



Management Team September 2015 Update

Fiscal 2016

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President

Portfolio Update

Moving into September, while the website is still very much my main focus, I've started to diversify my approach to ensure I am still moving the organization forward in other areas. To best manage our operations through periods not defined by an upcoming event, I've taken the time to amalgamate our documented action plan into a project planning sheet, or Gantt chart. Each high-level objective of our plan has been broken down into projects, and each project has been assigned a lead from within the team, who are solely responsible for ensuring that the project and related objective is completed. As the Board of Directors meetings at NBSC and CABS Roundtable roughly line up to term quarters, the majority of our objectives have due dates for these two events. We are excited to be presenting a lot of new advancements on our plan in the coming month!

In respect to my own portfolio, I met with the governance committee in September to begin the process of examining related issues that have presented themselves throughout the year. The committee was instrumental at providing balanced feedback and suggestions on these issues, allowing me to begin the process of drafting necessary amendments to mitigate them. At our next Board of Directors meeting, we will review these proposed changes.

Further attention has been given to Marketing, where I've met with Cody and Simon to help construct a holistic portfolio strategy to ensure we are delivering to and engaging our members in multiple areas. We've already started developing and producing content in this area, and what we have published so far has gotten positive feedback from our stakeholders. Also progressing in the marketing portfolio is the creation of marketing promotional materials for our events and services, as requested by our members in previous years. The website update itself, and how it pertains to me, can be found in the VP Marketing update.

In summary, what remains my primary driver is my adherence to our action plan, and a constant review and analysis of our operations to make sure we are on track to execute the plan in its entirety. What is noted above is not an exhaustive list of my work for the month, but a synopsis of the higher-level. Based on our successes and accomplishments thus far, I believe that fulfilling each aspect of our mandate is still a realistic target.

Sincerely,

Calvin Parker
President

Vice President Finance

Portfolio Update

I hope you all had a fantastically crazy, fun, and memorable start to the school year! For the month of September, I worked diligently with CABS Director of Finance Jean-Philippe to reconcile all of our accounts and generate the resulting Income Statements for our events to date. Out of the CABS events to date, WCLR and ECLR each ran a modest surplus, while CBSC ran a small deficit. The three events to date have a collective net surplus. A full analysis and presentation will be made at NBSC in a November.

With our summer events come and gone, the finance portfolio has been focused on strategic initiatives, Roundtable, and JDC Central financing. On the strategic initiative front, refining our Accreditation Program has continued to be a priority to incorporate feedback for presentation at NBSC. Additionally, I have been working to develop a national extra-curricular transcript program with members of the executive team so that we can validate and provide value to the outstanding initiatives you are all already involved with.

Roundtable and JDC Central are major focuses for the executive team, with a special focus on the finance portfolio. Payments have been made to hold venues, and I will continue to work with the OC to lock in necessary items.

The usual duties of reimbursing expenses, invoicing delegates, and arranging payments continue on the operational side of the portfolio.

In the coming months, I will be working to make our new initiatives more robust, with a focus on long-term sustainability. Until next time, you can send me snapchats of your cat, your breakfast/lunch/dinner, or your 20th cup of coffee today to @bullockproof.

Sincerely,

Simon Bullock
Vice President Finance

Vice President Corporate/Vice President External

Portfolio Updates

After the buzz of August, I realize the speed of my portfolio has slowed down a bit this past month, as I had trained my focus on trying to get new projects started as our summer conference season came to a close.

Projects I have commenced under the Vice President, Corporate Relations portfolio are as follows:

- Hiring of Prairies Regional Director, Kent DePeuter [[LinkedIn Profile](#)]
- Hiring of Central Canada Regional Director, Lash Kugathanan [[LinkedIn Profile](#)]
- Exploring expansionary JDCC offerings to new and recurring sponsors, finalizing new PD offerings for 2016 that will serve as a potential pilot for JDCC 2017
- Started to strategize our Roundtable 2016 corporate portfolio with our Calgary team

Projects I have commenced under the Vice President, External Relations portfolio are as follows:

- Consulting and advising on the establishment of a REFAEC and CABS Competitions mutual agreement for the purpose of hosting conferences in Quebec, spearheaded and directly overseen by Rose-Lyne, VP Competitions
- Overseeing the potential partnership of an Atlantic competition with our member schools, working in collaboration with Rose-Lyne, VP Competitions
- Establishing a revitalized National CABS Awards program for F2016, working in collaboration with Jessica, VP Members
- Conducting various research projects, including the recent printing services survey, with collaboration from Jess the VP Members and the Conference Board of Canada
- Started reaching out to various stakeholders to start building more active relationships with members of the CFBSD to generate greater buy-in to our circuit and new offerings

After onboarding two new directors to increase my portfolio reach, I am hoping that over the next month the corporate portfolio can:

- Strategically add new corporate partners
- work to increase professional development curriculum in our conferences and competitions circuit
- look forward to seeing potential bids at NBSC for our 2017 national events.

It is my hope that we can get the ball rolling on these initiatives at a much more corporate partner friendly time of the year.

Sincerely,

Zac Hogg
Vice President External
Vice President Corporate

Vice President Marketing

Portfolio Update

I'm prefacing this update with my congratulations to all of you for making it through the first month of the school year! It's a ton of work to balance BSA involvement with everything else going on in your lives, so be proud and keep it up!

Throughout September, my focus in the marketing portfolio has taken a slight shift away from work on the website, so that I can better allocate my time within the broad CABS Marketing portfolio. Calvin and Adam Normand have been working extremely diligently to manage the final build of many of the promised aspects of the website, including the members-only areas that have been discussed over the previous months. Currently, Adam is finishing the forum, preferred vendors area, and document download manager. Calvin has updated the Conference and Competitions Calendar with all the upcoming events and transferred all the member documents from the shared Google Drive to the Resource Center on the site, and ensured all our governance resources were also updated. My website involvement has essentially now been limited to graphics work, but as the project nears completion I will come back onboard to manage the launch and assist with final testing/proofing.

As promised, I've been working to revitalize our social media channels. However, we realized that with everything going on in the initial months of our term, we hadn't stopped to develop a proper plan for this area. I'm now finishing up a formal CABS social media strategy which defines our target audiences, objectives and tactics, while outlining who on the team is responsible for content generation. This will enable us to deliver excellent social media experiences while not overburdening any particular team members.

Our head office Marketing director, Dan Park, was able to develop a new, standardized logo for CABS Roundtable, and is in the process of designing unique logos for each of our CABS Programs. Tyler Grieve, our JDCC Director of Marketing, is now fully onboard with the JDCC team and has been tackling areas such as social media, design, and marketing materials. Tyler will also be helping CABS in the area of video editing in the short-term.

Moving forward, you can expect to see some exciting things coming from CABS Marketing, such as exciting social media campaigns, new CABS promotional documents, and most importantly, the launch of the new cabsonline.ca! See you all at NBSC!

Sincerely,

Cody MacKay
Vice President Marketing

Vice President Member Relations

Portfolio Update

It has been so great to hear about the hard work and progress you have all made with your various initiatives since the beginning of the semester! You should all be really proud of yourselves for keeping up with the hustle and bustle of BSA life, school, and everything in between.

In the past month, I have had 15 President calls to catch up, and find out how things have been going with your teams and events. Highlights from these calls have included hearing the success of orientation, mentorship, and first year events (inaugural and signature); launches of discount cards and new case competitions, and lots of work being put into new governance documents. Hearing all the things you're proud of and the challenges that have been overcome have inspired a set of new marketing initiatives to feature the successes of your BSAs (which Cody will tell you about either in this update or via email).

I am also working to coordinate more webinars (related to elections and transition) and office hours with alumni to help you with any governance (constitution/by-laws/policy) work that you may need support with.

Other activities have included communication with potential new members (St. Mary's, University of Toronto Rotman, University of Guelph-Humber), and working with other members of the Internal Management Team to:

- Brainstorm potential ways to engage alumni (either during our mandate or for the future)
- Support a member-focused marketing strategy as developed by Cody
- Further develop job descriptions and role information for transition and 2016-2017 CABS elections

In the next month I will continue to support website development, particularly pertaining to the Resource Centre, and other projects from the Management Team that will be announced for discussion at NBSC (stay tuned!) After NBSC I will also have my own Special Projects Committee to assist with executing the Accreditation Standards Program. I will not be conducting another set of member calls after October, but will make sure to keep in touch between now until NBSC (which unfortunately I will not be able to attend), and then again from NBSC to Roundtable. As always, don't hesitate to reach out with any questions or feedback on how we're doing as a Management Team. Good luck with midterm season!

Sincerely,

Jessica Gutierrez
Vice President Member Relations

Vice President Conferences

Portfolio Update

Work is underway with one of our favorite flagship events! Roundtable 2016 has an exciting and driven organizing committee who has been working hard since day one! The majority of my work with the team at this time is gearing them up with everything we've learned from our events thus far.

One of the great things about our Roundtable Organizing Committee is their energy and excitement to bring all of you to their city and their school. This energy is helping to channel creativity, critical thinking and determination. A few of the focuses in the next little while will be to finalize venues and recruit speakers.

Moving forward, it is nearing time to formulate and finalize the organizing committees for both ECLR and WCLR. Providing these organizing committees with job descriptions and promotional materials is one of the ways we can help our teams! One of the huge benefits we have this year is time. We have the time to negotiate contracts, perfect schedules and build quality content.

Another project that has been ongoing between Rose-Lyne and myself has been the Conference and Competition Calendar. This calendar is a collection of events and conferences hosted by our members. Creating this calendar is a way to centralize information and opportunities, and acts as an additional promotional piece to give our members a larger audience and applicant pool for their respective events.

Working with my organizing committees from here on out will be all about developing dependable systems and guides. These systems will be handed down to organizing committees and to VP Conferences down the line to ensure that our conferences are always moving forward.

Sincerely,

Jeanna Kozan
Vice President Conferences

Vice President Competitions

Portfolio Update

The month of September has been focused on the two following areas of my portfolio: JDC Central and the Competitions Calendar.

JDC Central:

Myself and the CABS management team continue to assist the JDC Central OC to the best of our abilities by providing them the necessary resources or support. Weekly meetings are held with the executive directors and the competition has been progressing at a satisfactory pace.

In parallel, I have also met with the BoD JDCC Committee for the second time. The purpose of this meeting was to gather additional information as to what prevents Eastern schools from bidding for JDCC. While it has already been established since I was elected that schools would benefit from more information, this meeting was very revealing as to how members would like this information to be delivered to them. The month of October will be focused on writing and finalizing the resulting meeting documents.

Competitions Calendar:

While Jeanna was gathering information on conferences, I was working on contacting presidents and organizing committees of their respective competitions. A database has been compiled and every competition hosted by a CABS member schools will have the benefit of being promoted to all members through our event calendar.

Sincerely,

Rose-Lyne Boghos
Vice President Competitions