



*The Students' Union, University of Calgary*

# SU Clubs Annual Report

**2016 - 2017**

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## Executive Summary

This report details all major undertakings of Students' Union (SU) Clubs during the 2016/17 academic year.

Registered SU Clubs provide undergraduate students at the University of Calgary the opportunity to engage with their community, their school, and each other. Personal, social, and cultural development results from increased student engagement and involvement in these autonomous organizations that the SU supports through funding, services, and creative initiatives.

## By the Numbers

The majority of data presented in this report is collected from the 2017 SU Clubs Survey and clubs' annual reports<sup>1</sup>. Records of events, active clubs, funding and service requests, and more come from ClubHub, the online club management platform (powered by OrgSync), and also inform findings in this report.

## Clubs by Category

As of May 15, 2017, **343** clubs were considered active. A further 53 clubs did not renew their registration with the SU but remained in our records (should they decide to re-register), bringing the total number of clubs in 2016/17 to **396**. This total number of clubs represents a decrease of **1.2%**, down from 401 in 2015/16.

Out of 78 new club registration requests, **52** new clubs were registered in 2016/17 (or **67%**). This represents a similar amount of new club registrations as last year (51 out of 75 requests in 2015/16, or **68%**). Clubs may register within one of ten categories, the distribution of which is illustrated in Figure 1 (below).

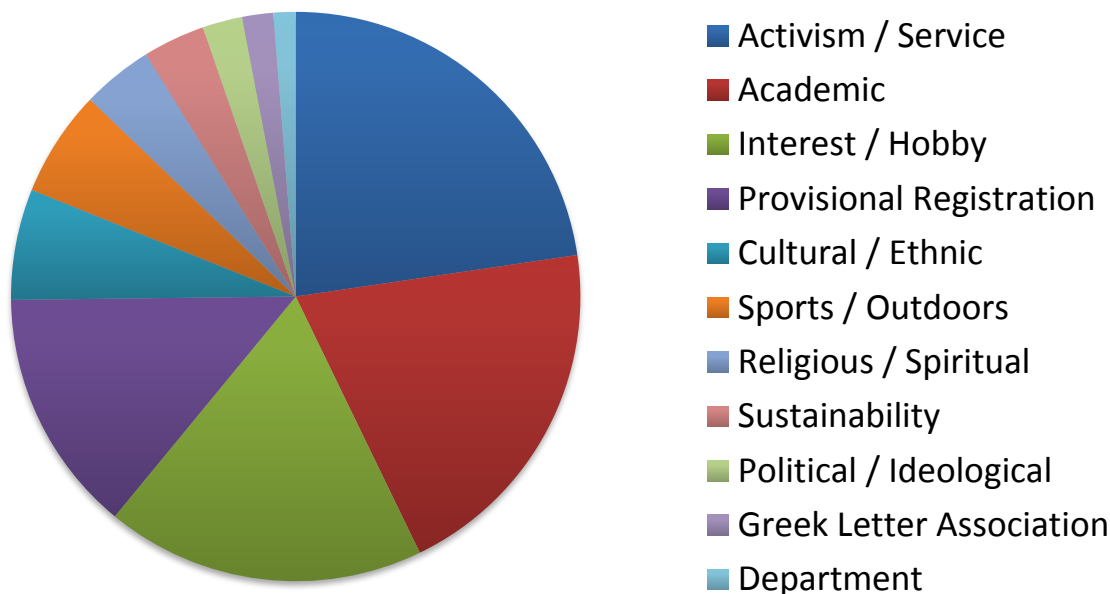


Figure 1: 2016/17 Registered SU Clubs by Category

<sup>1</sup> Annual report data represents 296 total clubs that completed this mandatory requirement by May 15<sup>th</sup>, 2017.

## Membership & Fees

SU Clubs reported a total of **23,379** members in 2016/17, a **1%** decrease from 2015/16 memberships. This apparent decrease may be due to more accurate membership tracking practices. Many students are members of multiple clubs and some clubs have non-student members. In total, **13,454** students are reported to be a member of at least one SU Club; however, this total does not include clubs whose members include entire undergraduate faculty populations. This figure also does not account for clubs that have not yet completed an annual report (60 total). Aggregated annual report data indicates that **76.6%** of clubs (**222**) have fewer than **100** members. Membership distribution is illustrated in Figure 2 (below).

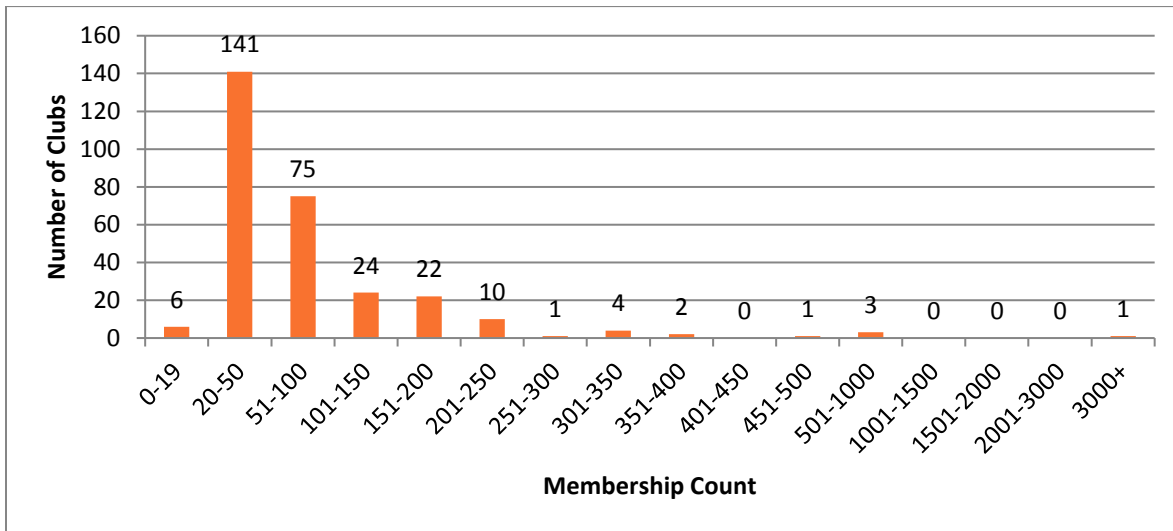


Figure 2: 2016/17 Membership Distribution

In order to establish an operating budget, clubs are encouraged to charge a membership fee which they determine independently. Figure 3 (below) outlines the range of fees charged in 2016/17.

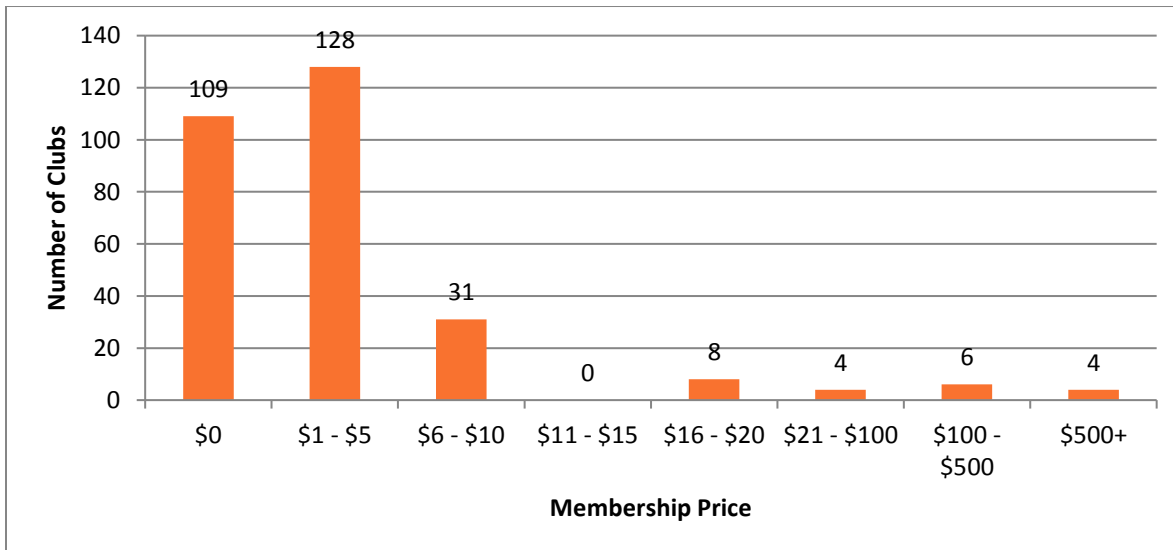


Figure 3: 2016/17 Club Membership Fees

The majority of clubs charge **\$5.00** or less (**80.7%**), with **37.6%** of these being free to join. Outliers include Greek Letter Organizations (GLOs) and other nationally affiliated groups, which collect membership fees based on national chapter regulations. Club fees show no statistically significant correlation between memberships or areas of interest. Rather, larger fees reflect the increased frequency and complexity of events, services, and activities that certain clubs provide for their members.

## Club Events & Spaces

SU Clubs plan, promote, and execute events independently. Event approval is necessary to fulfil the SU's risk management requirements. Figure 4 (below) indicates the increasing frequency of SU Club events from 2012 to present.

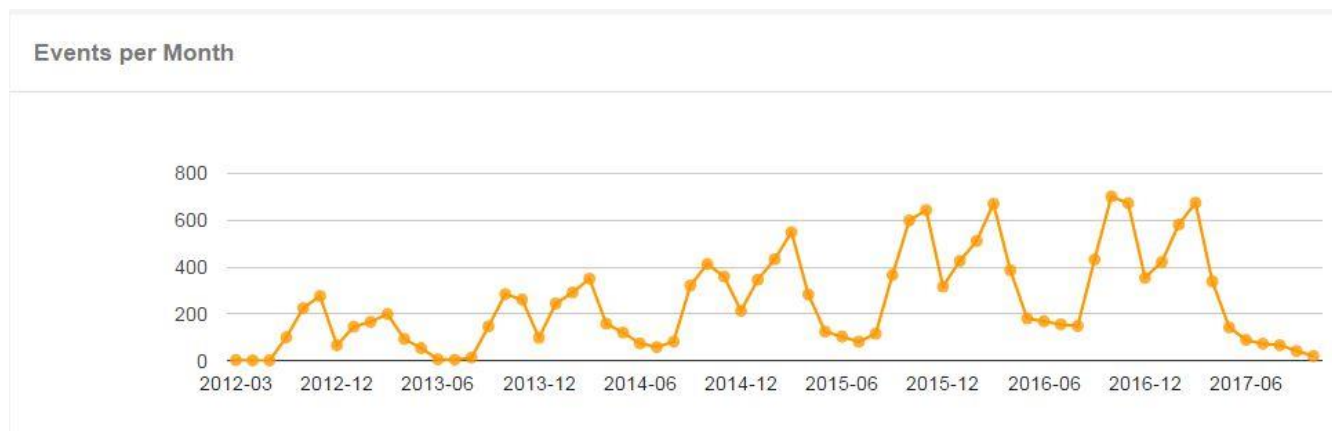


Figure 4: Club Events per Month (2012-2017)

In 2016/17, SU Clubs held **4830** (reported) events. This represents a **11.1%** increase in events from 2015/16 (**4346** reported). Variances in event frequency reflect academic schedules and holidays.

SU Clubs may book conference rooms in MacEwan Conference and Events Centre for their events at reduced or no cost using an online consolidated space booking form. Of the **403** MacEwan Hall room requests using this form, **325** (**80.6%**) were approved. This represents a **31.8%** decrease in MSC space requests from 2015/16, which may be due to improved tracking of available space. Another explanation may be an increase in other on-campus bookings (**325**), of which **98%** were approved. Specific data from 2015/16 regarding other on-campus bookings is unavailable as these bookings are made by the U of C's Conference and Events Management (CEM).

After the loss of the SU's injunction to retain management of MacHall the University of Calgary assumed operational control of MacHall common spaces, including club courtyard and table bookings, on October 17<sup>th</sup>. For a two-week period ending on October 31<sup>st</sup>, clubs were directed to book these spaces through CEM. Communications from the Clubs Office increased in frequency and detail to help clubs direct their booking inquiries properly; however, an estimated 30-40 club bookings required follow-up and re-booking once CEM transferred booking authority back to the Students' Union.

An additional **73** tables in MacEwan Hall were requested, of which **59** (**80.8%**) were approved. This is an increase from the approximate **50%** approval rate of table bookings from 2015/16.

Due to the implementation of the consolidated space booking form, data from Den bookings is available for 2016/17. The Den saw a total of **33** requests through the form with an **90.9%** approval rate. Of these, there were **4** Cabaret reservations which were all approved, and **29** Red Room or other meet and greet reservations.

SU Clubs also have free access to bookable workrooms in the West Clubs Area using an in-house online booking system. In total, over **2900** reservations were made in 2016/17, representing a **37.1%** increase in use since 2015/16.

Overall, **1290** requests were submitted through the form for on-campus spaces, of which **91.6%** were approved. Many of these requests were for multiple days or weekly meetings.

### SU Clubs Budget

In 2016/17, the SU provided funding for clubs in the form of Start-Up Grants (**\$1,562.10**), Food and Beverage reimbursements (**\$8,222.78**), and Special Events Funding (**\$22,868.20**) which includes Last-Minute Funding. SU Clubs events (**\$15,374.13**) included Jr. Exec Workshops, Fall and Winter Clubs Weeks, and the annual Club Awards and Banquet.

Over **\$60,350.00** in special events funding was requested for 70 events in summer, fall, and winter semesters (2016/17) combined. An additional **\$18,768.27** in last-minute funding was requested in 2016/17, of which **\$8,877.43 (47.3%)** was pre-approved. This is a **64%** increase from 2015/16 last minute funding pre-approvals. Overall, there has been a **31%** increase in last-minute and special events funding requested and a **57%** increase in the number of club events requesting SU funding from 2015/16. In total, over **39%** (**\$31,009.70**) of all requested special event and last-minute funds (**55.3%** of requests, a **2%** increase from 2015/16) were pre-approved; however, only **73.2%** (**\$22,695.06**) of this pre-approved amount was claimed for reimbursement.

The Clubs Committee also approved **1** of **1** Charity Grant applications (down from **5** of **7** in 2015/16), providing a free space rental in MacEwan Student Centre for a club hosting a fundraising event (a value of approximately **\$1600.00**).

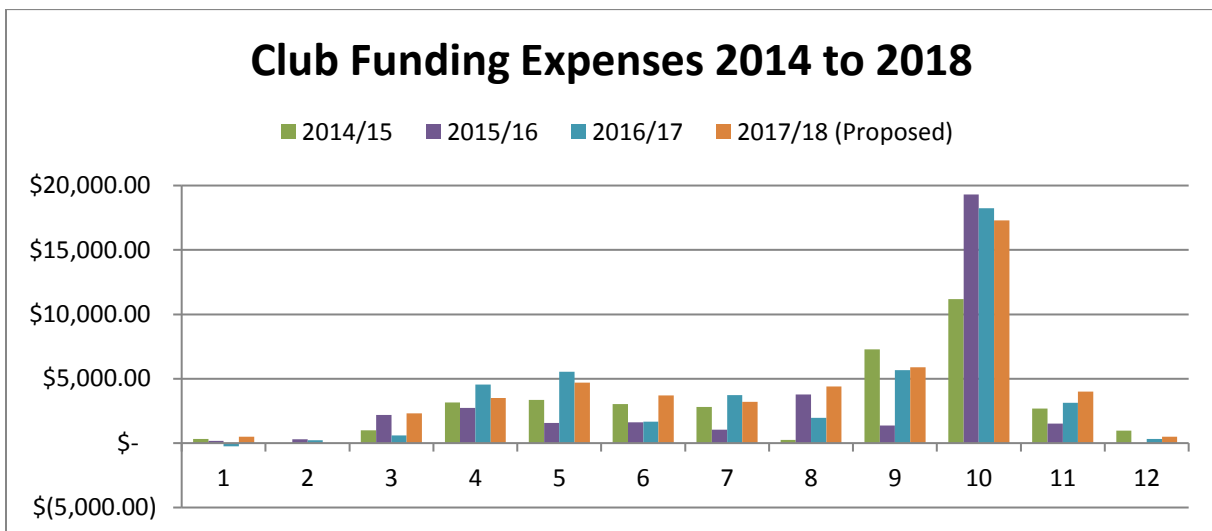


Figure 5: Club Funding and Expenses (2014 – 2018)

Figure 5 (above) indicates the month-to-month historical and projected expenses (2014 to 2018). A total of **54%** of the overall 2016/17 budget was allocated to special events funding, while **29%** was earmarked for SU Clubs special projects, including club awards, the Club Awards Banquet, and Clubs Weeks.

SU Clubs annual expenses total **\$45,427.88** of the total **\$50,000.00** budgeted for 2016/17, resulting in SU Clubs being **\$4,072.12** under budget (as of May 15, 2017). Clubs Committee Special Event Funding pre-approval and club reimbursement processes are always considered in avoiding surpluses and using as much of the budget as possible. Communication strategies will also be reviewed to increase awareness of additional funds and funding options for clubs.

Budgetary anomalies included **\$792.42** in “returned” or “stale” cheques between July and December 2016, which is far below expected historical average of **\$2,300.00** ( $\pm 6.5\%$ ). Stale cheques should no longer be expected in the future because of the implementation of direct deposit for club funding reimbursement in January 2017. Additionally, **\$8,073.94** of “unclaimed” special events funding. This value is slightly higher than 2015/16 (**\$7,130.71**), but still within normal expected historical averages ( $\pm 13.2\%$ ) of previous years’ unclaimed funding. Accounting for this unclaimed funding allowed Clubs Committee to reallocate special events funding and approve funding applications above and beyond the budgeted annual maximums.

## Clubs Committee

The Clubs Committee is a standing committee created by the Students’ Legislative Council (SLC) to oversee the clubs system, make policy suggestions, contribute to the strategic vision of the Students’ Union (SU), advise the Coordinator, Student Organizations (CSO) and SU, and report to SLC on club activities.

### Members

Summer	Fall	Winter
Patrick Ma, VP Student Life (Chair)		
Balraj Brar	Matt Abalos	Matt Abalos
Sagar Grewal	Balraj Brar	Sagar Grewal
Maximillian Hum	Peter Friedrichsen	Jennifer Le
Steven Toor	Sagar Grewal	Carson Reveen
Ryan Wallace	Sam Sirianni	Sam Sirianni
---	Steven Toor	Zareen Tasnim

Figure 6: 2016/17 Clubs Committee Members by Semester

### Major Decisions

- Increased last-minute funding to \$400 (4 weeks’ notice) and added a second deadline for a maximum of \$200 (2 weeks’ notice).
- Approved amendments to the Student Organizations Funding and Services Procedure to process all club reimbursements via direct deposit.

- Participated in Clubs Weeks in fall and winter semesters through the Executive Active Feedback initiative.
- Pre-approved special event funding in summer, fall, and winter semesters.
- Pre-approved last-minute special event funding throughout the academic year.
- Approved 1 Charity Space Grant in the fall semester.
- Selected Eric Lahoda Memorial SU Clubs Scholarship recipients.
- Selected SU Club Awards winners and honorable mentions (except sponsored awards).

## SU Clubs Events and Programs

The SU hosts multiple events to promote involvement in clubs, increase the visibility of clubs on campus, engage and educate club executives, and recognize outstanding club achievements throughout the academic year.

### Clubs Weeks

Representing the largest gatherings of SU Clubs, the Fall and Winter Clubs Weeks continue to be a primary means for clubs to recruit members and promote their activities to the campus community. Both Fall and Winter Clubs Weeks were sponsored by ATB Financial as they were in 2015/16.

Event Dates	Location	Attendees
September 19-23, 2016	MSC North and South Courtyards	225 Clubs
January 16-19, 2017	MSC North and South Courtyards	182 Clubs

Figure 7: 2016/17 Fall and Winter Clubs Week Attendance

Club attendance increased by **25.7%** in the fall and **13.0%** in the winter as compared to the 2015/2016 Clubs Week and Clubs Showcase. Similar to 2015/2016, both Fall and Winter Clubs Weeks were held in MacEwan Student Centre North and South Courtyards. However, this year the set-up was rearranged to allow **10** more tables (**20** more clubs total), resulting in better traffic flow and an improved set-up for SU and sponsor tables. Qualitative data suggests that a Winter Clubs Week would still be successful if held for four days as long as more advertising and promotion was undertaken leading up to the event, and if clubs would be allotted up to three days at a table.

Foothills Campus Club Days were also held on October 6, 2016 and January 12, 2017 to accommodate clubs that could not attend the main campus Clubs Weeks. However, attendance was low with only **3** clubs participating in the fall and **5** in the winter.

### Executive Active Feedback

Intended to replace **Open ClubHouse**, the Executive Active Feedback (Exec AF) initiative was introduced in September 2016 as an effort to increase the visibility of Clubs Committee members (EOs), promote SU Clubs programming, funding, and services, and consult club leaders to better understand the current needs of clubs. Exec AF allows EOs to interact with club executives during the Fall and Winter Clubs Weeks by asking a series of in-person questions about funding, engagement, and leadership.



Data from the 2016/17 clubs survey suggests that clubs see value in connecting with their elected representatives within the SU, with **84%** of clubs reporting that they would benefit from speaking to Clubs Committee members at some point during Clubs Week.

A total of **49** clubs were surveyed by EOs during the Fall Clubs Week and a further **40** clubs were contacted during the Winter Clubs Week. This translates to approximately **22%** of clubs who attended Clubs Week reached in September and January. Questions asked by EOs included topics on awareness of the different types of SU funding available to registered clubs, executive transition plans, and feedback on other SU Clubs programs.

### ClubHub 101

Previously called Survival Seminars, ClubHub 101 sessions act as the primary vehicle for communicating requirements, expectations, and privileges to Registered SU Clubs. These are mandatory in-person information sessions held in September and January.

Event Dates	Location	Attendees
September 26-30, 2016	MSC Conference Rooms (8) & Foothills (2)	274 Clubs
January 24 & 25, 2017	MSC Conference Rooms (4)	34 Clubs

Figure 8: 2016/17 ClubHub 101 Attendance

An additional **2** sessions were held at Foothills Campus in September to accommodate Medical and Veterinary Medical clubs that could not attend main campus sessions. In total, **34** clubs did not attend ClubHub 101 sessions and were placed on Provisional Registration.

Both quantitative and qualitative data from the survey suggested that ClubHub 101 was received better than the 2015/2016 Survival Seminars. Qualitative data from the survey also suggested that clubs would benefit from two types of sessions in the future, one for new club execs to cover ClubHub basics and one for returning execs to go over recent operational updates and more in-depth club management practices using features on ClubHub.

### Club Workshop Series

The Workshop Series intended to rebrand last year's **Jr Exec Workshop Series**, which reportedly did not effectively meet the needs of most clubs. This year, workshops were organized by executive roles rather than by specific topics and were restructured as round-table discussions as opposed to lecture-based presentations. ATB Financial sponsored the winter semester workshop series.

Event Dates	Location	Attendees	# of Clubs Represented
October 13 (VP Events)	Workroom 7	8 Individuals	8 Clubs
November 3 (VP Finance)	Workroom 7	12 Individuals	9 Clubs
November 24 (All-Executive)	Workroom 7	24 Individuals	10 Clubs
February 9 (VP Internal)	Workroom 7	2 Individuals	1 Club
March 2 (VP External)	Workroom 7	9 Individuals	6 Clubs
March 23 (President)	Workroom 7	21 Individuals	15 Clubs

Figure 9: 2016/17 Workshop Series Attendance

Each workshop was held once a year, with a morning and afternoon session. Attendance was relatively poor for many sessions despite free food incentives, with the exception of the All-Executive and President workshops which each had an attendance of over **20** individuals.

Almost half (**44%**) of survey respondents stated that they did not attend any workshops, and **38%** reported having attended one or more workshop(s). Qualitative suggestions primarily focused on increasing awareness of the existence and purpose of this type of event, and continuing the round-table discussion structure.

### Club Awards Banquet

This year marked the **7<sup>th</sup>** annual Club Awards Banquet. The SU and contributing campus sponsors<sup>2</sup> recognized Club success in **14** categories, also awarding **20** honorable mentions. A total **125** Club Award nomination forms totaling over **329** individual nominations were submitted in 2016/17.

Award Name	Winner	Honorable Mention
Leadership Award	The Children's Health Advocates in Support of the Alberta Children's Hospital Foundation	Pangaea: Connecting Humanity
Community Service Award	Distress Centre on Campus	Reforming Education on Drugs (RED) & Bear Necessities
Quality of Education Award	Accounting Students' Association	Neuroscience Students' Association & University of Calgary Student Chapter of the Institute of Transportation Engineers
Innovation Award	Origami-Aid	Project90 & Technology, Engineering and Science Leadership Activities
Student Life Award	Indian Students' Association	Engineering Students' Society
Sustainability Award*	Students Against Domestic Abuse Association	Bike Root & Aquaponics Club
Alumni Engagement Award*	Society of Undergraduates in Economics	Faculty of Arts Students' Association & Indian Students' Association
First Year Engagement Award*	Faculty of Arts Students' Association	- - -
Campus Pride Award*	Model United Nations Team	- - -
Advocacy Award	Shakespeare & Company Literary Association	Distress Centre on Campus & Oneball UCalgary
Collaboration Award	Bike Root	Hope 2 Opportunity
Longevity, Ongoing Vitality, and Engagement	Muslim Students' Association	Consent Awareness and Sexual Education Club & Students Against Domestic Abuse Association
Best New Club Award	Emerging Leaders for Solar Energy	3 Things UCalgary & Nachda Punjab Bhangra Association
Club of the Year Award	Mental Health Awareness	Muslim Students' Association

Figure 10: 2016/17 SU Club Award Winners and Honorable Mentions

<sup>2</sup> Winners and honorable mentions of awards marked with an asterisk were decided by award sponsors.

The **Eric Lahoda Memorial SU Clubs Scholarship** recognizes **10** outstanding club members annually for their contributions to student life on campus. A total of **52** applications were submitted. This scholarship is made possible by an SU Quality Money grant that expired in 2016. A successful \$100,000 Quality Money application was made in 2016 to extend this scholarship through 2026.

2016/17 Eric Lahoda Memorial SU Clubs Scholarship Recipients	
Mariam Bello	Jennifer Le
Samuel Geisterfer	Sarah (Suhyeon) Park
Tina Guo	Bareerah Rab
Sophie Hu	Alice (Rouchan) Zhang
Maximillian Hum	Laura Fader

Figure 11: 2016/17 Eric Lahoda Memorial SU Clubs Scholarship Recipients

Both the Club Awards and Scholarships were announced at the Club Awards Banquet, held on April 5<sup>th</sup>, 2017. The banquet was held in MacEwan Ballroom. Attendance rates (**179** out of **200** RSVPs, or **89.5%**) increased **5%** from last year. Expenses for this event, including monetary club awards, were **\$13,809.77**, a total of **\$190.23** under budget.

## Projects

SU Clubs are a diverse and evolving community of organizations managed and supported by students, staff, and executives. In order to match the dynamic needs of these groups, improvements in communications, online resources, and clubs policy were recommended. The following projects were undertaken in 2016/17 to improve sustainability, transparency, and ease of access to clubs' administrative affairs for students and staff alike.

### ClubHub & Website Updates

**ClubHub** has aided in sustainably streamlining and centralizing club operations and administration. Its use has allowed for increased administrative oversight, better access to funding and services, and improved resource management. Over **82%** of clubs indicate that using ClubHub has been a benefit to their organization. Streamlining internal **ClubHub** portals and public **website** layouts has enhanced accessibility and improved awareness among current and prospective club members, as well as within the campus community and beyond. The following list outlines specific ClubHub and website updates that were made in 2016/17.

- The previous consolidated space booking form has been incorporated into the event request form, removing the need for two separate forms.
- A new consolidated funding form was introduced in July 2016 to integrate Special Events, Last-Minute, Food and Drink, and Start-Up funding into one form.
- **Positions** have been added as a feature on ClubHub to track who holds executive roles on club portals.
- **Posters and Advertising** information has been added to the **Clubs Manual** drop-down menu for easy navigation.
- **ClubsNews** formatting has changed to include large picture headers.
- A **ClubsNews** archive has been created for older posts to clean up the home page. There are now no more than 4 news posts visible on the home page at any one time.

Of the **50** individuals who responded in the clubs survey, **38%** indicated that the clubs website was the *most effective* means of finding information about the clubs system, showing no significant change from last year. The online clubs system will continue to be improved through streamlining forms and processes in the upcoming year.

## Club Spotlight

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**Club Spotlight** was introduced by the Vice President Student Life (VPSL) in September 2016. This program aims to reward clubs for putting on events that are: unique and engaging, free and open for all students, and that improve overall campus culture. When submitting events on ClubHub, clubs may request to have their event tagged as a spotlight event, but it is ultimately the CSO and Assistant, Student Organizations (ASO) that assigned spotlight tags when approving events based on the criteria discussed above. Spotlight winners were chosen from a random draw every month.

All **\$700.00** allotted from the 2016/17 VPSL Special Projects budget was used to monetarily reward **7** clubs throughout the year, each with **\$100.00** payments.

In the 2016/17 clubs survey, **92%** of respondents reported that they would like SU Clubs to promote their club's spotlight events over social media.

## Social Media

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SU Clubs continues to establish and enhance a social media presence on **Twitter** and **Facebook** and providing opportunities for club executives to integrate these external platforms with our existing digital infrastructure. Currently, **@SUUofCCLubs on Twitter** has **317** followers (a **55%** increase since 2015/16) and reaches an average of 290 people per tweet. **Facebook.com/SUUofCCLubs** has **375** likes (a **73%** increase since 2015/16) and an average audience reach of 1000 people per week. Over **77%** of survey respondents thought the SU should continue to use social media to inform clubs of events, deadlines, and important information.

## How-To Video Series

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Exploring the feasibility of online video tutorials to educate new clubs and new executives on usability features on **ClubHub** was a goal for 2016/17. The CSO and ASO worked together to draft scripts for **8 How-To** topics including adding portal admins, creating an event, space booking, positions, and more.

Several screen-capture softwares were tested and several draft videos were created, establishing proof of concept. CJSW was contacted to assist with voice-over recording. The process of producing these videos is ongoing and will continue to be a project for 2017/18 as time permits.

## Jr Executive Program

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The **Jr Executive Program** was established in 2015/16 aimed at recruiting engaged students, facilitating club executive transition, and raising awareness of services offered to clubs by the SU. This year, **94** clubs officially participated in the program, a decrease of **30.9%** since last year.

Over **60%** of individuals reported that they do not participate in the Jr Exec Program on the clubs survey, and a further **8%** stated that their methods attempted to implement the program failed. Improvement of the program's format, promotion, and involvement will be needed to see the program's success.

## Looking Forward: Goals for 2017/18

Research and development of **OrgSync**'s potential uses for SU Clubs is ongoing. Survey responses indicate that more advertising, education, and streamlining would improve the user-friendliness of this software.

- **Form streamlining** will continue throughout the summer of 2017 and will include an analysis of the effectiveness of this practice.
- Ongoing efforts to integrate the Central Authentication Service (**CAS**) login feature will be pursued.
- The **Positions** feature will be explored and evaluated for effectiveness and practicality alongside existing registration options.
- Additional online educational and informational resources will be explored, including **executive training** and **transition materials**.

The SU's contract with OrgSync is up for renewal in 2017/18. Online club management platforms continue to improve ease of access for students and staff, and options to continue using CampusLabs products will be explored.

Collaborative digital marketing strategies with the **SU**, the **Leadership and Student Engagement Office**, and the **Centre for International Students and Study Abroad** were marginally more successful than in 2015/16. Efforts to better engage first-year and international students, as well as collaboration opportunities with **UCalgary Alumni** and the **Office of Sustainability**, will continue to be explored thoroughly. Club events, including Clubs Weeks and Workshops, will be more widely advertised both digitally and through traditional methods.

Our ongoing goals include increasing awareness of SU Clubs events and resources, including increasing the visibility of the CSO as a go-to resource for club information and diversifying the role of Clubs Committee in resource development and strategic vision for clubs management.

- **Executive Workshops** will be reviewed for effectiveness, both form and content.
- The **Jr Executive Program** format and promotion will be reviewed for effectiveness.
- Application of online **video tutorials** will continue to be explored in order to educating new clubs, new executives, etc.
- Adding a more advanced session along with **ClubHub 101** (possibly called **ClubHub 201**) will be explored.
- **Clubs Committee** member roles and expectations will be discussed with the 75<sup>th</sup> SLC to improve quality of student engagement and feedback.

## find

With over 300 clubs, there's  
one for you!

## join

Get involved, meet friends,  
enhance your experience!

## lead

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start your own today!



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