



The Students' Union, University of Calgary

SU Clubs Annual Report

2017 - 2018

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Table of Contents

Executive Summary.....3

By the Numbers3

Clubs by Category.....3

Membership & Fees4

Club Events & Spaces.....5

SU Clubs Budget6

Clubs Committee7

Members7

Major Decisions and Recommendations7

SU Clubs Events and Programs8

Clubs Weeks.....8

Executive Active Feedback.....8

ClubHub 101 and 2019

Club Workshop Series.....9

Club Awards Banquet.....10

Projects12

Special Event Funding Form and Rubric12

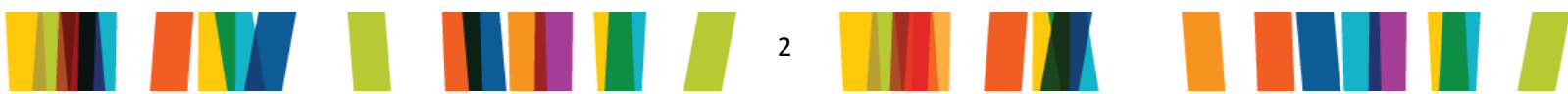
ClubHub & Website Updates12

Club Spotlight.....13

Social Media.....13

Jr Executive Program13

Looking Forward: Goals for 2018/19.....14



Executive Summary

This report details all major undertakings of Students' Union (SU) Clubs during the 2017/18 academic year.

Registered Student Organizations (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 2018 SU Clubs Survey and clubs' annual reports¹. Records of events, active clubs, funding and service requests, and more come from ClubHub, the online club management platform (powered by OrgSync), which also inform findings in this report.

Clubs by Category

As of May 10, 2018, **352** clubs were considered active. A further 50 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 2017/18 to **402**. This total number of clubs represents an increase of **1.5%**, up from 396 in 2016/17.

Out of 72 new club registration requests, **41** new clubs were registered in 2017/18 (or **57%**). This represents a decrease in the amount of new club registrations as last year (52 out of 78 requests in 2015/16, or **67%**). Clubs may register within one of ten categories, the distribution of which is illustrated in Figure 1 (below).

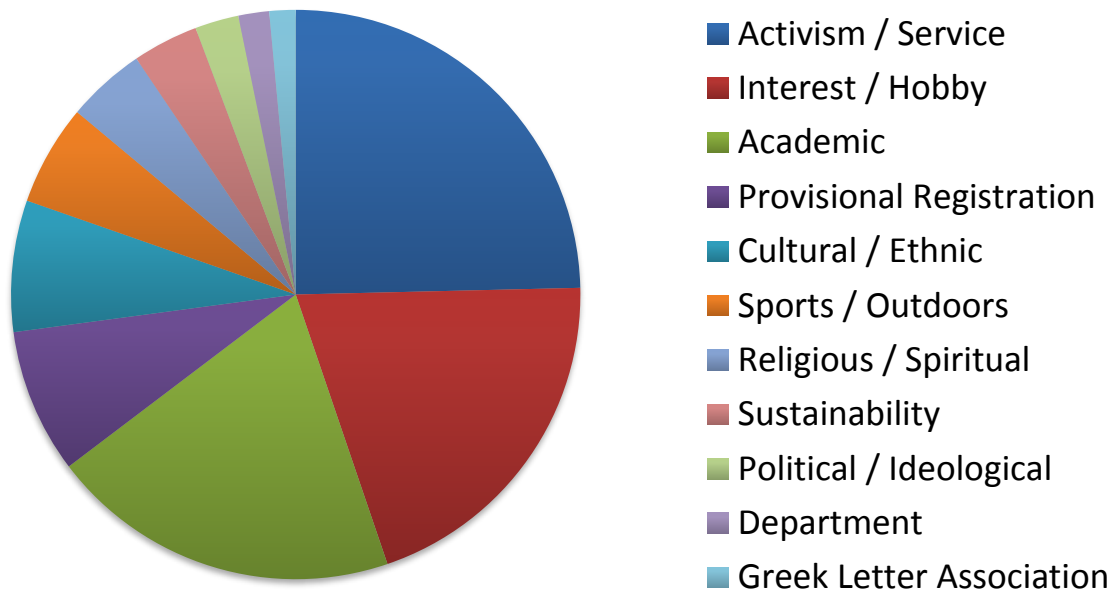


Figure 1: 2017/18 Registered SU Clubs by Category

¹ Annual report data represents 303 total clubs that completed this mandatory requirement by May 10th, 2018.

Membership & Fees

SU Clubs reported a total of **25,673** members in 2017/18, a **9.8%** increase from 2016/17 memberships. This apparent increase may be due to more involvement from students in clubs or better membership tracking. Many students are members of multiple clubs and some clubs have non-student members. In total, **15,257** students are reported to be a member of at least one SU Club (a **13.4%** increase from 2016/17); however, this total does not include clubs whose members include entire undergraduate faculty populations. This increase may be attributed to reviewing data from a larger amount of completed Annual Reports (296 on the 2016/17 Clubs Report and 303 on this Clubs Report). This figure also does not account for clubs that have not yet completed an annual report (62 total). Aggregated annual report data indicates that **73.8%** of clubs (**222**) have fewer than **100** members. Membership distribution is illustrated in Figure 2 (below).

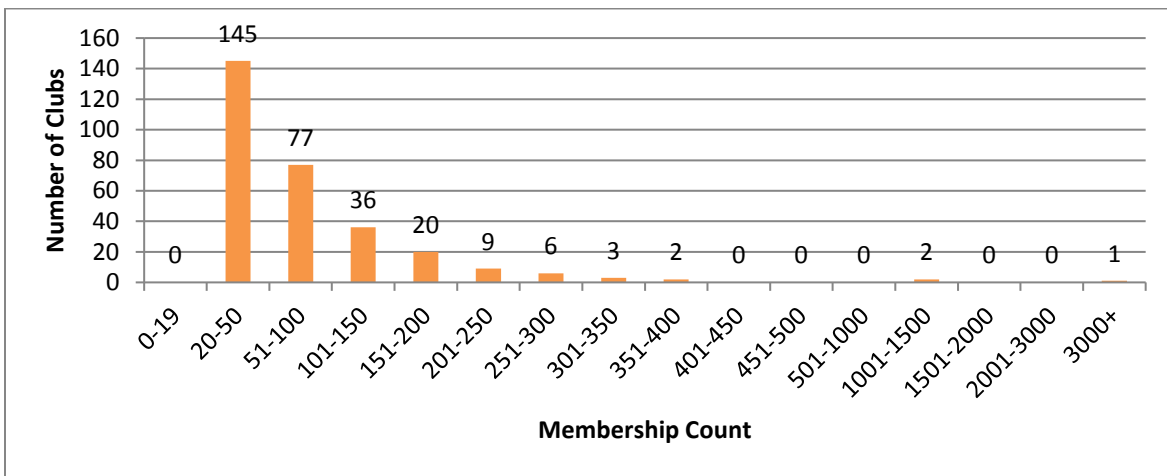


Figure 2: 2017/18 Membership Distribution

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 2017/18.

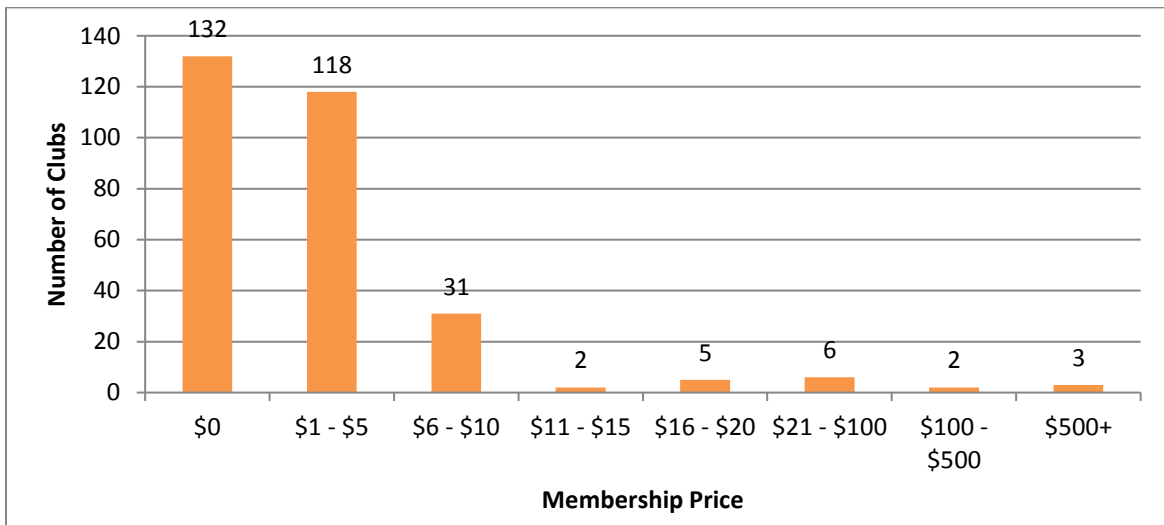


Figure 3: 2017/18 Club Membership Fees

The majority of clubs charge **\$5.00** or less (**83.6%**), with **44.1%** being free to join. Most clubs had a free membership in 2017/18, while in 2016/17 most clubs charged between \$1-\$5 for membership. 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. All club events are submitted and reviewed via an event request form on ClubHub. Figure 4 (below) indicates the increasing frequency of SU Club events from 2012 to present.

Events per Month

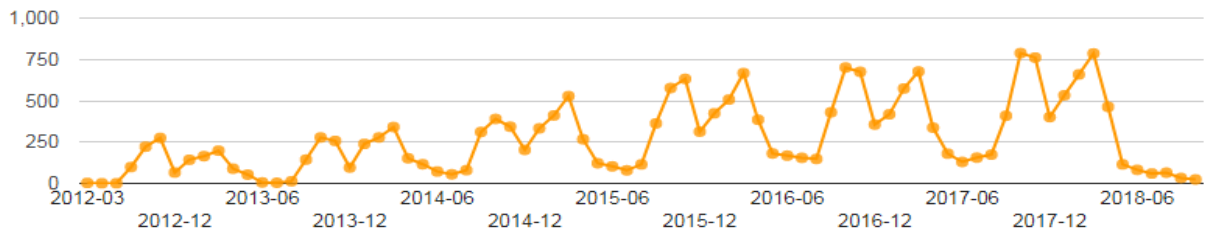


Figure 4: Club Events per Month (2012-2018)

In 2017/18, SU Clubs held **5431** (reported) events. This represents a **12.4%** increase in events from 2016/17 (**4830** reported). Variances in event frequency reflect academic schedules and holidays.

Overall, **1707** requests were submitted through the form for on-campus spaces (up from **1290** in 2016/17), of which **90.4%** were approved. Some of these requests were for multiple days or weekly meetings.

SU Clubs may book conference rooms in MacEwan Conference and Events Centre (MCEC) for their events at reduced or no cost using an online consolidated space booking form. Of the **474** MacEwan Hall room requests using this form, **349** (**73.6%**) were approved, up from **325** last year. This represents a **17.6%** increase in MCEC space requests from 2016/17 but a lower approval rate (down from **80.6%** in 2016/17), which may be due to limited booking space. An additional **65** tables in MacEwan Hall were requested, of which **45** (**69.2%**) were approved. This is a decrease from the approximate **80%** approval rate of table bookings from 2016/17.

On-campus classroom bookings increased by **55.9%** (up to **505** from **324** in 2016/17) while other UCalgary venues including TFDL, bake sale tables, Scurfield Hall, and more saw a **35.9%** increase (up **424** from **312** in 2016/17). These increases may be attributed to clubs’ increased knowledge of event space available on campus. Approval of these events on ClubHub is done by the CSO and remains high at **98.8%** (compared to **98.7%** in 2016/17); however event space is finalized by UCalgary’s Conference and Events Management (CEM) staff and other venue managers so specific data on how many classrooms and other UCalgary spaces were booked is unavailable.

The Den saw a total of **59** requests through the form with an **88.1%** approval rate. This is a **78.8%** increase in Den requests. Of the approved requests, there were **6** Cabaret reservations, and **46** Red Room or other meet and greet reservations. This year saw two major incidents at club Cabarets, causing the hosting clubs to lose booking privileges in both cases. Club Cabaret safety procedures are being reviewed for 2018/19.

SU Clubs also have free access to bookable workrooms in the West Clubs Area using an in-house online booking system. In total, over **3400** reservations were made in 2017/18, representing a **17.2%** increase in use since 2016/17.

SU Clubs Budget

In 2017/18, the SU provided funding for clubs in the form of Start-Up Grants (**\$1,273.18**), Food and Beverage reimbursements (**\$9,648.53**), and Special Events Funding (**\$26,247.86**) which includes Last-Minute Funding. SU Clubs events (**\$14,526.46**) included fall and winter Clubs Weeks, and the annual Club Awards and Banquet.

Over **\$71,840.00** in Special Events Funding was requested for 95 events in summer, fall, and winter semesters (2017/18) combined, of which **\$26,798.73 (37.3%)** was pre-approved. An additional **\$19,108.76** in Last-Minute funding was requested in 2017/18 for 73 events, of which **\$8,848.04 (46.3%)** was pre-approved. This **1.0%** decrease in Last-Minute Funding pre-approvals from last year is due to a limited clubs budget and increased club funding requests. Overall, there has been a **11.2%** increase in Last-Minute and Special Events Funding requested and a **38.2%** increase in the number of club events requesting SU funding from 2017/18. In total, over **39% (\$35,646.77)** of all requested Special Event and Last-Minute funds (**53.0%** of requests, a **2.3%** decrease from 2016/17) were pre-approved. This decrease may be attributed to an overall increase in the number of clubs requesting funding with a budget that is not proportionally increasing to meet rising demand. Just over **73.6% (\$26,246.94)**, up from \$22,695.06 in 2016/17) of this pre-approved amount was claimed for reimbursement.

The Clubs Committee also approved **3 of 3** Charity Grant applications (up from **1 of 1** in 2016/17), providing free space rentals in MacEwan Student Centre for clubs hosting a fundraising event.

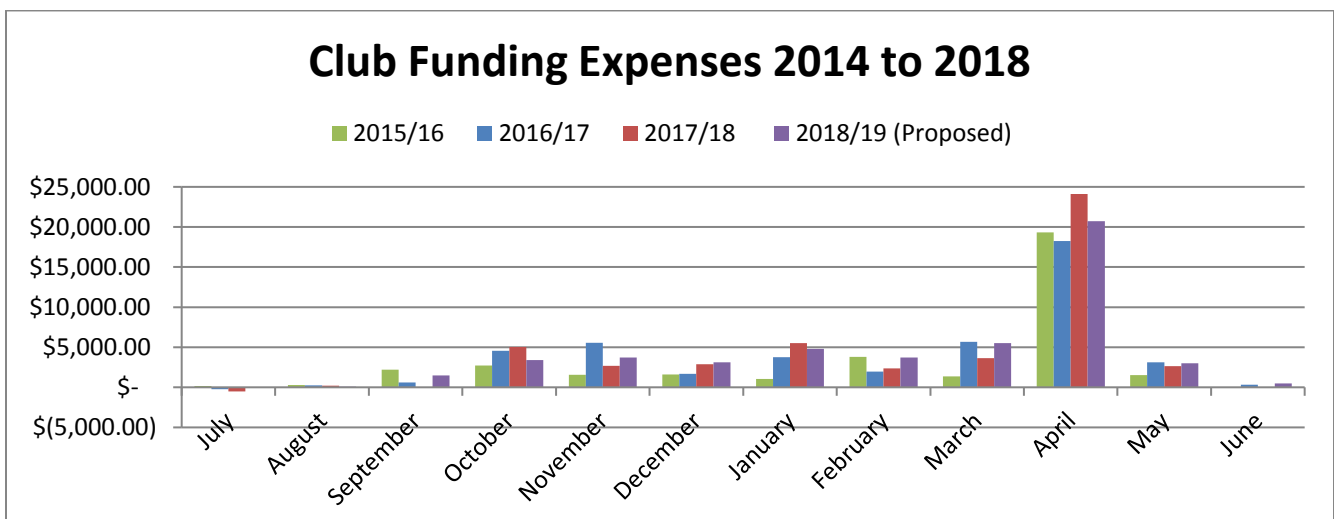


Figure 5: Club Funding and Expenses (2015 – 2019)

Figure 5 (above) indicates the month-to-month historical and projected expenses (2015 to 2019). A total of **52.5%** of the overall 2017/18 budget was allocated to Special Events Funding, while **29.0%** was earmarked for SU Clubs special projects, including club awards, the Club Awards Banquet, and Clubs Weeks.

SU Clubs annual expenses total **\$48,713.62** of the total **\$50,000.00** budgeted for 2017/18, resulting in SU Clubs being **\$1,286.38** under budget (as of May 10, 2018). The budget is projected to go over by the fiscal year-end. This overage was approved by the General Manager thanks to an ATB Financial \$1,500.00 sponsorship that was offered in mid-March. 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.

There was **\$8,337.58** of “unclaimed” Special Events Funding (**23.38%** of pre-approved Special Events Funding) compared to **\$8,073.94** (**25.71%** of pre-approved Special Events Funding) in 2016/17. Accounting for this unclaimed funding allowed Clubs Committee to reallocate Special Events Funding and pre-approve funding applications above and beyond the budgeted annual maximums. Communication strategies will also be reviewed to increase awareness of pre-approved funds to bring the unclaimed rate down further.

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
Hilary Jahelka, VP Student Life (Chair)		
Chinmoy Ayachit	Chinmoy Ayachit	Kevin Dang
Gurleen Brar	Kevin Dang	Nabila Farid
Kevin Dang	Nabila Farid	Sagar Grewal
Omer Mansoor	Sagar Grewal	Megan Leung
Sarah Park	Kayla Huggard	Omer Mansoor
---	Omer Mansoor	Sarah Park

Figure 6: 2017/18 Clubs Committee Members by Semester

Major Decisions and Recommendations

- Pre-approved Special Event Funding in summer, fall, and winter semesters.
- Pre-approved Last-Minute Funding throughout the academic year.
- Approved 3 Charity Space Grant in the fall and winter semesters.
- Selected Eric Lahoda Memorial SU Clubs Scholarship recipients.
- Selected SU Club Awards winners and honorable mentions (except sponsored awards).
- Participated in fall and winter Clubs Weeks through the Executive Active Feedback initiative.
- Explore the possibility of moving approval authority for Charity Grants to the Operations & Finance Committee within the established parameters of the SU Partnership Program.

- Explore possibility of including student(s) at large on the Clubs Committee (this was also a 74th Clubs Committee Recommendation).
- Amend rating definitions and clarify scoring on the funding, club awards, and Eric Lahoda scholarship rubrics.

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 2016/17. During the fall and winter Clubs Week, ATB received the South Courtyard stage for one day as opposed to a table for the entire week.

Event Dates	Location	Attendees
September 18-22, 2017	MSC North and South Courtyards	235 Clubs
January 15-18, 2018	MSC North and South Courtyards	171 Clubs

Figure 7: 2017/18 Fall and Winter Clubs Week Attendance

Club attendance increased by **4.4%** in the fall when compared to 2016/17. In the winter, Clubs Week saw a **6.0%** decrease from 2016/17 in number of clubs attending, but an **11.8%** increase in the number of tables booked the winter as compared to the 2016/2017. This is due in part to allowing clubs to request up to 3 days at the winter Clubs Week (last year clubs could request a maximum of 2 days). Consistent with 2016/2017, both fall and winter Clubs Weeks were held in McEwan Student Centre North and South Courtyards.

This year the set-up was rearranged to remove an entire row of tables (**10** club spots) in the North Courtyard at the request of university risk management. The South Courtyard set-up was also adjusted at Facilities and Risk Management’s request to allow space between tables at each corner, allowing traffic to flow to and from the couches in the middle of the courtyard. This set-up for both courtyards worked well, and as a result there were no reports or complaints about lack of space or safety; however, with the management of MacHall returning to the SU in May 2018, risk analysis will be conducted internally and spaces for clubs will be maximized.

Executive Active Feedback

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. In 2016/17 Exec AF involved EOs interacting with club executives by asking a series of in-person questions about funding, engagement, and leadership. This year Exec AF still featured an in-person component where EOs could speak with club executives, but was also modified to

include survey sheets with multiple choice and short answer questions that club executives could answer as per the 74th Club Committee’s suggestions.

Data from the 2017/18 clubs survey suggests that clubs continue to see value in connecting with their elected representatives within the SU, with over **70%** of clubs reporting that they would benefit from speaking to Clubs Committee members at some point during Clubs Week.

A total of **88** surveys were collected during the fall Clubs Week and a further **123** were collected winter Clubs Week. This translates to approximately **52%** of clubs who attended Clubs Week reached in September and January, a significant increase from the **22%** of clubs reached in 2016/17. 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 ClubHub and other SU Clubs programs. An incentive of a \$50.00 MacHall gift card awarded randomly to an individual who completed the Exec AF survey at the end of the winter Clubs Week, and this seemed to increase the amount of responses that were received.

Feedback received from clubs about topics such as Clubs Week and the clubs website helped to inform the Clubs Committee’s end-of-year recommendations and guided several discussions during Clubs Committee meetings.

ClubHub 101 and 201

ClubHub information 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. ClubHub 201 was introduced this year as an alternative option to ClubHub 101 for more advanced or returning club executives. Clubs were still required to send two execs to an info session, but they could choose if they would like to attend ClubHub 101, ClubHub 201, or both. The total number of session were unchanged from 2016/17.

Session	Event Dates	Location	Attendees
FALL ClubHub 101	September 26-28, 2017	MSC Conference Rooms (6) & Foothills (2)	249 Clubs
FALL ClubHub 201	September 29, 2017	MSC Conference Rooms (2)	38 Clubs
WINTER ClubHub 101	January 23, 2018	MSC Conference Rooms (2)	31 Clubs
WINTER ClubHub 201	January 24, 2018	MSC Conference Rooms (2)	12 Clubs

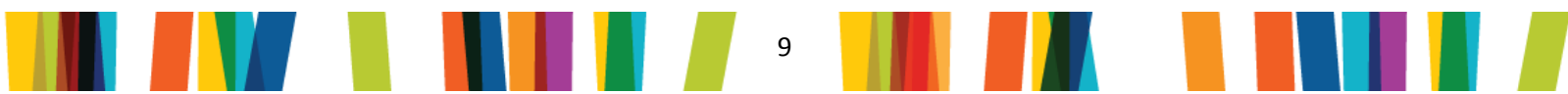
Figure 8: 2017/18 ClubHub 101 and 201 Attendance

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, **19** clubs did not attend ClubHub 101 in September sessions and were placed on Provisional Registration (a decrease from **34** in 2016/17).

On the annual SU Clubs Survey, **81%** of respondents indicated that they either “agreed” or “strongly agreed” that ClubHub 201 should be offered again in the future.

Club Workshop Series

The 2016/17 Workshop Series intended to rebrand the previous **Jr Exec Workshop Series**. Student feedback was positive overall, but also suggested that more frequency and variety of workshops is required to increase value



and boost attendance. This year, workshops were organized by general topics while incorporating recommendations for which execs would benefit from them. Workshops were structured as round-table discussions, facilitated by the CSO and held in Workroom 7 (Clubs West area). The sessions cycled through the same set of topics in the fall and winter semesters allowing for execs who missed a fall session to attend again in the winter. While two sessions were held per topic in the fall, one was held per topic in the winter semester to account for lower expected attendance rates.

Topic	Dates	Attendees	# of Clubs Represented
Budgets and Funding	October 4 & 5	9 Individuals	7 Clubs
	January 31	3 Individuals	2 Clubs
Event Planning and Space Booking	October 18 & 19	5 Individuals	5 Clubs
	February 14	4 Individuals	4 Clubs
Communications and Social Media	November 1 & 2	9 Individuals	7 Clubs
	February 28	6 Individuals	4 Clubs
Volunteer Management and Co-Curricular Records	November 15 & 16	10 Individuals	8 Club
	March 14	5 Individuals	4 Clubs
Governance and Mandatory Requirements	November 29 & 30	8 Individuals	5 Clubs
	March 28	6 Individuals	4 Clubs

Figure 9: 2017/18 Workshop Series Attendance

Despite holding more sessions overall, the 2017/18 Workshop Series saw a total of **65** attendees, a **14%** decrease from last year. Almost a quarter (**24%**) of survey respondents stated that they did not know what the Workshop Series was, indicating that a focus on marketing to increase awareness of the workshops is needed.

Qualitative feedback suggested that the workshops were beneficial for attendees, but that having access to workshop material and content at the beginning of the year would help club executives learn more about their roles earlier on. Transferring the workshop content to an online database will be explored for 2018/19.

Club Awards Banquet

This year marked the **8th** annual Club Awards Banquet, which was held in the MacEwan Ballroom. The number of attendees (**174** out of **210** RSVPs, or **82.9%**) decreased **3%** from last year which could be attributed to a last-minute date change from April 4th to April 9th.

Expenses for this event, including monetary club awards, were **\$12,173.33**, a total of **\$673.33** over budget. ATB’s contribution in mid-March allowed the Clubs Budget to go over by \$1,500.00 for the year, with a portion of this coming from additional spending on the banquet itself.

The SU and contributing campus sponsors² recognized Club success in **14** categories, also awarding **15** honorable mentions. A total **158** Club Award nomination forms totaling over **347** individual nominations were submitted in 2017/18, showing respective increases of **26%** and **5%** from 2016/17.

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

Award Name	Winner	Honorable Mention
Leadership	Engineering Students' Society	Mental Health Awareness
Community Service	Heart of the City Piano Program	Bear Necessities
Quality of Education	Petroleum and Energy Society	STEM Fellowship
Innovation	Robogals UCalgary	DeNovo Student Investment Fund
Sustainability	Engineers Without Borders & Emerging Leaders in Solar Energy	UCalgary Fashion Network
Alumni Engagement	Society of Undergraduates in Economics	Own It Institute of Canada
First Year Engagement	Nachda Punjab Bhangra Association	Engineering Students' Society
Campus Pride	Consent Awareness and Sexual Education Club	Humans of UCalgary
Advocacy	ONE UCalgary	Consent Awareness and Sexual Education Club
Collaboration	3 Things UCalgary	UC Baking Club
Student Life	Muslim Students' Association	Indian Students' Association
L.O.V.E.	University of Calgary Sparring Club	Students Against Domestic Abuse Association
Best New Club	Do It Yourself Club	Bouldering Club
Club of the Year	Consent Awareness and Sexual Education Club	Reforming Education on Drugs

Figure 10: 2017/18 SU Club Award Winners and Honorable Mentions

The **Eric Lahoda Memorial SU Clubs Scholarship** recognizes **10** outstanding club members annually for their contributions to student life on campus. A total of **36** applications were submitted, down from **53** applications in 2016/17, indicating that more awareness of the scholarship for SU Club members and executives is needed. Marketing initiatives and collaboration with the University of Calgary scholarship office to increase awareness will be explored in 2018/19.

2016/17 Eric Lahoda Memorial SU Clubs Scholarship Recipients	
Amy Chen	Shelby Montgomery
Melinda Coetzee	Hannah Rahim
Rena Far	Ibrahim Sadiq
Alexandria Hay	Monica Uppal
Richard Lee-Thai	Joel Wong

Figure 11: 2017/18 Eric Lahoda Memorial SU Clubs Scholarship Recipients

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.

Projects

In order to keep up with the evolving needs of SU Clubs, improvements in communications, online resources, and clubs policy were recommended by Clubs Committee and clubs themselves. The following projects were undertaken in 2017/18 to improve sustainability, transparency, and ease of access to clubs' administrative affairs for students and staff alike.

Special Event Funding Form and Rubric

At the recommendation of the 74th Clubs Committee, the Special Event Funding form and scoring rubric were amended for clarity and to encourage more successful applications. The following outlines specific updates that were made in 2017/18:

- **Club Award Category** and **Club Award Fit** sections were added to the form and rubric. This sought to improve the quality of the applications, while providing clubs with information to draw from should they decide to apply for Club Awards later in the year.
- The scoring scale was decreased from 1-5 to 1-4 in an effort to receive a wider range of scores from Clubs Committee on applications. In 2016/17, Clubs Committee consistently scored applications between 15 and 16 out of 20. This year, while Clubs Committee scores had a wider range, they still consistently scored between 13 and 18 out of 22.
- An **Overall Quality** section was added to the scoring rubric to reflect the quality of the application.
- The Budgeting section (Financial Need and Validity of Expenses) weighting was decreased on the scoring rubric. This placed more importance on the scoring of the event itself.
- **"Hints"** were placed throughout the funding form as to what constitutes a higher scoring application to help increase the quality of applications overall.

The 75th Clubs Committee have recommended further revisions to the Special Event Funding form and rubric that will help the scoring process and make the funding form easier for students to navigate. These recommendations will be explored in the summer of 2018.

ClubHub & Website Updates

ClubHub, an online management platform supported by **OrgSync**, 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. In February 2018, the contract between the Students' Union and OrgSync expired and was renegotiated by the Director of Information Technology. A Quality Money grant awarded in 2018 allowed **ClubHub** to migrate to **CampusLabs**, which replaced OrgSync as the primary provider of clubs software. The contract with CampusLabs will support ClubHub until 2023/24.

Of the **70** individuals who responded in the clubs survey, only **23%** indicated that the clubs website was the *most effective* means of finding information about the clubs system, showing a drop from **38%** last year. The clubs website content is set to migrate to a subpage of the SU Website in June 2018. Throughout the migration process, repeated or unnecessary information has been removed to increase user-friendliness and accessibility.

The online clubs system changes will continue to be monitored and improved in the upcoming year through club and SU staff feedback.

Club Spotlight

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 assign spotlight tags when approving events based on the criteria discussed above.

In 2016/17, a total of **7** clubs were chosen as Spotlight winners from a random draw every month and each monetarily rewarded via direct deposit with **\$100.00**. This year, Spotlight winners were drawn randomly bi-weekly and rewarded with **\$50.00** endowments. This totalled **14** clubs, which were all featured in the bi-weekly ClubsNews e-newsletter. A total of **\$700.00**, allotted from the 2017/18 VPSL Special Projects budget, was used for Club Spotlight.

Social Media

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 **380** followers (a **19%** increase since 2016/17) and reaches an average of 310 people per tweet; however, over **64%** of survey respondents stated that Twitter was the *least* effective method of receiving information about the clubs system.

Facebook.com/SUUofCCLubs has **500** likes (a **33%** increase since 2016/17) and an average audience reach of 700 people per week. Over **32%** of survey respondents indicated that they follow the SU Clubs Facebook account, while an additional **13%** indicated that they would follow an Instagram account if one existed. The option to replace the SU Clubs Twitter account with an SU Clubs Instagram account will be explored in 2018/19.

Jr Executive Program

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, **132** clubs officially participated in the program, an increase of over **46%** since last year.

In the summer of 2017, the VPSL and CSO facilitated two Jr Executive Focus Groups (July 26 and August 16) to receive in-person feedback about what changes clubs would like to see within the program. The attendance at the focus groups was poor, with **5** clubs attending overall. Despite this, the focus groups and feedback from clubs in 2016/17 helped to inform a **Jr Executive Guide** that was made this year which outlines a step-by-step timeline for recruiting executives in training.

In the clubs survey, just under half (**49%**) of individuals reported that they either don't want to share their experiences with the Jr Executive Program or do not have time to attend events such as the Jr Executive Focus Groups, while about **6%** of individuals stated they would like to share their feedback in similar events. Feedback

for improving the program was mixed with about equal responses asking for a more rigid structure, and a looser structure overall. In 2018/19, the CSO will continue to work closely with the VPSL to increase the awareness and value of the program to clubs through initiatives such as a Jr Executive award to be presented at the 2019 Club Awards banquet.

Looking Forward: Goals for 2018/19

Online management of SU Clubs will be migrating to CampusLabs' *Engage* software in 2018. Ensuring clubs are aware and prepared for the migration from OrgSync to Engage will be vital to the platform's success. Measuring the impact of the new platform will also be determined through qualitative and quantitative feedback.

- An **information campaign** will continue to be developed between the CSO and the SU Communications team to inform clubs about the new system.
- Additional educational and informational resources will be explored, including **on-demand** information sessions and online resources on the new platform.
- Ongoing efforts to integrate the Central Authentication Service (**CAS**) login feature with Engage will be pursued.
- Feedback will be processed on a continuous basis and changes to the online platform will be made where necessary.

Measuring the usability and effectiveness of the new **clubs website** will also be done throughout 2017/18 to ensure club information is easy to find online.

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 2016/17. 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.

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. Introducing an online component will be explored. This will serve as a bridge between in-person Executive Workshops and the How-To video series (concept originally explored in 2016/17).
- The **Jr Executive Program** format and promotion will be reviewed for effectiveness.
- The **Club Awards** will be reviewed to ensure different types of clubs are eligible to receive recognition. Club Award and Eric Lahoda Memorial Scholarship applications will also be reviewed for effectiveness.
- Increasing the **Clubs Budget** from \$50,000 to \$60,000 in 2018/19 will be explored.
- **Clubs Committee** member roles and expectations will be discussed with the 76th SLC to improve quality of student engagement and feedback.