, events, resource centres, volunteer opportunities, information services, awards, facilities, business products and support to organizations like clubs to ensure that all the resources and choices are in place to create an excellent student lifestyle.

Information derived from the SU survey shows 66 percent of respondents indicated that they would recommend attending SU events to their friends and classmates and 73 percent of students responded that they would attend more SU events if they had more information on them.

Survey respondents selected their favorite events and as in previous years, Bermuda Shorts Day ranked highest, selected by 43.9 percent of students. Orientation Week/Kick-Off, Clubs, Thursden and concerts in Mac Hall are also very popular.

Students’ Union Clubs

The SU continues to support opportunities for students to get involved in clubs, student societies and various student-led activities on campus. With clubs for students involved in athletics, music, theatre, social issues, volunteering, religion, cultural issues, politics and academics, quite literally there’s something for everyone. The second week of both the fall and winter semesters are dedicated to student clubs and students can join one of the 308 clubs sanctioned and supported by the SU. Student clubs represent a significant network with membership exceeding over 20,000 students.

As well, the SU introduced ClubHub – the new software that improves club management and communication by providing bulletin boards, discussion forums, web space and templates to help clubs easily build their own websites. Approximately 80 percent of the SU’s clubs have already been trained on the new system and the SU has experienced a 90 percent reduction in the amount of paperwork generated by the club office due to the online nature of all of the clubs forms.

Clubs Week

Held in the third week of both September and January, these events were enthusiastically embraced by clubs. In total, 190 SU-sanctioned clubs participated during the weeks, and thousands of students received information on how they can become more involved in their university life.

Club Presidents’ Circle

Held at the end of Clubs Week on Sept. 21, the SU hosted the Club Presidents’ Circle with a record attendance of 180 students. The SU created two back-to-back sessions to accommodate everyone. Topics that were covered for students included the changes to Special Event Funding, the introduction of ClubHub, upcoming and on-going Club Space renovations and promotion for the Clubs Leadership Summit and other club professional development.

Club Leadership Development

The SU endeavors to provide clubs with tools for success. To help club leaders be successful in the future, the SU is ensuring that club leaders are provided with the skills to be able to thrive. As such, the leadership development for clubs has been remodeled and now not only offers a Club Leadership Summit (one full day of leadership development), but also offers clubs ongoing leadership development sessions throughout the semester. Continuing the success from previous years, the SU Clubs Leadership Summit was an opportunity for emerging student leaders to attend general professional development as well as specific skill-building sessions. This year’s summit was held on Oct. 13, 2012 at the MacEwan Conference and Event Centre. Drew Dudley presented at the Summit to 20 delegates, touching on event planning, fundraising, team dynamics and other topics relevant to student clubs and leadership. Drew is a TEDx alumni and student leadership guru. Response to the event was extremely positive.

This will be continually evaluated to ensure clubs are getting the most they can out of the leadership programming and are able to meet the high expectations that the SU has of club leaders.

Students’ Union Clubs Awards

The SU recognizes great clubs for their contributions to the quality of student life on campus. With more than 300 SU-sanctioned clubs on campus, students have endless possibilities to improve their leadership skills, make a difference in the lives of others, express themselves and network with fellow students of like interests.

A total of 42 applications were received for the Eric Lahoda Memorial SU Clubs Scholarship this year, and the SU also received 67 applications for the SU Clubs Awards. The Lahoda Scholarship rewards individual excellence in club leadership. Ten awards of $1,000 each are distributed every year. SU Clubs Awards are designed to recognize collective excellence in team leadership, service, sustainable practices, advocacy and innovation. There are 12 awards of $250 each to encourage the improvement of the quality of student life on campus. A Club Awards Banquet is held annually in April to recognize the winners of the awards as well as the Eric Lahoda Memorial SU Clubs Scholarship.
**Students’ Union Events**

The MacEwan Student Centre has the venues and the SU brings the events. SU events are categorized as mandated events, weekly events and special events.

Mandated events include annual celebrations like Orientation Week, Nogfest, Frostbite and Bermuda Shorts Day (BSD).

The first week of September boasted another successful orientation week for the SU. The SU followed the same format as the past few years and expanded programming to include promoting on-campus job opportunities at Campus Carnival. The new tent and tablecloths with the SU brand looked professional and made it easier for students to identify SU services. During the event, staff gave out 2,000 of the highly-coveted blue SU sunglasses, which students continue to wear throughout the year – even at BSD! The Night on the SU was attended by approximately 400 students who had fun competing for prizes such as concert tickets by participating in the Ugly Sweater Race and The Dating Show. Popcorn and the movie The Five Year Engagement topped off the night. As well, the executives hosted 14 orientations sessions where thousands of first year students learned about the services that the SU provides. The executives starred in a video that the SU produced to welcome students to campus. The video was a hit – especially the bloopers and dance scene at the end. At the end of the week, a huge turnout of over 5,300 people attended the Kick Off and Tailgate Party at McMahon Stadium. Music, face painting, sumo wrestling, bouncy castles, games and even a dunk tank were some of the activities that the SU provided at this popular event.

**Nogfest**, the seasonal celebration of the end of the fall term, saw students don their ugliest holiday season sweater. This annual fundraising event engaged hundreds of students throughout the first week of December, and is an opportunity for students and the SU to devote their energies to philanthropy. Programming for the week features several noon hour events including a Santa photo booth (featuring a prominent student leader as Santa), a clubs gingerbread house-building competition, and a “decorate your own gingerbread man” booth. The SU raised approximately $1,000 for the food bank.

During the second week of November, the SU hosts the annual **Holiday Food Drive**. The number of teams participating increased to eight this year, raising $3,899.70. Although the amount of money raised was 20 percent less than last year, 1830 items were donated (a 37 percent increase from 2011).

For the second successful year, **Frostbite** helped students kick-off the start of the winter term. In January, 14 teams totaling 140 students (a 40 percent increase over last year’s participation) competed in this week-long event, participating in a variety of madcap competitions to compete for the grand prize of a ski trip. This alcohol-free event promoted camaraderie among students and faculties. The **Thriller Chiller** event capitalized on the popularity of a zombie apocalypse game and attracted a whopping 90 percent of the contestants who participated in it. The addition of a life-size Tetris game helped students to practice their logic skills and improve their reaction times while having more fun than they ever thought. Next year, there will be greater participation throughout the campus as the SU strives to improve campus-wide information and engagement. Frostbite is currently a partnership between the SU, Alumni Association and the university’s Office of Student Leadership and Engagement.
Other special events included Faculty Wars, where the SU hosted two dodge ball tournaments in the Jack Simpson Gym. These nights of friendly, team-based competition and fun costumes attracted over 300 students per night who played for bragging rights and over $4,500 in prizing.

On Jan. 16, the science faculty hosted their first annual Snow Showdown in the TFDL quad. This friendly competition helped to build a sense of unity within the faculty by giving students an opportunity to meet people from across all fields of science. The exciting snow sculpture competition attracted six teams, with a total of 30 students, who competed for prizes. The 15-person Computer Science Undergraduate Society team built a huge Mario-themed sculpture which took first prize. Third prize was awarded to a group of students who were walking by and, after finding out about the event, spontaneously created a solar system made from snow. Judging criteria included general aesthetics, relation to science, originality and degree of difficulty.

As well, the Students’ Union works in conjunction with various university groups to bring different awareness weeks to the student body. In February, the SU’s Q Centre, the Women’s Resource Centre and the SU Wellness Centre worked together on a week of events that were both informative and intriguing. Ranging from a movie night to resource panels and everything in between, Sex Week reached over 450 students. In March, the SU Campus Food Bank and the Centre for Community Engaged Learning brought Hunger Week to the masses. The theme this year was “Where does your garden grow?” and centered on the idea of food security in the community. Events ranged from an urban agriculture workshop to a resource fair which explored socially conscious and sustainable lifestyle options on campus and around Calgary. Another exciting aspect of Hunger Week was the continuation of the Hamper Project which has been hugely popular in past years. This year, the SU had six volunteers from around campus who committed to eating solely out of a SU Campus Food Bank Hamper for the week. They blogged about their experiences and participated in a widely-attended panel discussion at the end of the week. Their experiences gave them and others an idea of what it might be like to live with food insecurity on campus and gave insight into how the SU’s Campus Food Bank hampers are working for people who use them.

On Oct. 12, 2012, U of C students raised more than $5,000 for Terry’s Cause on Campus. Although participation in this fun run/walk was not as high as expected for this event, Darryl Fox’s attendance made it more intimate and meaningful for students who were there. The SU is working with the university to look at improving the timing and marketing for next year’s event.

The SU has been involved with the university’s Open House for several years, and the on-site activation continues to be effective, even though most attendees were primarily interested in speaking to representatives from the faculties in which they wish to study. The SU’s primary goal in participating in this event is to create a positive impression of the SU for potential new students, one on which they build upon during Orientation Week. This is accomplished both through the provision of information on activities and programs that might interest them and through having genuine conversations with high school students about the value of getting involved on campus. Many of the conversations continue to be about personal experiences as university students, and this works to position the SU as the
place to go when seeking assistance and advice on campus. SU staff connected with 250-300 students.

On the weekly event front, the SU operated Cinemania events attracting students to watch popular movies in That Empty Space every Monday night. Free yoga lessons led by professional instructors are offered over the lunch hour on Tuesday, Wednesday and Thursday each week of the academic year to increase the physical well-being of students. This is one of the most popular events, with the room routinely being filled to capacity.

Preparations are underway for the biggest celebration of the year – Bermuda Shorts Day or BSD on the last day of classes in April. Thousands of students come to hear some great music, dance and celebrate with friends and colleagues. The “Be a Smart Drinker” (BSD) campaign parallels the event and is designed to remind students to plan their day with designated drivers, Calgary transit or cabs. Strong partnerships with Calgary Police Services, Emergency Medical Services and a large contingent of SU security personnel ensure a safe environment for everyone.

This year, an alternate, non-alcoholic event is being planned for students to celebrate the last day of classes and still feel the school spirit that BSD generates. Like-minded students can engage in a one-day community service-learning project. The ucalgarycares BSD Day of Service will connect students with the greater Calgary community through volunteer work.

This program brings together U of C students with community organizations to achieve the common goal of collaboration and community engagement.

**Event Partnership**

While one of the SU’s roles is advocacy with the university to ensure student interests are represented in university decisions, there is an equally important role in working in partnership and ensuring mutual support of events and activities that benefit undergraduate students.

The SU partnered with several university organizations, faculties and departments to build events and activities for students this past year, including:

- Alumni Relations for the Graduating This Year Events
- U of C Open House (more than 250 visitors to the SU booth)
- Orientation Week
- Clubs Leadership Summit
- Trick or Eat
- Last Lecture
- Frostbite
- Sexual and Gender Wellness Week
- Hunger Week

Through its formal SU partnership program, the SU provided a range of financial, communications and in-kind support to student and university activities. The SU supported and periodically co-managed events with Student and Enrollment Services the Women’s Resource Centre, the Alumni Association, Dinos Athletics and others contributing in excess of $40,000.

In addition, the SU provided significant in-kind support to university departments and organizations and students by offering the complimentary use of rooms in the MacEwan Conference and Event Centre and complimentary display tables in the MacEwan Student Centre. This support is offered to numerous departments and organizations such as Student and Enrollment Services, Career Services, the Native Centre, the Women’s Resource Centre and the Centre for International Studies as well the Residence Students' Association, Dinos Athletics, Centre of Community Engaged Learning and members of the tri-media group.
Health and Lifestyle

Health and Dental Plan
The SU continued to provide undergraduate students who do not have alternate supplementary health and dental care plans with access to a comprehensive set of health insurance benefits, vision care coverage, as well as dental coverage offered through a specific network of dental clinics located throughout Calgary. According to the SU’s survey, 77 percent of students are satisfied with the Student Health and Dental Plan and 62 percent of students consider the plan an essential service.

Safewalk
The SU is a major sponsor of Safewalk, a service run by Campus Security with student volunteers who are available around the clock to walk people safely to their destination anywhere on campus (including McMahon Stadium, Health Sciences, Student Family Housing, the Alberta Children’s Hospital and the University LRT station). The SU provides $12,000 in annual funding to Safewalk to help maintain this free service for students. 92 percent of the SU’s survey respondents who have used Safewalk reported that they are satisfied with the service. Additionally, Safewalk is among the best-known services on campus.

Off-Campus Housing
Safe and affordable housing can be a concern for undergraduate students. The SU’s Off Campus Housing website is designed to enable students to search for available accommodations from local landlords who wish to advertise their rental properties. It is also a resource for students wishing to find a roommate to share costs of accommodation.

‘Q’ Centre
The ‘Q’ Centre is a new resource centre for the gay, lesbian, bisexual, transgendered, queer (GLBTQ) communities here on campus. It provides a safe, supportive environment for those who need it while also offering educational programs, resources and volunteer opportunities.

De-stress Campaign
This successful campaign contributed to the well-being of students during December’s final exams. The SU distributed 500 wellness kits which contained a hand sanitizer, SU-branded earphones, refillable water bottle, granola bar and an apple. Anecdotal feedback was positive, and more quantitative data will be generated through the results collected in the SU survey in April. The campaign will be duplicated for the final exams in April 2013.

The Students’ Union Supports Sustainable Practices

Leading the Way on Campus
The SU has been a campus leader in promoting awareness and actions on sustainability. As a result of the development of a Sustainability Policy, the SU has established the Students’ Union Sustainability Board (SUSB) to influence and effect environmentally sound and socially ethical decisions made in the SU. With the SUSB’s support and advice, SU departments and programs embarked on a three-year rolling action plan for the period of July 2010 to June 2013.

The SUSB is designed to carry out awareness and education programs to promote better understanding of environmental issues, such as energy management, new building and renovation, purchasing, site maintenance, transport and waste and water management.

In April 2013, the team at the SU was recognized at the University of Calgary’s SustainabilityON Awards to acknowledge their efforts in working towards achieving 80 percent diversion from landfill by 2020. In partnership with the Developmental Disability Resource Centre (DDRC) and Vecova, the SU manages the campus-wide container recycling program. The SU employs capable workers with special needs to collect the recyclable containers for the entire campus. Working closely with the U of C’s Facilities Management and Development Department and the Office of Sustainability, the SU has championed the composting program within MacEwan Student Centre.

As part of the SU’s campus-wide beverage container recycling program, the SU employs six part-time special needs staff to collect the containers. They are paid from the proceeds of the SUSB fund and supervised by a case worker from the DDRC. Beverage containers are picked up weekly by Vecova. The SU recycles all paper and cardboard and properly disposes of mercury filled light bulbs. Thanks to the effective composting infrastructure created by the U of C, the SU is able to have organics picked up from the Den and food court kitchens.

Styrofoam-Free and Composting
On the heels of the successful implementation of compostable clamshell containers, the SU announced in February that students and visitors to MacEwan Student Centre are now able to compost almost everything - except their beverage containers - from their meals: food, napkins, meal containers and now cutlery. The SU and its Sustainability Board have been working hard over the past year to replace plastic cutlery with a more environmentally-friendly alternative. Participation by all food court vendors is a testament to what can be achieved by a strong commitment to a more sustainable university environment.
An awareness campaign promoting the participation of the food court vendors accompanied the launch to highlight and recognize this achievement. As part of the awareness program, the SU had a small team of Compost Educators by the bins at peak times to inform users on the benefits of the program and how to properly utilize it.

The SU is leading the way in campus sustainability while reducing the amount of waste the campus community produces. A better understanding of the system not only benefits users, but the campus as a whole in our efforts to reduce waste. With the implementation of the compostable cutlery and the adjacent education program there will be a substantial decrease in the level of garbage placed in the compost bins.

Preparations are underway to reduce the amount of waste at this year’s Bermuda Shorts Day (BSD). For the first time, food vendors will be using compostable cutlery and containers. In addition, compost bins will be located near the food stations to help reduce the amount of waste. Separate recycle, compost and waste containers will be available. All refundable containers are recycled at Vecova immediately after the event.

**Volunteer Services and Programs**

Since its inception in 1990, Students’ Union Volunteer Services (SUVS) has been providing volunteer opportunities and social services to students and other members of the campus community. Not only does it operate as a volunteer centre, connecting students with volunteer prospects both on and off campus, SUVS runs ten of its own volunteer programs, which are currently supported by about 305 volunteers and 11 part-time student coordinators.

**Administrative Volunteer Program** – 20 volunteers work at the SUVS front desk and assist the Coordinator of Volunteer Services with administrative tasks.

**Alternative Spring Break** – 20 Students spend Reading Week participating in group service-learning activities with a variety of non-profit organizations and learning about volunteerism in Calgary.

**Calgary Serves International** – Run in partnership with the Centre for Community Engaged Learning, this program takes 24 student volunteers to Costa Rica for two weeks in May to work on community projects and learn firsthand about Community Based Rural Tourism.

**Campus Food Bank** – 13 volunteers provide emergency, seven-day food hamper to students and members of the campus community. Volunteers perform client intakes, pack food hamper and assist with general food bank operations. They also help run the Holiday Food Drive, the Good Food Box program, the Adopt-a-Family program and Hunger Week events each year. Last year, 467 people were fed by the Campus Food Bank.

**Dr. Seuss in the Park** – The only SUVS program that runs exclusively in the summer has 15 volunteers to help promote early literacy to children by hosting reading circles and crafts in Riley Park every Saturday. This program ran every Saturday from June to August. The volunteers contributed more than 300 hours in ten weeks, reading to approximately 25 to 30 children per week.

**Into the Streets** – 40 volunteers participate in group service-learning activities with various community non-profit organizations across the city.

**Q Centre** – The Q Centre provides a safe and social space on campus for members of the GLBTQ community and their allies. 21 volunteers provide peer counseling and assist with educational events and general Q Centre operations. They also help organize and participate in annual Sex Week events.

**Students for Literacy** – 26 volunteers provide one-on-one tutoring for learners with English as a Second Language or people with developmental disabilities from the student body. Two volunteers run the ESL station once a week which is open to anyone requiring additional English support. Volunteers also help out with a Toonie Book Sale each year to raise funds for promoting literacy on and off campus. Last year, 36 learners were assisted.

**Volunteer Tax Program** – This program offers free income tax return preparation for members of the campus community.
who make less than $30,000 a year. 110 volunteers operate all aspects of the Tax Clinic. Last year, 1004 returns were processed.

**Information Centre/Lost and Found** – Located in the MSC south courtyard, 30 volunteers provide information to members of the campus community and operate the largest lost and found on campus. It is the most frequently used SU service with 4,239 questions asked between Nov. 2012 and Mar. 2013 with 3,489 lost items turned in between Sept. 2012 and Mar. 2013.

**The Students’ Union Businesses**

The SU operates businesses in MSC; the proceeds of which are reinvested directly into SU student programs, services, awards and events. On average, the SU’s business received a 90 percent student-satisfaction rate.

**Bound and Copied**

Bound and Copied is committed to offering the campus community exceptional services at some of the most affordable rates in the city. They offer copying, printing, and bindery services and now provide large format colour printing for banners and posters. Students can consign their books, taking the stress and hassle out of selling used text books. Bound and Copied also operates the campus-wide locker rental program, making it convenient for students to rent lockers any time throughout the year. In keeping with the SU’s sustainability goals, Bound and Copied uses all of its paper twice.

**Stör**

Last summer, Stör expanded to offer even greater convenience. Based on student feedback, they added more healthy and fresh alternatives (including sandwiches and salads made fresh every day at The Den). They now carry gluten-friendly and peanut-free ice creams, not to mention a great selection of yogurts, granola bars, and sweet treats to get students through the day. Stör carries a variety of organic and exciting new products and maintains student-friendly pricing. Stör is working to maximize its partnerships for great deals for students by offering specials, free product for clubs for their events and running promotions that have valuable giveaways for students. They also continue to offer a 10 percent club discount to students who are active members of SU Clubs.

**The Den and Black Lounge**

The Den has been a student tradition for more than 40 years. The Den and Black Lounge are a regular hotspot for students. They offer two floors of food and beverages, dancing, indoor dining, an outdoor patio and a private area in the Red Room. Thursden at The Den continues to be “the” social activity on campus for students.

The Den focuses on offering great food and drinks at student-friendly prices in a relaxed, comfortable and safe atmosphere for patrons. The Den has introduced new menus (and more diverse burger specials) to cater to its younger student market.

**MacEwan Conference and Event Centre**

The student-owned and professionally managed MacEwan Conference and Event Centre (MCEC) features 20,000 square feet of dedicated function and event space, including an 8,775 square foot hall and a 6,000 square foot ballroom with nine additional function rooms and breakout spaces, most with natural lighting. The Centre also features an additional 20,000 square feet of open concept spaces.

This SU venue plays host to a multitude of different types of events including large conferences, tradeshows, meetings, holiday parties, weddings, television productions and concerts. In addition to providing free space to accommodate student clubs, MCEC has hosted hundreds of events for both on and off campus clients, attracting thousands of people. The MCEC also rents table space in the MSC to provide non-profit organizations, student clubs, university organizations and external vendors access to the student market.

The events hosted by MCEC benefit students, the university and the local business community by generating hundreds of annual room nights for local hotels.

**Mac Hall and Ballroom**

The SU-operated MacEwan Hall is one of Alberta’s biggest and best concert venues, having hosted hundreds of chart breaking artists from all corners of the entertainment world and attracting both on and off campus clients.

In 2012, MacEwan Hall was voted number one in the category of “Best Concert Venue (over 500)” and third in the category of “Best All Ages Venue" by Fast Forward readers.

Also known as just “Mac” Hall, it offers an exciting line-up of great artists throughout the year. With room for 1,800, complemented by the MacEwan Ballroom with a capacity of 1,000, it provides an affordable concert experience with some of the hottest bands and performers around.

MacEwan Hall is part of the larger MacEwan Conference and Event Centre which contains various meeting and event spaces and is operated by the Students’ Union.

**Student Centre Tenants**

As building manager of the Student Centre, the SU has facilitated a number of tenant agreements to support the undergraduate student lifestyle. The SU has operating agreements with 16 food court tenants; and 17 retail/service businesses. There are also 16 bank machines.
The Students’ Union Advocates for Affordability and Accessibility

Representing Students

In the 2012 survey, 85 percent of undergraduates agreed their best interests are represented by the SU. Of the top five issues that concern students, the bottom line is that students are still most concerned about financing their academics. According to U of C undergraduates, the cost of education, level of scholarship support, debt relief, and overall student debt levels are the top issues that affect post-secondary students in Canada.

The Students’ Union (SU) is focused on advocating for all undergraduate students on an affordable, accessible and quality post-secondary education experience. Managing student debt levels, improving campus services and safe and affordable housing are just a few examples of the topics on which the SU lobbies and advocates on students’ behalf. Ongoing discussions with university administration and stakeholders and lobbying efforts with municipal, provincial and federal levels of government are targeted towards protecting undergraduate student interests.

Council of Alberta University Students (CAUS)

The SU’s VP External, Raphael Jacob was elected the chair of CAUS in May of 2012. As CAUS chair, Raphael is the primary advocate to the provincial government for the over 70,000 undergraduate students attending the University of Alberta, the University of Calgary and the University of Lethbridge.

CAUS identified five priorities in 2012-13 for improving Alberta’s post-secondary participation rates and university completion rates by lobbying the provincial government for:

• the rejection of any proposed “market modifier” differential tuition increases
• the regulation of mandatory non-instructional fees
• changing the Elections Act to facilitate student voting
• a rural bursary being created by the Progressive Conservative Party
• elimination of municipal property taxes on campus residences to provide savings for the university to redirect funds into deferred maintenance

CAUS successfully lobbied for amendments to the Elections Act to allow students to choose their “ordinary residence.” This change ensures students living away from their parents’ home will no longer face barriers when casting their ballots – a problem in the provincial election in April 2012.

While no new regulations were adopted related to tuition or fees, in March of 2013 the Premier Alison Redford committed to not allowing post-secondary institutions to use additional tuition or fee increases to close the gap created by the province’s 6.8 percent reduction to post-secondary institutions’ base operating grants.

Access Copyright

In 2012, the U of C made a major decision on how to handle access to copyrighted course materials on campus. The SU worked closely with administration on the Copyright Committee, chaired by Provost Dr. Dru Marshall, to ensure students’ and the institution’s best interests were reflected in these decisions.
Interestingly, student presence on this committee has been non-existent at other peer institutions. Thanks to the SU’s advocacy, Bound and Copied began printing course packs again in the fall of 2012. This is a major win for students and a great example of how the university and the SU can collaborate on a common goal. It will contribut to students having access to more affordable course materials.

Space Exchange in MSC
On Nov. 16 2012, the SU finalized a space exchange agreement with the university that has been outstanding since 2006. In a letter from Dr. Dru Marshall, it was confirmed that the Women’s Resource Centre (WRC) will move from the third floor of MSC to the fourth floor in the coming year. At that time, the space that was occupied by the WRC on the third floor will be reallocated to the SU – as the SU provided that space to the university in 2007 in order to open the WRC. While there were some concerns about how shifting the locations of certain services to the fourth floor would affect current users of the space, the university also confirmed that prayer space will continue to be provided for Muslim Student Association prayers on Fridays.

West Campus Development Trust (WCDT)
The WCDT board, which includes the SU president, is finalizing the master plan for west campus. A working group has been created that includes students, staff, faculty, and members from surrounding communities. Through this working group, board members are able to hear about the diverse needs and concerns of the people whom the development will affect most. A finalized master plan is anticipated to be approved sometime later this year. Student concerns are being heard and the new west campus development should provide plenty of opportunities to enhance the undergraduate experience.

Calgary Leaders Dinner
On Jan. 25, 2013 the SU hosted the second annual Calgary Leaders Dinner. In attendance were 44 student leaders from across campus and 13 of Calgary’s elected representatives from all three levels of government, including one Member of Parliament, ten provincial representatives and two municipal representatives. Drs. Cannon and Marshall attended on behalf of the U of C. The dinner encouraged informal discussion between students and Calgary’s elected representatives. Justice Minister and Solicitor General, Jonathan Denis highlighted the important lobbying role student leaders played in expanding student voting provisions in the recently amended Elections Act.

Students’ Union Fees and Financial Statements

SU General Fee
All undergraduate students at the U of C are members of the SU, and are levied a membership fee to assist with subsidizing the organization’s annual operating and capital costs. As a non-profit organization, the SU returns all of its proceeds to students in the form of free or subsidized programs, services, and/or events.

The SU General Fee in 2012-2013 for full time students was $32.50 per fall and winter terms and $14.50 per spring and summer terms with part-time students paying lower fees. U of C students have not had an increase in SU fees since 1995. In fact, the SU actually decreased the fee by $.50 per full-time student per semester in February 2005.

The SU General Fee comprises 8.6 percent of the organization’s total operating revenues with the bulk of revenues coming from its various campus businesses. The University of Calgary Students’ Union fees are among the lowest student fees in the country.

Flow-Through Funding
Based on previous student referendums, the SU continues to collect and disburse fees to organizations such as NUTV, The Gauntlet, Student Legal Assistance, and CJSW, based on submission and acceptance of their annual reports. The SU also collects a Library Assistance Fee to fund an endowment for the annual purchase of student learning materials. Elected members of the SU sit on the committee that identifies the student resources that the library may purchase.

The SU administers a fee on behalf of the Refugee Student Program. Students also contribute a small fee to both the Committee of 10,000 as well as SU Volunteer Services which helps subsidize volunteer operations such as the Campus Food Bank.

The SU only levies student fees in response to approved referendum questions, where undergraduate students vote in favour of establishing a particular fee.

Optional Fees
Students also may opt out of the SU Health and Dental Plan fee which provides students with a comprehensive set of health insurance benefits, supplementary to any provincial health care plan. Students can pay an optional Student Peer Assistance Bursary fee which creates bursaries for students in proven financial need.
Fees and Levies – A Breakdown of what You Pay

Full-time undergraduate students (except Medicine and Co-op/Intern) pay $55.50 per semester in SU fees and levies. The following is a fee breakdown for Fall/Winter sessions:

<table>
<thead>
<tr>
<th>Title of Fee</th>
<th>Full-time Fee</th>
<th>Part-time Fee</th>
<th>Approval Date</th>
<th>Fee Amended by</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SU General Fee</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SU General (Operating/Capital and Expansion) Fee</td>
<td>$32.50</td>
<td>$14.50</td>
<td>Mar-94</td>
<td>Students' Union</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Mar-96</td>
<td></td>
</tr>
<tr>
<td>Subsidizes the operating and capital costs of the Students’ Union</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>ANCILLARY FEES</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Library Assistance Fee</td>
<td>$3.75</td>
<td>$2.00</td>
<td>4-Feb</td>
<td>Students Union</td>
</tr>
<tr>
<td>Contributes to an endowed fund that generates an annual amount to allow the library to purchase more resources for students</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Student Legal Assistance Fee</td>
<td>$1.75</td>
<td>$1.75</td>
<td>1-Mar</td>
<td>Student Legal Assistance Society (Calgary)</td>
</tr>
<tr>
<td>Contributes to the funding necessary to provide free legal services to students</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Refugee Student Program Fee</td>
<td>$2.25</td>
<td>$1.00</td>
<td>10-Mar</td>
<td>Refugee Student Board</td>
</tr>
<tr>
<td>Sponsors a refugee student to attend at UofC each year</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>OPERATIONAL FEES</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CJSW Fee</td>
<td>$5.00</td>
<td>$5.00</td>
<td>7-Feb</td>
<td>UofC Student Radio Society</td>
</tr>
<tr>
<td>Contributes to the funding required to operate the student radio station</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>NUTV Fee</td>
<td>$4.50</td>
<td>$4.25</td>
<td>9-Feb</td>
<td>NUTV Board</td>
</tr>
<tr>
<td>Contributes to the funding required to operate the student television station</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Gauntlet Fee</td>
<td>$4.50</td>
<td>$2.75</td>
<td>8-Feb</td>
<td>Gauntlet Publications Society</td>
</tr>
<tr>
<td>Contributes to the funding required to produce the campus student newspaper</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Volunteer Services Fee</td>
<td>$0.75</td>
<td>$0.50</td>
<td>Mar-91</td>
<td>Students Union</td>
</tr>
<tr>
<td>Subsidizes the cost of providing volunteer programs and services on campus (e.g., Food Bank, etc.)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Committee of 10,000 Fee</td>
<td>$0.50</td>
<td>$0.00</td>
<td>-</td>
<td>Students Union’s Committee of 10,000</td>
</tr>
<tr>
<td>Distributes funding to deserving Calgary community and charitable organizations</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>HEALTH &amp; DENTAL FEES (may opt out with proof of alternative coverage)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Health Plan Fee</td>
<td>$51.50</td>
<td>n/a</td>
<td>Sep-93</td>
<td>Students Union via the Undergraduate Health &amp; Dental Plan Office</td>
</tr>
<tr>
<td>Provides students with a comprehensive set of health insurance benefits supplementary to any provincial health care plan</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dental Plan Fee</td>
<td>$45.00</td>
<td>n/a</td>
<td>Sep-91</td>
<td>Students Union via the Undergraduate Health &amp; Dental Plan Office</td>
</tr>
<tr>
<td>Provides student with dental coverage through a specific network of dental clinics throughout Calgary</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>OPTIONAL FEES</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Student Peer Assistance Fee</td>
<td>$10.00</td>
<td>$7.00</td>
<td>Mar-96</td>
<td></td>
</tr>
<tr>
<td>Creates bursaries for students in proven financial need (an optional fee)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The above table shows fees for full-time and part-time students who attend classes on campus in the fall and winter sessions. Fees assessed in spring/summer, or for medicine, off-campus and co-op students are slightly lower.

The Post-Secondary Learning Act, P-19.5 2003 grants authority to the Students’ Union to collect student fees to fulfill its mandate of representing and serving students. The SU general fee is applied to the capital costs of MacEwan Hall and MacEwan Student Centre, and subsidizes the general operating costs of the Students’ Union.

All current fees were first introduced through a referendum, and voted on by the undergraduate student body.

**U-Pass**

The U-Pass fee is not an SU fee, but is often mistaken for one. The U-Pass program is administered by the university through an agreement with Calgary Transit Authority. The U-Pass program provides full-time undergraduate and graduate students with a special transit pass that entitles them to full access to available transit services for the academic year. Students voted to continue the compulsory U-Pass program in a 2004 referendum. More information on the U-Pass is available at www.ucalgary.ca/UPASS/whatis.

**Operating and Financial Management**

The SU continues to carefully manage the percentage of student fees to total operating revenue without compromising the value of services and programs offered to undergraduate students.

The SU is a forward-thinking organization that is often cited as a role model and leader for student unions in the country. The SU maintains a diversified and balanced range of revenue sources shielding it somewhat from major market fluctuations in industry or business sectors.

The SU’s major revenue source was from MacEwan Conference and Event Centre operations (18.28 percent) followed by a combination of revenue from tenants (16.03 percent), The Den (12.43 percent), concerts (9.02 percent), and retail operations (8.47 percent).

This financial management model enables the SU to create employment opportunities for students, provide a full range of business products, services and events to support student life on campus, support a broad range of student clubs and deliver a range of academic and student life programs at no charge to undergraduate students.

**Extra-Budgetary Approvals**

Section 131(1) of the Students’ Union (SU) Bylaw provides for an approval process related to expenditures that are outside of the SU’s annual budget.

a. Amounts between $0 and $5,000 require approval of the General Manager, with full and timely reporting made to the Operations and Finance Committee;

b. Amounts between $5,001 and $15,000 require the joint
approval of the General Manager and the Operations and Finance Committee, and full and timely reporting made to the SLC;

c. Amounts over $15,000 require the joint recommendation of the General Manager and the Operations and Finance Committee, with SLC approval as outlined in Section 122(d)(vi) of the Union Bylaw.

Extra-budgetary amounts totaling $4,134 were approved by the Operations and Finance Committee for Executives to attend several conferences identified as key learning and knowledge sharing opportunities. Meetings and conferences included the University of British Columbia’s Student Union Development Summit, planning session for the Leaders Hall Founders Round Table (where the SU is a major sponsor), the “Unleash the Noise” conference in Toronto, and travel to Edmonton for the IGNITE Conference. In addition, a $5,000 sponsorship amount was also approved to support the Council of Alberta University Students’ inaugural IGNITE! Conference “A Symposium of Post-Secondary Education in Alberta”. The objective of the IGNITE! Conference was to bring together key stakeholders, including leaders from government, business, and student lobby associations, to identify a common vision for the post-secondary education system in Alberta.

As well, an extra-budgetary amount of $50,000 was approved by SLC for Undergraduate Student Consultation Plan (for the MacHall Redevelopment) in July 2012. This amount was required to launch a comprehensive and thorough, five month consultation process to survey 25 percent of the undergraduate population to ensure that students have input on the future use and cost of a redeveloped MacEwan Student Centre.

This consultation plan aligned with the SU mission and vision and had extensive input from SLC. Tactics included town halls, focus groups, a survey, social media initiatives, and an interactive display.

2012 Operational and Financial Overview

Of the approximately $4.5 million received from student fees, the SU retains just over $1.5 million to support SU administered programs and services. The balance of more than $3 million of fees is either held in reserve for third party organizations that students have voted through a referendum to provide assistance to (e.g., the tri-media group, Student Legal Assistance) or is held in reserve and administered by the Students’ Union for specific purposes (e.g., Library Assistance Fee and Student Health and Dental Plan). The SU employs 47 full-time and 200 part-time employees, with an additional 305 volunteers who assist in many student programs.

The ratio of SU student fee to revenue changes yearly depending on the number of students enrolled in the university, but at 8.6 percent it remains one of the lowest fee-to-service ratios of student organizations in Canada.

Approximately 91 percent of the SU’s total operating revenue for the fiscal year ending June 30, 2012 was produced by the businesses the SU runs on campus:

- MacEwan Conference and Event Centre
- Bound and Copied, the used bookstore/copy centre
- Stör, the convenience store
- The Den and Black Lounge, the popular bar/restaurant/nightclub, and
- MacEwan Hall, the premiere concert venue

2012 SU Revenue Sources

The following chart shows the SU’s primary sources of revenue for the fiscal year ending June 30, 2012.

<table>
<thead>
<tr>
<th>Sources of Total SU Revenue for Fiscal Year ending June 30, 2012</th>
<th>$</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student Fees</td>
<td>$1,516,866.00</td>
<td>8.62</td>
</tr>
<tr>
<td>Fees, Third Party</td>
<td>$3,051,857.00</td>
<td>17.35</td>
</tr>
<tr>
<td>Building &amp; Leasing</td>
<td>$2,820,162.00</td>
<td>16.03</td>
</tr>
<tr>
<td>Retail</td>
<td>$1,489,824.00</td>
<td>8.47</td>
</tr>
<tr>
<td>Den</td>
<td>$2,196,621.00</td>
<td>12.43</td>
</tr>
<tr>
<td>Conference</td>
<td>$3,216,215.00</td>
<td>18.28</td>
</tr>
<tr>
<td>Concerts</td>
<td>$1,586,123.00</td>
<td>9.02</td>
</tr>
<tr>
<td>Food Bank/Donation</td>
<td>$23,860.00</td>
<td>0.14</td>
</tr>
<tr>
<td>Deferred Contribution</td>
<td>$1,576,647.00</td>
<td>8.96</td>
</tr>
<tr>
<td>Locker/Daytimer/other</td>
<td>$124,736.00</td>
<td>0.71</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$17,592,911.00</strong></td>
<td></td>
</tr>
</tbody>
</table>

- Student Fees
- Building & Leasing
- Den
- Concerts
- Deferred Contribution
- Fees, Third Party
- Retail
- Conference
- Food Bank/Donation
- Locker/Daytimer/other
Looking Ahead to the 2013-2014 Budget

The Students’ Union is pleased to report solid financial results year to date, and expects to be in a position where it will meet budget at the close of its fiscal year on June 30, 2013.

The Students’ Union (SU) is one of the most financially stable student associations in Canada. The SU uses revenue from seven different business streams (Stör, Bound and Copied, The Den and Black Lounge, MacEwan Conference and Event Centre, programs, food court leasing and retail leasing) to ensure that student fees do not increase. The budget is always focused on ways to maximize non-student-generated revenues and provide cost relief to students wherever possible. This strong financial position has allowed the SU to offer an extensive list of best-in-class student services not found anywhere else in Canada. The 2013-2014 budget highlights include:

• no increase to student fees
• no increase to health and dental plan fees
• a balanced budget
• capital investment in MacEwan Student Centre

The 70th Students’ Union Executive

Hardave Birk, President

Raphael Jacob, VP External

Scott Weir VP Operations & Finance

Kenya-Jade Pinto, VP Academic

Hayley Wade, VP Student Life