



*The Students' Union, University of Calgary*

# SU Clubs Annual Report

2018 - 2019

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# Table of Contents

**Executive Summary**..... 3

**By the Numbers** ..... 3

**Clubs by Category**..... 3

**Membership & Fees** ..... 4

**Club Events & Spaces**..... 5

**SU Clubs Budget** ..... 6

**Clubs Committee** ..... 7

**Members** ..... 7

**Major Decisions and Recommendations** ..... 8

**SU Clubs Events and Programs** ..... 8

**Clubs Weeks**..... 8

**Executive Active Feedback**..... 9

**ClubHub 101 and 201** ..... 9

**Club Workshop Series**..... Error! Bookmark not defined.

**Club Awards Banquet** ..... 10

**Projects** ..... 12

**Special Event Funding Form and Rubric** ..... Error! Bookmark not defined.

**ClubHub & Website Updates** ..... 12

**Club Spotlight**..... 13

**Social Media**..... 134

**Jr Executive Program** ..... 144

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



## Executive Summary

This report details all major undertakings of Students' Union (SU) Clubs during the 2018/19 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 data presented in this report is collected from the 2019 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), which also inform findings in this report.

## Clubs by Category

As of May 2019, **356** clubs were considered active. A further 31 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 2019/20 to **413**. This total number of clubs represents an increase of **2.7%**, up from 402 in 2017/18.

Out of **96** new club registration requests, **64** new clubs were registered in 2018/19 (or **66.7%**). This represents an increase in the amount of new club registrations as last year (41 out of 72 requests in 2017/18, or **56.9%**). Clubs may register within one of ten categories, the distribution of which is illustrated in Figure 1 (below).

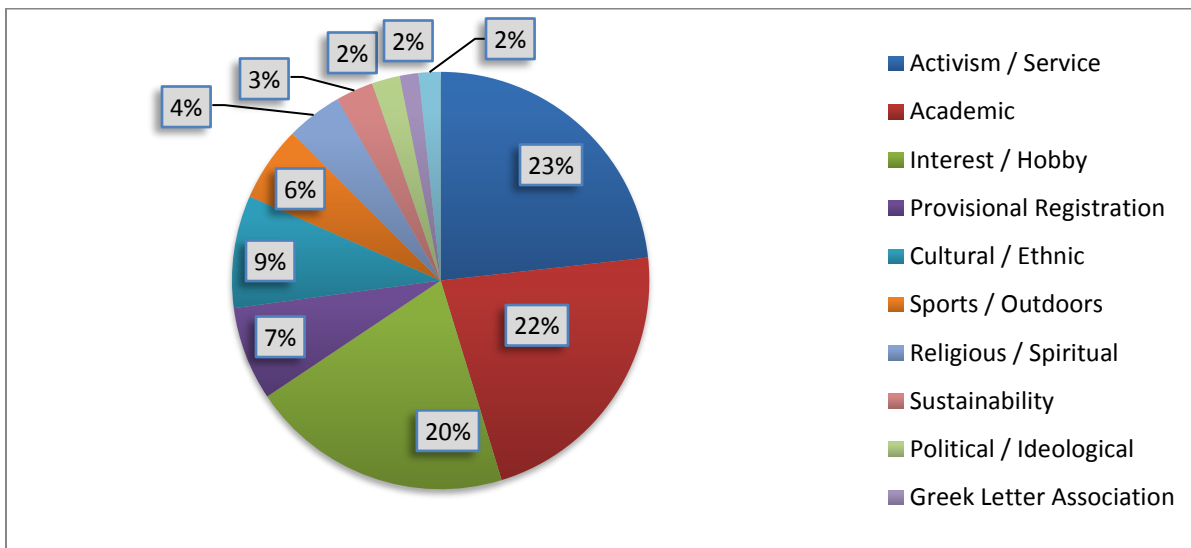


Figure 1: 2018/19 Registered SU Clubs by Category

<sup>1</sup> Annual report data represents 324 total clubs that completed this mandatory requirement by June 9, 2019.

**Membership & Fees**

SU Clubs reported a total of **30,030** members in 2018/19, a **14.5%** increase from 2017/18 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 most clubs have reported non-student members. In total, **15,949** students are reported to be a member of at least one SU Club (a **4.3%** increase from 2017/18); however, this total does not include clubs whose members include entire undergraduate faculty populations. Aggregated annual report data indicates that **73.9%** of clubs (**236**) have fewer than **100** members. Membership distribution is illustrated in Figure 2 (below).

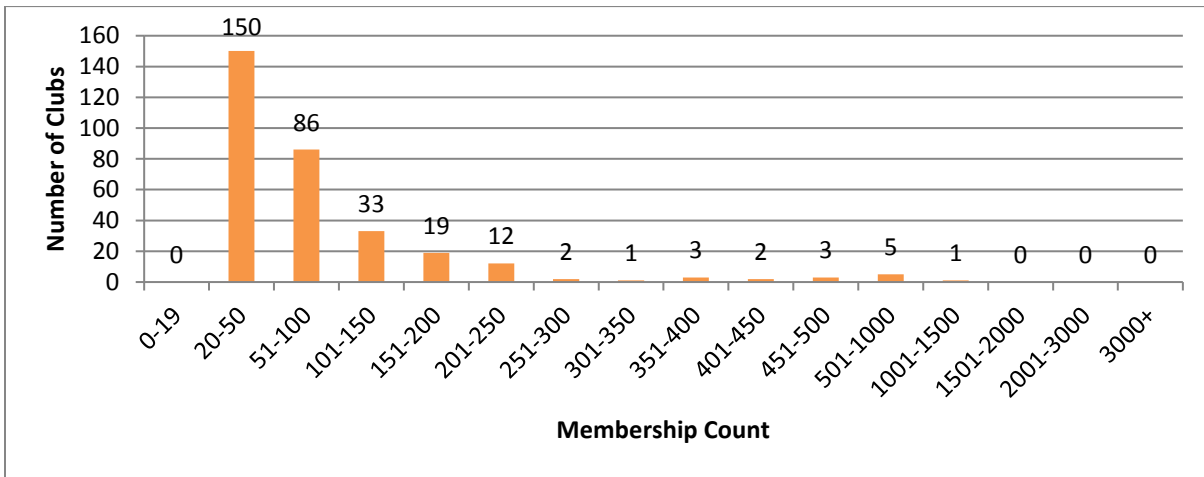


Figure 2: 2018/19 Membership Distribution

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 2018/19.

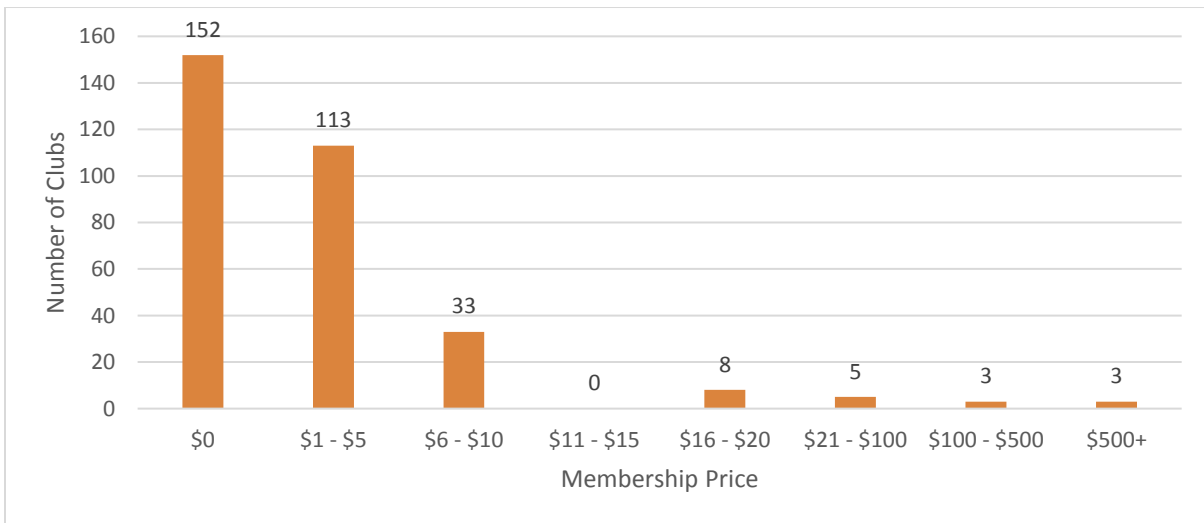


Figure 3: 2018/19 Club Membership Fees

The majority of clubs charge **\$5.00** or less (**83.1%**), with **47.6%** being free to join. Most clubs had a free membership in 2018/19, and this reflects the trend seen in 2017/2018. Outliers include Greek Letter Organizations (GLOs) and other nationally affiliated groups, which collect membership fees based on national chapter regulations. Club fees show no obvious relationship between membership numbers or areas of interest. Rather, larger fees continue to 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.

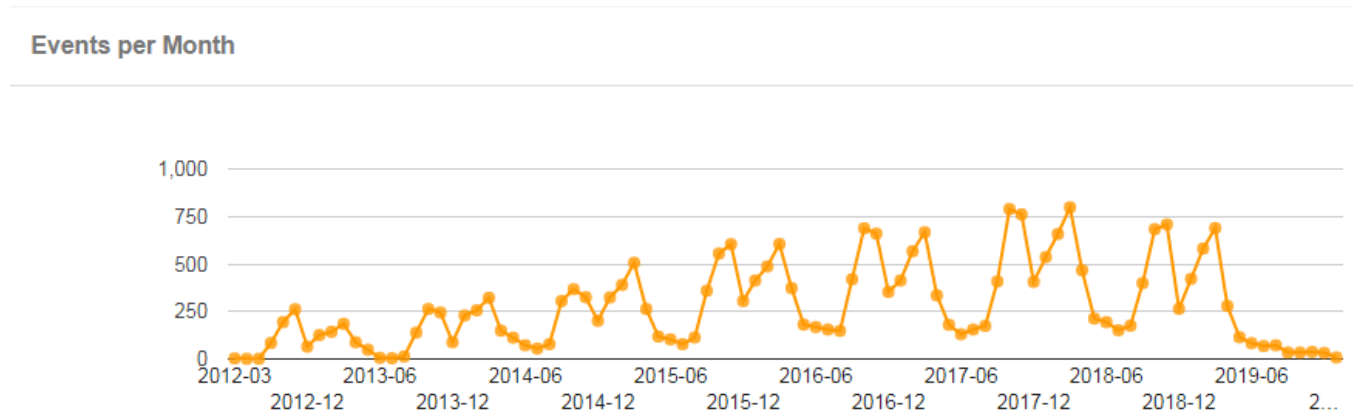


Figure 4: Club Events per Month (2012-2019)

In 2018/19, SU Clubs held **4742** (reported) events. This represents a **12.7%** decrease in events from 2017/18 (**5431** reported). This decrease reflects an almost identical number to 2016/2017 (**4830** reported) and may be evidence of a plateau in club events. Variances in event frequency reflect academic schedules and holidays.

Overall, **1705** requests were submitted through the booking form for on-campus spaces (matching the **1707** in 2017/18), of which **90.9%** 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 this online consolidated space booking form. Of the **371** MacEwan Hall room requests using this form, **305 (82.21%)** were approved, down from **349** last year. This represents a **21.73%** decrease in MCEC space requests from 2018/19 but a higher approval rate (up from **73.6%** in 2017/18), which may be due to limited booking space and an increased understanding of MCEC requirements. An additional **96** tables in MacEwan Hall were requested, of which **54 (56.3%)** were approved. This is a decrease from the approximate **69.2%** approval rate of table bookings and an increase in tables allocated from **45** in 2017/18.

On-campus classroom bookings increased by **14.1%** (up to **588** from **505** in 2017/18) while other UCalgary venues including TFDL, bake sale tables, Scurfield Hall, and others saw a **4.9%** increase (up **446** from **424** in 2017/18). This plateauing of event usage is a sign of a healthy club system and the slight increases may be attributed to clubs’ increased knowledge of event space available on campus and availability of classrooms.

Approval of these events on ClubHub is done by the CSO and ASO and remains high at **98.5%** (compared to **98.8%** in 2017/18); however, the 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 **66** requests through the form with an **84.9%** approval rate. This is a **10.6%** increase in Den requests. Of the approved requests, there were **17** Cabaret reservations, and **39** 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 **4400** reservations were made in 2018/19, representing a **22.7%** increase in use since 2017/18 and a consistent increase since 2016/2017.

### SU Clubs Budget

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In 2018/19, the SU provided funding for clubs in the form of Start-Up grants (**\$649.85**), Food and Beverage reimbursements (**\$7,612.45**), and Special Events Funding (**\$31,778.87**) which includes Last-Minute Funding. Costs associated with the SU’s Clubs program events (**\$14,235.81**) included fall and winter Clubs Weeks, ongoing programming costs, and the annual Club Awards and Banquet.

Over **\$58,970.36** in Special Events Funding was requested for 89 events in summer, fall, and winter semesters (2018/19) combined, of which **\$30,212.84 (52.2%)** was pre-approved. An additional **\$22,568.42** in Last-Minute funding was requested in 2018/19 for 93 events, of which **\$12,024.46 (53.3%)** was pre-approved. This **26.4%** increase in Last-Minute Funding pre-approvals from last year is due to the increased clubs budget allowing us to approve more club funding requests.

There was **\$13,457.94** of “unclaimed” Special Events Funding (**30.7%** of pre-approved Special Events Funding) compared to **\$8,337.58 (23.4%)** of pre-approved Special Events Funding) in 2017/18. 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.

Overall, there has been a **18.1%** increase in Last-Minute and Special Events Funding amounts requested and a **6.3%** decrease in the number of club events requesting SU funding from 2018/19. In total, over **51.8%** (**\$42,237.30 of eligible expenses**) of all requested Special Event and Last-Minute funds (**69.0%** of requests, a **16.0%** increase from 2017/18) were pre-approved. This increase in funds pre-approved may be a result of the club budget increase of \$10,000 as the number of requests remained consistent. Just over **69.2%** (**\$31,382.56**, up from **\$26,246.94** in 2017/18) of this pre-approved amount was claimed for reimbursement. Variances from claims and reimbursement reflect clubs under-claiming or over-claiming eligible expenses.

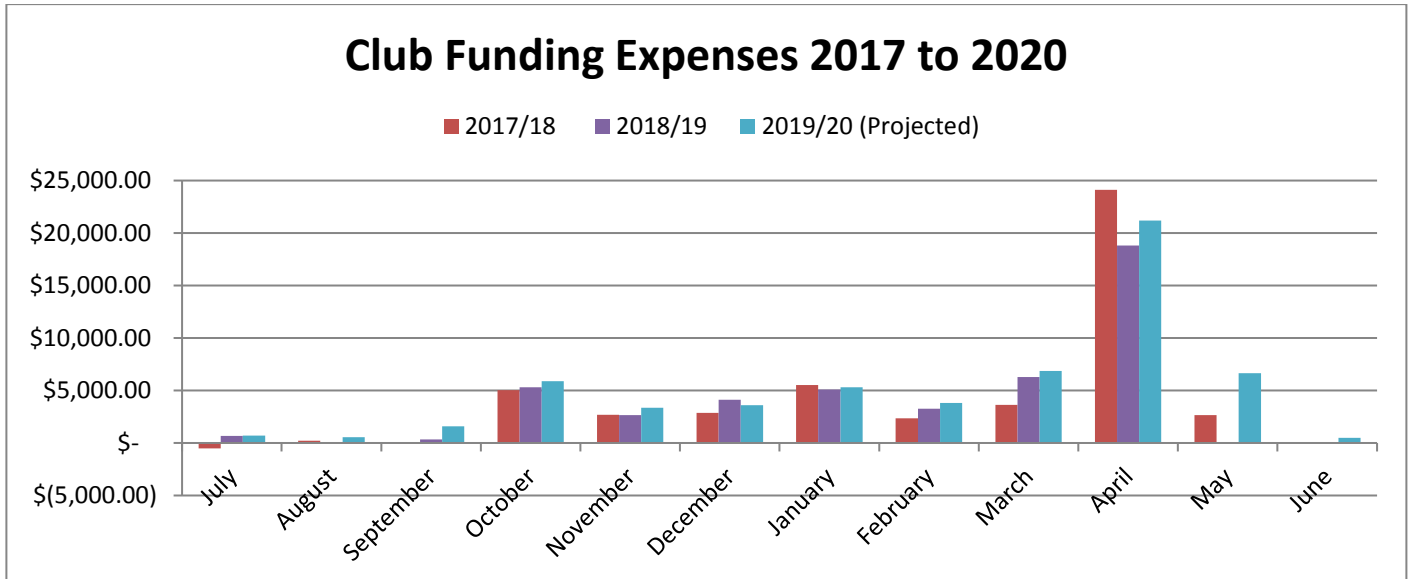


Figure 5: Club Funding and Expenses (2017 – 2020)

Figure 5 (above) indicates the month-to-month historical and projected expenses (2017 to 2020). A total of **52.3%** of the overall 2018/19 budget was allocated to Special Events Funding, while **23.7%** was earmarked for SU Clubs special projects, including club awards, the Club Awards Banquet, and Clubs Weeks.

In total, SU Clubs expenses reached **\$54,276.98** of the **\$60,000.00** budgeted for 2018/19, resulting in a **\$5,127.49** surplus (as of July 9, 2019). This is representative of the budget increase of \$10,000 provided to the club’s budget in 2018. The budget is projected to continue to be used with minimal surplus in 2019-2020. Special Event Funding marketing, pre-approval, and reimbursement processes are currently being reviewed to ensure surpluses are minimized.

## 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
<b>Nabila Farid, VP Student Life (Chair)</b>		
Candace Cho	Candace Cho	Marley Gillies
Marley Gillies	Raquel Jackson	Raquel Jackson
Hyatt Mokhtar	Hyatt Mokhtar	Hyatt Mokhtar
Dana Nasser	Dana Nasser	Megan Leung
Michael Nguyen	Mathieu Chin	Mathieu Chin
Ioana Rontu	-----	Sadiya Nazir

Figure 6: 2018/19 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.
- 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.
- Amend rating definitions and clarify scoring on the funding, club awards, and Eric Lahoda scholarship rubrics.
- Discussed and provided recommendations for the 77<sup>th</sup> Clubs Committee to update the Student Organizations Registration Procedure and Student Organizations Funding and Services Procedure.

### 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 previous years.

Event Dates	Location	Attendees
September 17-21, 2018	MSC North and South Courtyards	244 Clubs
January 15-18, 2018	MSC North and South Courtyards	184 Clubs

Figure 7: 2018/19 Fall and Winter Clubs Week Attendance

Club attendance increased by **3.7%** in the fall when compared to 2017/18. In the winter, Clubs Week saw an **8.6%** increase from 2017/18 in number of clubs attending.

This year, the set-up was rearranged the table allocation to group clubs together by the club categories (interest/hobby, academic, activism/service, etc.) and assigning a colour to each row, allowing attendees of Clubs week to seek out certain areas of the courtyard depending on their interest. This set-up had mixed reviews as some attendees found this helpful, many organizations felt some categories got preferred tables at ideal locations and felt that this allocation approach was unfair. As per figure 1, there is a disproportionate amount of academic, activism/service and interest/hobby as these three categories represent **65%** of the total club population and Clubs that represent a smaller portion of the club population were placed into areas that may have had less foot traffic. Due to this feedback, we intend on moving to the previous allocation format with clubs indicating their preferred table location and distributing them on a first-come-first-served basis.



## 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. This year, Exec AF continued to feature an in-person component where EOs could speak with club executives but also included survey sheets with multiple choice and short answer questions that club executives could answer.

A total of **61** surveys were collected during the fall Clubs Week and a further **84** were collected winter Clubs Week. This translates to approximately **33.9%** of clubs who attended Clubs Week reached in September and January, a decrease from the **52%** of clubs reached in 2017/18. 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 direct deposit awarded randomly to a club that had an executive complete the Exec AF survey at the end of the winter Clubs Week, and this seemed to be well received by respondents.

The 2018/2019 Club Survey had mixed feedback about Clubs Committee communication during Clubs Week, with largest percentage of respondents (**36.8%**) reporting that they did not speak to the Clubs Committee. Overall, there was a decrease of **18.1%** in Exec AF surveys submitted. In order to increase the effectiveness of the EOs connecting with Clubs during Clubs week (as per the 76<sup>th</sup> suggestions) we hope to implement a schedule for the EOs in order to ensure clubs are consistently connecting with the Clubs Committee. We also hope to increase the quality of connection between EOs and clubs by removing the formal survey component and to use the EOs to promote new advisory board initiatives, in hopes that rich feedback will be provided in the advisory board. Specific club awards, and other major deadlines will also be advertised by the committee and short informal guiding questions will be explored as a method to ensure meaningful connection.

## 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 last 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 sessions were increased by 6 in the fall semester and 4 in the winter in order to accommodate more Clubs and their diverse schedules.

Session	Event Dates	Location	Attendees
<b>FALL ClubHub 101 &amp; 201</b>	September 11-13, 24-28 2018	MSC Conference Rooms (14) & Foothills (2)	306 Clubs
<b>WINTER ClubHub 101 &amp; 201</b>	January 15-17 & 24 2019	MSC Conference Rooms (8)	62 Clubs

Figure 8: 2018/19 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, **45** clubs did not attend ClubHub 101 or 201 in September sessions and were placed on Provisional Registration (an increase from **19** in 2017/18).

On the annual SU Clubs Survey, **52.3%** of respondents indicated that they either “agreed” or “strongly agreed” that ClubHub 201 should be offered again in the future and **37.8%** of respondents were “neutral.” Due to the mixed review and to accommodate the ClubHub migration from Orgsync to Engage, ClubHub 201 will not be offered in Fall 2019. Due to considerable changes to ClubHub 101 to accommodate the new Engage platform, ClubHub 201 will be re-assessed for Winter 2020 after feedback has been received from the new ClubHub 101 with Engage.

### Club Awards Banquet

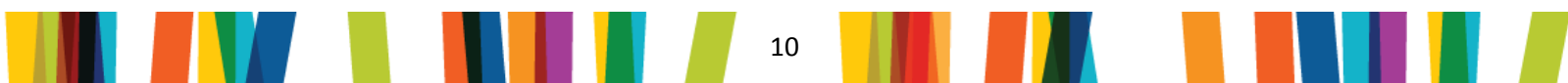
This year marked the **9<sup>th</sup>** annual Club Awards Banquet, which was held in the MacEwan Ballroom. The number of attendees (**155** out of **197** RSVPs, or **78.7%**) decreased by **4.2%** from last year and total attendance was down by **12.3%**. This reflects a consistent decrease in attendance for the Club Awards Banquet. Despite this, changing the format from formal banquet to reception style was well received by attendees. In order to combat this decrease in attendance, efforts to continue to re-envision and market this event will be a priority for the 2019/2020 year. This will include a new name to reflect the new format and as per suggestions from the 76<sup>th</sup> Clubs Committee, a focus on celebrating all clubs and not only those who have received awards.

Expenses for this event, including monetary club awards, were **\$12,067.24**, a total of **\$932.76** under budget. This surplus was due to a decrease in food served at the event as a result of fewer attendees than anticipated.

The SU and contributing campus sponsors<sup>2</sup> recognized Club success in **14** categories, also awarding **12** honorable mentions. A total **106** Club Award nomination forms totaling over **242** individual nominations were submitted in 2018/19, showing respective decrease of **29.1%** and **30.3%** from 2017/18. The decrease in nominations has inspired us to initiate a new marketing strategy as part of the re-envisioning of this event, including promoting Club Awards throughout the year on Social Media, during both fall and winter Clubs Weeks as part of Exec AF and included in more of our print materials. We anticipate that this concerted marketing effort will address the decrease in Club Award applications. According to the Exec AF survey in 2018/2019, **26.2%** of all respondents reported not being aware of Club Awards, so awareness building and connecting with supporting University offices will be a key priority.

Award Name	Winner	Honorable Mention
Leadership	Debate Society, UofC	Mental Health Awareness
Community Service	Orphan Sponsorship Program	STEM Fellowship
Quality of Education	Women in Science and Engineering	Biology Students' Association
Innovation	By Our Design	Robogals UCalgary
Sustainability	Emerging Leaders in Solar Energy*	-----

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



<b>Alumni Engagement</b>	Faculty of Arts Students' Association*	-----
<b>First Year Engagement</b>	Students Against Domestic Abuse Association*	UC Moot Court Society*
<b>Campus Pride</b>	UCalgary Fashion Network*	Indian Students' Association*
<b>Advocacy</b>	Reforming Education on Drugs	The Mustard Seed, U of C
<b>Collaboration</b>	Do It Yourself Club	Students Against Domestic Abuse Association
<b>Student Life</b>	Indian Students' Association	African-Caribbean Student Association
<b>L.O.V.E.</b>	UNICEF on Campus	Women in Science and Engineering
<b>Best New Club</b>	African-Caribbean Student Association	Autism Awareness Club University of Calgary
<b>Club of the Year</b>	Biology Students' Association	UCalgary Fashion Network

Figure 10: 2018/19 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 **33** applications were submitted, down from **36** applications in 2017/18. While applicant submissions between 2017/2018-2018/2019 have remained consistent, the decline from 2016/2017 (**53**) indicates that more awareness of the scholarship for SU Club members and executives is needed. Additional marketing initiatives and collaboration with the University of Calgary scholarship office to increase awareness will be explored in 2019/20.

2018/19 Eric Lahoda Memorial SU Clubs Scholarship Recipients	
Cho, Candace	Grigg, Rachel
Rider, Nathan	Calleberg, Amanda
Peringod, Gayathri	Ebdalla, Aya
Rudenko, Eleonora	Gordon, Alisha
Park, Jen	Al-Ghabari, Mahmoud

Figure 11: 2018/19 Eric Lahoda Memorial SU Clubs Scholarship Recipients

This scholarship is made possible by a SU Quality Money grant through 2026.

2018/2019 Outstanding Jr Executive Award	
Roberts, Hope	Roberts, Alex

Figure 12: 2018/19 Outstanding Jr. Executive Award Recipients

As part of the Jr. Executive initiative to encourage and celebrate the longevity of clubs, the **Outstanding Jr. Executive Award** was created in 2018/2019 to continue to promote and reward the exemplary performance of Jr. Executives. The award initially was budgeted to allocate one **\$250** award to a single Jr. Executive, but a

Registered Student Organization (the UC Baking Club) sponsored a second award for **\$250** and demonstrated interest in continuing to support this award for the following year.

While there were only **7** applications for this award, **75%** of all 2018/2019 Club Survey respondents supported the new award. With more awareness of this award, we anticipate that in 2019/2020 we will receive more applications and this award will continue to be a staple in the longevity of the Jr. Executive Program and the Club Awards Banquet.

## Projects

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In order to keep up with the evolving needs of SU Clubs, improvements in communications, online resources, and club's policy were recommended by Clubs Committee and clubs themselves. The following projects were undertaken in 2018/19 to improve sustainability, transparency, and ease of access to clubs' administrative affairs for students and staff alike.

### Student Organization Registration Procedure Update

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As per the **Registered Student Organization Procedure**, the Clubs Committee designated the strategy that the SU registers Student Organizations once a month, to be reviewed by the Vice President Student Life and Coordinator of Student Organizations; however, depending on the time of year, the quality of support that newly registering clubs receive varies based on Clubs Office resources and time available, leaving new Organizations inconsistently supported. New clubs have also expressed that they require more support in the registration process including, but not limited to, student membership recruitment and constitution writing. Many clubs that are not approved to register with the Students' Union express disappointment considering the amount of work put into writing a constitution that isn't reviewed as they were denied based off their mandate.

In order to address this inconsistency, ebb the disappointment experienced by denied applicants, and to streamline and maximize resources, the **76th Clubs Committee** has recommended amending the **Student Organization Registration Procedure**. This amended procedure would move registration of Student Organizations from monthly to three times a year, once in Fall, Summer and Winter terms. This would allow for the reviewal of applicants to occur when the most resources are available to support applicants and reflects the standard set by other Students' Unions across Canada.

### ClubHub & The Engage Platform

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**ClubHub**, the 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. 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 **Engage**. This is the new software provided by Campus Labs, which bought out OrgSync in 2017. The contract with CampusLabs will support ClubHub on Engage until 2023/24.

**ClubHub** was scheduled to migrate to the **Engage** platform during the summer of 2018, but due to **Engage's** requirement of utilizing the University of Calgary's Central Authentication Service (**CAS**), the Director of Information Technology and Senior Coordinator of Student Services were required to spend another year negotiating with the University of Calgary's IT department in order to secure access to this service. After successfully receiving approval to use **CAS**, **ClubHub** was successfully migrated to **Engage** on June 26, 2019. The initial migration was a success and will be monitored and improved through club and SU Staff feedback. We also hope to continue to expand **ClubHub** to access new elements that are available in **Engage**. We anticipate that the increased capacity of the **Engage** platform will improve the Club experience and reflect what clubs have indicated is important, including but not limited to, collaboration with other clubs, election support, and publicly accessible contact buttons. Club training will continue to be a priority to ensure the transition continues to be as smooth as possible.

## Social Media

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Prior to 2018/2019, the SU Clubs program has established and enhanced a social media presence on **Twitter** and **Facebook**, providing opportunities for club executives to integrate these external platforms with our existing digital infrastructure. Due to consistent feedback that **Twitter** was the least effective method of receiving information, the SU Clubs Twitter has been replaced by an **Instagram** account. Currently, **@SUUofCCLubs** on Instagram has established **330** followers since it was created on June 2018 with only **50** less followers than the established Twitter account. The mandate of this Instagram account is to focus on highly visual updates and to promote and share club content. To continue to grow this account, we initiated a social media contest that reshared club events that tagged **@SUUofCCLubs** and provided a **\$50.00** direct deposit to a randomly chosen club. We began this contest on February 2019 and closed it on May 2019. In **4** months, we received over **33** submissions and saw a growth of over **100** followers (**30.3%**). Due to the success of this, we hope to explore more strategies of engaging clubs with the possibility of moving **Club Spotlight** submissions to **Instagram**.

**Facebook.com/SUUofCCLubs** has **604** likes (a **17%** increase since 2018/19) and an average audience reach of **62** people per week, with peak reach periods of up to **700**. Over **21%** of annual club survey respondents indicated that they follow the SU Clubs Facebook account and survey respondents found **Facebook** and **Clubhub** **101/201** to be equally as effective for finding information. We hope to continue to use Facebook as an information generating device, while growing Instagram as an engagement device. With unique content on each platform, they can point to each other with their own unique audiences. We hope to continue to develop social media strategies to grow the capacity and reach of both accounts.

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

In 2018/19, a total of **15** clubs were chosen as Spotlight winners from a random draw every month and each monetarily rewarded via direct deposit with **\$50.00**. All spotlight winners were all featured in the bi-weekly

ClubsNews e-newsletter and was promoted on the Clubs Instagram. A total of **\$750.00** allotted from the 2018/19 VPSL Special Projects budget was used for **Club Spotlight**. Considering the success of the **Instagram contest** and increased engagement on the new Instagram page, moving spotlight to the Instagram platform will be explored.

### 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, **130** clubs officially participated in the program, which has remained consistent (**132**) with the 2017/2018 year. However, the number of students identified as **Jr Executives** in clubs' 2018/19 Annual Reports increased from **255** in 2017/2018 to **381** in 2018/2019, representing a considerable **49.4%** increase. The increase may be representative of the substantial awareness campaigns executed by the SU including print campaigns, marketing, social media or the new **Outstanding Jr Executive Award**.

In the annual clubs survey, **77.8%** of individuals enrolled in the program reported that the Jr. Executive Program Step-By-Step Guide was helpful and **65.2%** of enrolled respondents reported that they were happy with the structure of the program and had no feedback. Finally, **75%** of respondents supported the new **Outstanding Jr Executive Award**, indicating that the resources and initiatives pursued in 2018/2019 were overall well received. While the Club Survey is limited in respondents, the increase in **Jr Executives** enrolled this year further indicates that the program is positively received. In 2019/2020 the CSO will continue to work closely with the VPSL to promote the program including a concerted focus on promoting the new award.

### Looking Forward: Goals for 2019/20

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Online management of SU Clubs has successfully migrating to CampusLabs' *Engage* software at the end of June 2019. Ensuring clubs are trained and prepared to manage their new Engage portal 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** with a new ClubHub imagery will continue to be developed between the CSO and the SU Communications team to inform and promote the new system.
- Additional educational and informational resources will be explored, including **scheduled** Engage information sessions and online resources on the new platform.
- Feedback will be processed on a continuous basis and changes to the online platform will be made where necessary.

Semesterly (periodic) registration will continue to be developed to reflect the amended **Student Organization Registration Procedure**. In order to ensure that Club registration is consistent, accessible, and utilizing our resources effectively, new support processes and resources will be developed and reviewed on an ongoing basis. The new process will include reviewing applications first on their new club idea or mandate, then supporting mandate approved clubs through the completion of the remaining registration requirements including constitution writing, governance, and recruitment.

- **Governance workshops**, educational sessions and resources will be developed to support mandate approved student organizations in constitution writing.
- New **Club Rubrics** will be developed to streamline the new club approval process to reflect the larger quantity that will be completed at one time, reflecting the success of funding approval rubrics.
- Recruitment assistance will be explored through **semesterly specific workshops**, online materials, and other support.
- Updating current **Club Guides** and communicating the new staged migration will be a priority to ensure transparency of the new procedure to guarantee new clubs understand what is required.
- Feedback will be collected to measure the success of the new process, making changes where it is necessary.

Ongoing goals include increasing awareness of SU Clubs events and resources, establishing expectations between the CSO and Clubs, and diversifying the role of the Clubs Committee in the promotion and strategic vision for club's management.

- **Instagram** and **Facebook** marketing strategies will continue to be developed to ensure that each platform is used more effectively, engaging clubs and transmitting information effectively.
- The **Jr Executive Program** promotion will be reviewed for effectiveness.
- The **Club Awards Banquet** will be reviewed to ensure the event is accessible and reflects the ongoing needs of registered organizations. Club Awards, Outstanding Jr Executive Award and Eric Lahoda Memorial Scholarship marketing will be reviewed for effectiveness.
- **Clubs Committee** member roles and expectations will be discussed with the 77<sup>th</sup> SLC to improve quality of student engagement and feedback.