



Supporting the Next
Generation of Business Leaders

F2021 | 2020-2021

YEAR-END REVIEW

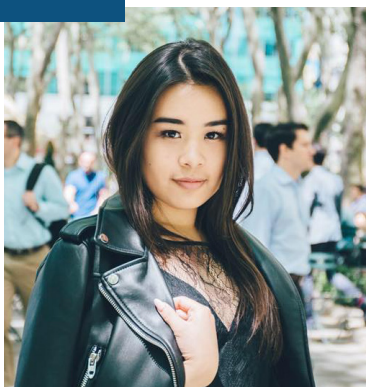
prepared by
F2021 Leadership Team



TABLE OF CONTENTS

Contents

CABS Leadership Team	1
Letter on Behalf of the F2021 Leadership Team	2
President F2021 Overview	3
Executive Vice President & Vice President External Relations F2021 Overview	6
Vice President Finance F2021 Overview	9
Vice President Marketing F2021 Overview	12
Vice President Partnership F2021 Overview	15
Vice President Charity F2021 Overview	18
Vice President Members & Alumni Relations F2021 Overview	21
Vice President Competitions F2021 Overview	23



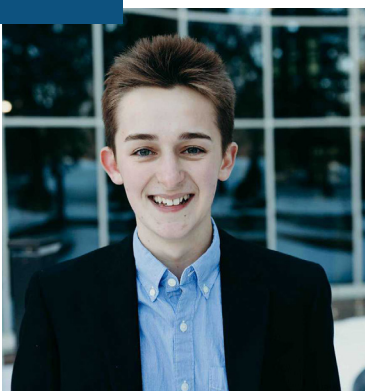
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Letter on Behalf of the F2021 Leadership Team

Dear CABS Member Schools and F2021 Board of Directors,

On behalf of the CABS Leadership Team, we sincerely thank you for your dedication and commitment towards the CABS community. This past year has been full of surprises and positive changes for the organization, and we are glad to have had such incredible support from all our stakeholders throughout it all.

When we started our terms, we were keen on the changes we wanted to make and the value we wanted to create for all our Member Schools. As the year changed and we pivoted our operations, that continued to be the goal. Whether it was virtual conferences, JDCC, 5 Days, or the various online touchpoints we had with BSAs and business students across the country, we found great success in connecting with this network while continuing to display the mission and vision of CABS.

With all of our operations in mind, we always aim to develop a community of business students and future business leaders. From ensuring general business students have an opportunity to connect with CABS to generating frequent discussions with BSA executives, we were able to ensure that we continued to provide valuable opportunities, even in a fully virtual year. Notable accomplishments include all of our event-based portfolios moving into an online format successfully, building strong relationships with new external organizations, revamping our partnership database, and identifying opportunities of improvements in all our support portfolios. This has allowed the entire Leadership Team to grow each of their functions within the organization while propelling CABS forward in its objectives.

A great year can also be indicated by the number of amazing Leadership Team members returning for a second year and while there may be uncertainty in any term, if this year's team can prove anything, it's that when met with challenges, CABS continues to flourish. Thank you to everyone for supporting CABS this year. We wish you all the best of luck in your future endeavours and look forward to connecting with you all as CABS alumni!

Sincerely,

Anika Peng
President

Mitch Bellefleur
EVP and VP External Relations

Tony Quach
VP Marketing

Daniel Loduca
VP Partnerships

Kevin Vigneau
VP Finance

Travis Slomp
VP Members and Alumni Relations

Caitlyn Bilan
VP Charity

Noah Jepson
VP Competitions

President



Anika Peng

Overview

With the changes that have happened in the past year, CABS has been able to develop and innovate within its traditional operations. For the Presidential portfolio, the objective was always to support the Leadership Team in each of their goals and ensure everyone involved with CABS had the access to resources and support that they needed. A heavy emphasis was placed on participating in Board committees and creating effectively virtual environments for everyone to utilize. With the incredible members of our Board, we were able to tap into new resources and ideas to improve the operations of the Leadership Team. Integrating the feedback and ideas of our Member Schools allowed us to work towards providing consistent and effective value to our stakeholders. Lastly, with every member of the Leadership Team, we were able to come up with new ways to combat the pandemic without comprising the value CABS has always had for BSA executives and business students in general.

Supporting the Leadership Team

Bi-weekly one-on-ones and bi-weekly team meetings set the tone for effective and frequent touchpoints with each member of the team. This allowed for great communication between the team and projects being completed on a timely manner. With monthly Board meetings and consistent LT updates, we were able to ensure that we utilized the resources and support of our Board efficiently and identified opportunities for assistance.

Within specific portfolios, there were projects that needed to be completed, such as supporting the website development, moving in-person events online, and ensuring the support functions had the resources required to improve areas of their portfolios. To ensure everyone's goals at the beginning of the year were met, directors were hired when needed to support each of these functions and were crucial to the success of our work this past year.



President

Working with the Board of Directors

Each of our Board members had dedicated their time, energy, and resources into supporting our Leadership Team operations and this can be seen throughout the monthly Board meetings and the various committees along with the objectives they had accomplished. Having a bigger integration and communication between the President, LT, and the committees were clearly beneficial as there were many accomplishments to be noted by the Board this year. The Governance Committee, chaired by Mitch Bellefleur was able to update and improve all active Policies and By-Laws. The HR Committee, chaired by Balaaj Durrani, implemented organization-wide training and developed an incident reporting portal for all CABS stakeholders. The Finance Committee, chaired by Kevin Vigneau, revamped the Financial Management Policy while exploring options in improving the financial structure of the organization. The Strategic Vision Committee, chaired by Travis Slomp, provided advice and recommendations for the Leadership Team, effectively moving the Alumni function to the External portfolio. Lastly, the various ad-hoc committees, including JDCC, C3, and Member Accreditation were able to make strides and improvements to their program-specific projects and laid a foundation for the F2022 committees to continue to work on.



President



Conferences Portfolio

With a change in the F2021 Leadership Team, the Conferences portfolio was combined with the Presidential portfolio. This past year, with the support of many directors, we were able to host a Summer Series in replacement of CBSC, a virtual CLR, and a virtual Roundtable to wrap up the year. Each experience taught our team something new about virtual events and we were always able to find ways to make the conference experience more exciting for our delegates. From virtual awards night to inviting incredible CEOs to speak, we were able to transform the experience without making it feel like another Zoom call meeting.

Although there were many learning curves, this portfolio performed incredibly well and has set the precedent for a future virtual conference to be made permanently within the CABS operations. All of this could not have been done without the help and support of all the conference directors and Leadership Team – it was an all hands on deck situation, and everyone did their part in making it happen.

Recommendations for F2022

Although many of us are returning on the F2022 Leadership Team, there have been quite the learnings throughout the year that have provided clarity on next steps for the F2022 team. First off, there should be a focus on developing relationships with external parties, whether that be partners or other organizations that have similar missions as CABS. This will allow the organization to continue to grow in branding and relationship development, which will benefit the CABS brand overall.

Additionally, the F2022 team should dedicate energy into working with Member Schools to ensure that the operations of CABS are aligned with the expectations of our members throughout the year. This looks like frequent communications, opportunities for students to participate in CABS portfolios, and adding feedback loops into all the touchpoints that we make.

Overall, the team still has challenges to expect with the pandemic still present, which will continue to be a test of the Leadership Team and the work that they do. The organization has the opportunity to continue to build on the momentum from the last couple of years and with such an incredible year coming to an end, there is nothing but opportunity for growth and improvement.

Executive Vice President & Vice President External Relations



Mitch Bellefleur

Overview

Given the COVID-19 pandemic, the F2021 year looked quite different for the External Relations portfolio than what was expected. However, the pandemic also emphasized the value of the portfolio as knowledge sharing with external organizations became more important than ever. CABS, along with the rest of the world, was trying to adapt to brand new circumstances. One of the main ways this was accomplished was by frequently connecting with other organizations to share plans for virtual events, initiatives, and new ways to connect with students. Furthermore, the disruption to the plans of the portfolio also gave rise to new opportunities for the portfolio.

COVID-19 Student Wellness Survey

The first new opportunity that the External Portfolio took advantage of was developing a COVID-19 Wellness Survey. As one of the main focuses of CABS is student advocacy, we felt it was important to give students an outlet to tell us how the pandemic affected them. The main topics the survey touched on were Quality of Education, Mental Health, and Living Conditions. The survey received 361 responses from schools across Canada. Many of our member schools helped to promote the survey in order to hear more about how their students were adapting to their new conditions. The results of this survey were shared with BSA Presidents and business school deans to help drive forward meaningful change that students want to see as we go forward in this virtual world.

361
responses



Executive Vice President & Vice President External Relations

Partnership with the Business School Association of Canada

The COVID-19 Wellness Survey was also the driving force behind CABS partnership with the Business School Association of Canada (formerly the Canadian

Federation of Business School Deans) this year. The VP External met with BSAC Executive Director Tim Daus many times throughout the year to discuss the results of the survey and what business school faculties can be doing to better support business students through online learning. Plans were also put in place to host affiliated sessions between BSAC and CABS for the F2022 year. The continued growth of the partnership with BSAC is vital to the future success of CABS as both organizations work together to improve the Canadian business student university experience.



Developing a Partnership with the Canadian Federation of Engineering Students

One of the most valuable new partnerships the External portfolio worked towards developing this year was with the Canadian Federation of Engineering Students

(CFES). CFES is a very similar organization to CABS with the obvious exception of providing services to engineering students rather than business students. The partnership was originally just a way to share knowledge about hosting virtual events through the COVID-19 pandemic, share best practices, and compare governance structures. However, through conversation both organizations realized that it would be beneficial to host a joint event that both business and engineering students could learn from. Thus, the Crossroads series was born! The first event, Crossroads: Entrepreneurship was a panel style event which was hosted in March. The event was very well received and although it happened late in the year, CABS and CFES are continuing conversations about hosting more Crossroads events in the future.



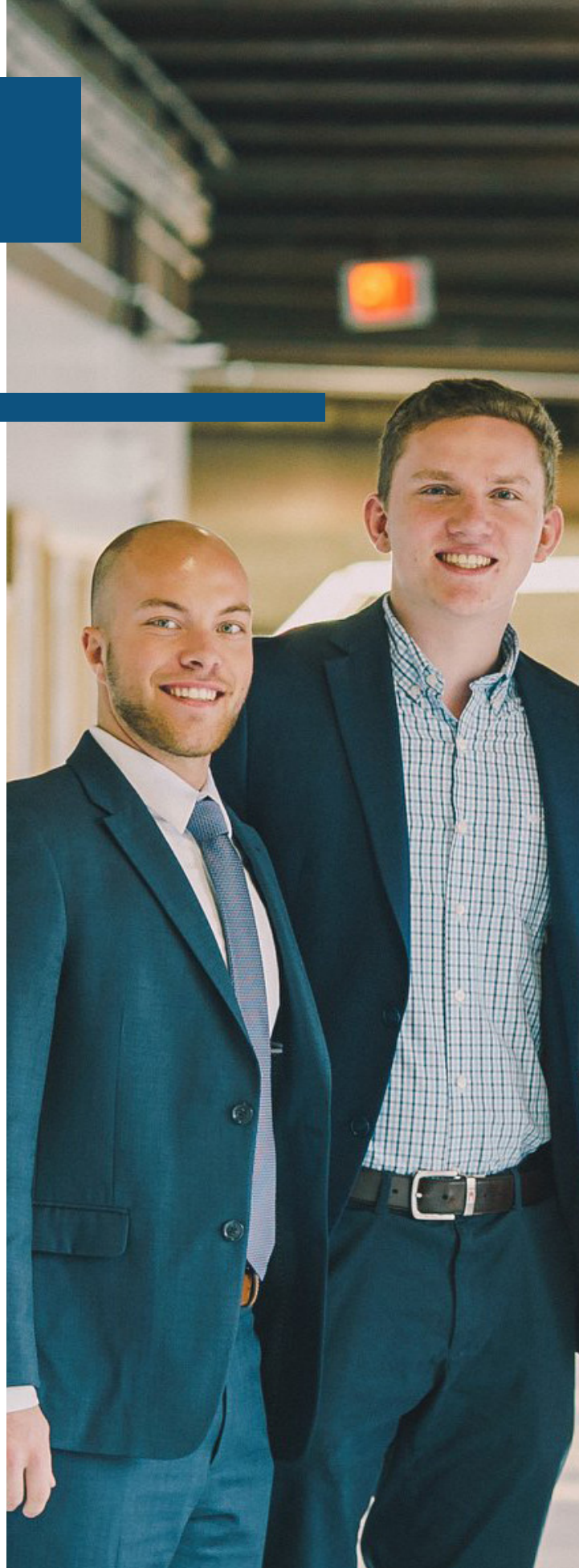
Executive Vice President & Vice President External Relations

Recommendations for F2022

In the F2022 year, there are many directions the External Relations portfolio could take, which of course will be influenced by the duration and severity of the pandemic. One major change that is already in motion is the movement of the Alumni responsibilities from the Member Relations portfolio to the External Relations portfolio. Therefore it will be vital that the portfolio develop a strategy to address alumni needs, as well as the value and that CABS can bring to alumni and vice versa.

We believe it will be important to continue growing the already established relationships that CABS has in place with organizations such as BSAC, CFES. However, new relationships are also important. One of the main themes of the COVID-19 Student Wellness Survey was how much the mental health of students had been affected through the pandemic, and therefore we believe it is a strong idea to form relationships that will help CABS support the mental health of its members. As CABS also moves towards trying to develop a national case competition, the relationship with our sister organization, REFAEC, will continue to be extremely important.

Although it wasn't realistic in the current fiscal year, we are still hopeful that the idea of forming a relationship with the Network of International Business Schools (NIBS) will be able to happen in the upcoming year. This would help CABS take its operations to the international level and provide more opportunities for its members.



Vice President Finance



Kevin Vigneau

Overview

The Finance Portfolio has faced various challenges and several successes in what can only be described as a challenging year. The goals of the finance portfolio included helping grow the advisory function, finishing the tax filing legacy issue, and implementing the new accounting processes with the help of our bookkeepers, among others. With credit to the entire team, CABS has had a strong financial year and made strides with the aforementioned goals. While room for improvement still exists, the portfolio is in a great position for growth moving forward.

Portfolio Advisory Function

The advisory function of the Finance portfolio was one of the greatest strengths of the portfolio this year with the online environment being very conducive to working with the various teams within CABS programming. Working with the JDCC team was a highlight in this regard as we were able to effectively work with the JDCC Finance Director to execute on financial functions of running the competition. This all began by working closely on the budget at the beginning of the year and creating a professional relationship for discussing financial matters regarding JDC. This relationship was integral in helping us communicate throughout the year and meet our financial obligations. Given that we want to provide program teams to execute on their vision for our programming this function is important to the execution of a successful event or competition. Advising the teams, rather than operating their finances directly is the best way to improve our programming and allow for creative solutions to budgeting problems at the program level.

Tax Filings

Working with Hawkins & Co this year was one of the most anticipated actions this year with a considerable amount of groundwork put in. Specifically, solving the legacy issue regarding the previous years' lack of tax filings was of great value to the organization. This endeavour has had mixed results. Documentation for the filings took considerable time and resources to obtain throughout the first 8 months of the year with numerous hours consumed in pursuit of providing a strong financial history for the filings. For context, CABS needed to provide complete revenue and expense information with back up for the last 5 years – as you can imagine this was no small task. As we come to the end of the year, the filings are being reviewed by RevQC and the conclusion to the legacy filing is near. Working to upkeep the financial soundness of CABS is of utmost performance and will continue to be moving forward.

Vice President Finance



The Financial Management Policy

While not a direct function of the finance portfolio, the Finance Committee put in time and energy to further improve our Financial Management Policy and the results of that effort are meant to carry forward for years to come. One of the highlights of this review was implementation of formal guidelines for different expense amounts – describing the process for small, medium, and large expenses and the review and approval process for each. This change along with several others, ranging from small improvements to new additions, are another step in the right direction for improving our financial management procedures. As with any policy document further review is recommended as CABS grows, changes, and evolves to new circumstances in the future.

Accountants

Hiring and working with the bookkeepers, Hawkins & Co, was actualized after a year long endeavour by the previous leadership team. With considerable effort by the parties involved we hired and retained Hawkins & Co to handle parts of our bookkeeping and help us resolve the legacy tax issues. The tax issue is now nearing its resolution. That being said there were still challenges with the bookkeeping throughout the year and we didn't manage to meet the reporting goals we had or the level of integration with the new account systems that we had hoped. The relationship with our bookkeepers is a continued struggle as we try to find the best way to integrate them into our processes. Moving forward CABS will be keeping a close eye on the value and effectiveness of this relationship and deciding whether to continue with their services moving forward. If all our goals are met through this relationship in the coming months then we anticipate an increased standard in reporting and bookkeeping, if not we will be finding another solution through a bid process and continued conversation with the Board and Leadership Team.

Financial Reporting

Financial reporting was a challenge this year. Because of the aforementioned challenges relating to the bookkeepers it was hard to provide timely financial reporting to the degree that we would have wished but the implementation and the goal of providing this information did clarify a path forward. One potential outcome is having a finance director who has the role of completely financial reporting, in partnership with the VP Finance, to ensure that our reporting is at a higher level moving forward. This will include quick reports for the board monthly and quarterly reports presented in collaboration with the hired bookkeepers or made internally if a different direction is needed.

Vice President Finance



Collection of Outstanding Balances

The VP Partnerships effectively worked this year with the VP Finance to collect outstanding balances from past years. Because of these efforts CABS was able to collect \$23,000 in outstanding balances, with an additional \$3,000 expected before end-of-year. Finding a way to effectively manage relationships while collecting outstanding balances is no easy task and the two portfolios worked with our partners and members to resolve these balances in a respectful way. These collections add to our already strong financial performance and will allow us to pursue more of the organization's goals moving forward.

Recommendations for F2022

While the goals of the portfolio and direction of future actions for CABS will ultimately be decided by the Board and the new Leadership team, there are a few hopes for the portfolio and CABS that are universal. The first goal for the portfolio is to properly implement a regular set of reporting standards that will aid in the transparency of our financial performance and allow us to better manage our tax obligations moving forward. The second is the importance of seeking investments for CABS to grow and utilizing our resources to create the most value for Member Schools and Business Students across Canada. There are numerous options in this regard, and it will be up to future teams to make sure that CABS continues to grow. We are happy to announce that our financial position has strengthened further throughout the pandemic and this will set future teams up for success moving forward.



Vice President Marketing



Tony Quach

Overview

This year, the Marketing portfolio saw challenges brought on by the COVID-19 pandemic, that created the learning opportunity to understand how we could engage our audience through a fully virtual format but also adapt to the changing demographic of the business student community. We officially launched a brand new CABS website, which has been years in the making. Additionally, we took steps towards improving CABS brand awareness through a video campaign that launched at the end of Summer. This was done by connecting with BSA executives across the country and involving them more in our marketing efforts through custom promotional material tailored to each school and bringing back the CABS conference and competitions lookbook, but in a fully digital format.

Website

The first task that the Marketing portfolio was responsible for at the beginning of the F2021 mandate was finishing the brand new CABS website, that the F2020 team started. Both myself and Anika (CABS F2021 President) worked diligently this year to get achieve this goal of launching the website and after 4 months of hardwork we were able to launch the new CABS website with the help of Something Blue, who was contracted to build the new website. With their expertise, the Marketing portfolio has been able to concentrate on creating and writing the content while Something Blue developed and designed the CABS website.

The website has been constantly kept up to date with new and relevant information pertaining to the different CABS events and flagship conferences as well as introducing a webpage dedicated toward our member school events. The website will be a key component of the CABS organization that will help with the growth of CABS moving into future mandates.



Vice President Marketing



Brand Awareness

Another project that we continued on from F2020 is the Brand Awareness campaign. This initiative had the goal of broadcasting CABS' presence and role to the general student membership through the means of our member BSAs. Notably, it involved BSAs notifying their audiences of their inclusion within CABS. This campaign was planned throughout the F2020 mandate and was released at the end of August 2022 with a video featuring CABS members and their experience with CABS. This video will be followed by the main messaging on social platforms. We wanted to focus on how much value CABS brings to schools and how much value they bring to CABS.

This year we also ramped up our Universum Campaign and worked with corporate partners to share our affiliation. This campaign focused on pinpointing leadership styles. We wanted to ensure that our member schools had materials they could use to promote Universum to their students, so CABS created tailored graphics for each of the 26 member schools that could be used on their social media channels. This was one way that CABS showed our support to our member schools. Not only did we receive an overwhelming amount of responses, but people consistently shared the campaign on social media.

Increase Social Media Followers

Below is a table of our social media metrics for the year. As demonstrated, the Marketing portfolio has done a solid job in achieving this objective. Increasing this metric was an important goal for the Marketing portfolio because it meant better brand awareness and sustained growth in reaching business students. The posts the Marketing portfolio created were engaging, informative, and relatable to the target audience. We are proud of the work that was done for the CABS social media accounts.

Channel	Beginning of Mandate Followers	Target Amount	Year-End Followers
Instagram	1700	2000	2027
Facebook	3200	3400	3452
LinkedIn	1049	1300	1354

Vice President Marketing

Recommendations for F2022

Our main recommendation for next year's team is to continue building upon the website mandate. With a newly established CABS website, we must ensure that the website is kept up to date with the most recent information. The website provides CABS the opportunity the ability to grow its membership base but also allows the opportunity to attract new partners.

In addition, we also recommend continuing the growth we saw on our social media. We must continue fostering and creating new relationships with BSA and associated clubs marketing channels across Canada while ensuring that our mission and core values are showcased with all of our engagement efforts.

Additionally, the brand awareness campaign built upon this year will be an excellent opportunity for the incoming executives to push CABS forward amongst business student across Canada. This will take a multiple years to grow CABS brand awareness to more than just those involved with a BSA but to any students who are a part of a CABS member school.



Vice President Partnerships

Overview

The F2021 term will definitely go down in history as one of the most interesting terms for all of the LT, the Partnerships portfolio included. The COVID-19 pandemic greatly altered the goals of the Partnerships portfolio throughout the term as it greatly influenced the economy and the willingness of companies to participate in partnership opportunities. At the beginning of the term, a lot of thought was put into creative ideas that would allow the Partnerships portfolio to remain beneficial to CABS even during a virtual year. Partnership value-adds for businesses were re-positioned as were goals. The main goal of this term was to build the CABS brand in the eyes of corporations through the nurturing of new and old relationships and the diversification of the portfolio.

Building Relationships & A Foundation

This year, large importance was placed on the relationships nurtured and cultivated with every company that was contacted. This is because we decided to take an empathetic approach to partnerships as many companies were struggling financially through the early days of the pandemic. We recognized that although companies could be struggling at the beginning of the F2021 term, these same companies could become future partners when their operations stabilized. These crucial relationships were grown from 30-minute video calls held with every interested company. These casual calls were set up as introduction calls rather than pitching calls where the Partnerships team would meet the company's representatives and learn about their business' current financial situation, partnership goals and budgeting timeline.

The introduction calls allowed the Partnerships team to build stronger rapport with many businesses and humanize the brand of CABS from a partnership perspective. This relationship-building approach allowed the portfolio to develop a strong foundation of potential partners for the F2022 term. The LT's new CRM will enable this foundation of potential partners to be utilized efficiently and effectively.



Daniel Loduca



Vice President Partnerships



Valuable Personalized Partnerships in a Virtual Environment

During a time where even the largest companies in the world were forced into uncomfortable positions, it became the Partnership portfolio's focus to develop personalized partnerships that were flexible to meet each unique company's needs. Once introductory calls were completed, the information gathered from these calls was used to create valuable partnership opportunities. Personalized partnership packages were created for some companies, with the help of the Marketing portfolio, to lay out multiple viable opportunities for potential partners based on their goals, resources and capabilities. These customized packages allowed the portfolio to provide corporations with creative options that used the flexibility afforded in a virtual year as an advantage and showed companies that CABS was still willing to go above and beyond when it comes to the care we put in every partnership.

Diversifying the Partnership Portfolio

One of the F2020 LT's recommendations for the Partnership portfolio included prospecting and applying for grant applications as an alternative source of revenue. This was a focus for the portfolio this year as both of the team's directors were tasked with reaching out to grant opportunities during their free time. The two Partnership team directors applied for a total of 8 grants throughout the term. Unfortunately, we were rejected from all of these grants with many follow up letters stating the COVID-19 pandemic as the main reason behind the rejection. However, even without a successful grant application this year, the process has now begun, and a foundation of past grant applications has been created and will be passed down to the F2022 team.



Vice President Partnerships

Recommendations for F2022

With a foundation of potential partners laid out in the LT's new CRM and a list of past grant applications available, the F2022 Partnership team must hit the ground running immediately. Companies should be contacted very early on as there will be clear starting points for the F2022 team in the form of leads to follow. Since the pandemic, although still prevalent, has stabilized in the eyes of corporations and their operations, the development of the CABS brand should be an important goal for the succeeding team. Monetary partnerships should be further pursued as companies continue to become more comfortable with being involved in virtual events and continue to see the value in these events. A larger focus should be placed on Head Office partnerships as these can be leveraged to grow the CABS brand and bring more flexibility to our partners.

Another recommendation for the F2022 team is to sign more multi-year / multi-event partnership contracts. As we saw this year, the world can be an unpredictable place and the luxury that comes from the certainty of the future can be taken away very quickly. Longer-term contracts can be used to provide future LT with a stronger CABS brand, a source of guaranteed revenue and a way to mitigate the risk that comes with the uncertainty of the future.

Vice President Charity



Caitlyn Bilan

Overview

The Charity portfolio has become a pillar for the CABS organization, setting a strong foundation through related processes, resources, and innovation. The Charity portfolio has improved its charity initiatives within communities across Canada and increased student involvement with these initiatives. The 2021 fiscal year has seen many challenges for the CABS Charity portfolio. The COVID-19 pandemic, restrictions on gatherings and virtual learning directly impacted all events and fundraising initiatives member schools took part in. Charitable events that typically take place on-campus and in social settings had to be adapted to virtual platforms. This was a drastic change for many schools, who had to figure out how to encourage involvement in these virtual events. Despite these challenges, schools were able to host successful virtual events, maintain engagement, and increase their outreach and education of important social issues. The Charity portfolio is proud to have developed opportunities to reduce risks and ensure the future success of charitable initiatives organized by CABS. The Charity portfolio supported schools across Canada participating in the 5 Days National initiative by developing virtual campaigns and events to involve and benefit the local community.

Charitable Resources

This year the Charity portfolio collaborated with BSAs who needed assistance in initiating and strengthening charitable initiatives in their local and campus communities. Our objective was to generate ideas for the portfolio so that we could continue to grow over the next few years. We also gathered information reflecting the initiatives schools have been previously involved in. The Charity team had consistent meetings with schools, developed support documents, and sought feedback to determine how we can better support schools and continue growing. The goal was to promote the community involvement activities of our member schools and encourage them to get involved. Development included brainstorming ideas for fundraising campaigns, activities, and projects in the local community to have a greater impact. The Charity portfolio has experience volunteering and working within non-profits/charitable organizations in local communities and has used this expertise to assist BSAs who are looking for assistance in developing their initiatives.



Vice President Charity

5 Days National Campaign Support

Our portfolio was able to expand our 5 Days National Campaign resource documents with additional event, marketing, collaboration, and administrative concepts, as well as support tools. This included strategizing and tips for hosting virtual events and maintaining engagement. We developed a 5 Days Member School drive for schools to have easy access to any information. Support documents were found here, in addition to tools for requesting additional support documents. We have also introduced protocols and procedures that our internal team and participating schools would adopt in order to ensure campaign accountability and performance. As a result, our campaign support team has served as a resource to participating schools. The Charity portfolio has worked to improve our outreach capability in order to extend this program to more schools across Canada.



5 Days National Partnerships

The Charity portfolio reached out to several community and advocacy groups from across Canada and planned additional outreach strategies to increase collaboration between the 5 Days National Campaign and like-minded organizations. The Charity portfolio also developed support materials and models for collaboration and sponsorship participation, which were distributed to participating schools in need of assistance. As a way to increase engagement, 5 Days also sought in-kind partnerships. Depending on the nature of the donation, items were either donated to our charity partners or were used in social media contests to grow our platform and increase outreach.

5 Days Online Presence

Our marketing strategy has expanded in the last year to include new segments showcasing the excellent work of our participating schools and the faces behind our accomplishments. Due to the virtual nature of this year's 5 Days campaigns, growing our online presence was vital for our own growth, and support for campaigns across Canada. We also updated social media with important information and examples of national community organizations' advocacy activities. Education has been a critical component of our campaign. As a result, it was prominent in our social media content. One way to increase education was by growing our media presence. We hosted social media contests leading up to 5 Days to increase our following, increase engagement, and encourage people to get involved in their local 5 Days campaigns. Moreover, the Charity portfolio worked to ensure that an active website and donation monitoring framework were in place during the month of March. Donation reports were sent to schools as campaigns ran, and funds were disbursed as required.

Vice President Charity

Recommendations for F2022

The Charity portfolio anticipates that increased marketing participation numbers, campaign support documentation, meetings, and collaboration activities will be prioritized. Marketing networks continue to provide a solid base and provide an incentive to broaden our campaign outreach efforts. Furthermore, now that the initiative's successful foundations have been established, more emphasis must be placed on bringing in new schools to the campaign. We intend to focus on increasing the number of schools participating in 5 Days, as well as other charitable initiatives. Documentation and process standardization can be expanded in future years by developing a CABS Charity Policy; this is already being drafted and will be ready by the start of the 2021-2022 academic year. Further documentation outlining how schools can get started with a new 5 Days campaign and basic guidelines for schools will be a priority from the start of the next term. We hope to also see an expansion in corporate partnership efforts to include not only students but businesses. Finally, as we continue to expand the Charity portfolio, it remains important to explore new charitable initiatives which could be added to the CABS service offering to support member schools and BSAs with introducing such initiatives. This will include expanding the Member School Drive to support all event planning and charitable initiatives for member schools.



Vice President Members & Alumni Relations



Travis Slomp

New Members and Communication

With a continual push to attract new, and previous CABS Members, this year we were able to officially bring back two Members, as well as increase engagement from several other schools that were not previously as involved in the CABS circuit. With Sauder and McGill's BSA's officially joining this year we are happy to continue having a widespread reach from East to West. There has also been continual conversation with a handful of BSA's that have expressed interest but are undergoing hardships due to COVID, re-establishment of their BSA's, or difficulty trying to keep their BSA alive.

Creating communication channels was also an important aspect to keep conversations and networks alive through a virtual year. With the creation of various slack channels there is still a need for more collaboration which will be a continued focus for next year, but we did still see a great level of connection, especially through the presidents even if they were only able to meet in person at the start of their terms.

Presidential surveys were sent out again at the start of the year which helped us gather some of the necessary information to carry out as effectively for the BSA's as possible throughout the year. I was also moderator for all of the Presidential sessions throughout the year within the conferences, as well as through the additional Similar Portfolio Sessions that were set up in between the conferences. Along with the moderation, I also set up 1 on 1 calls with a strong majority of the Presidents and a handful of VPs throughout the year that proved extremely useful to get further feedback on CABS as well as provide additional aide and assistance where I could whether it was within school, personal, or BSA life.



Vice President Members & Alumni Relations



Alumni Relations

Within the alumni portion of the portfolio, I had started to work on a plan mid-late summer with one of my directors to create more engagement within our alumni network. Unfortunately the director had to step down for personal reasons, and soon after, it was decided within the Strategic Vision Committee, which I was also the chair of this year, that the alumni portion would be transitioned out of the Members portfolio, and into the External portfolio.

Awards and Accreditation

The last two main pieces of my year involved the Awards and Accreditation over the months of March and April. This year we saw two schools get accredited, with an expected influx of more schools to be applying next year as that is when a large portion do expire from the two year discount. Additionally with the Awards, we aimed to change things up a little bit so that they were more reflective of the virtual year this year. The LT was also in charge of final selection and votes of Award winners. We saw a great amount of nominations and responses for all of the awards and we were happy to announce and present the winners throughout the RT Gala.

Recommendations for F2022

The primary focus of the F2022 year for the VP Members portfolio will be continuing to reach out to non-member schools in an attempt to grow the amount of CABS members along with the reach across Canada. Developing a CRM to better track and maintain these attempts and relationships for CABS will be another great way to better account for and recognize year over year efforts for specific BSA's and universities. Secondly, the participation and communication between Members within CABS should be another focus. The networking within CABS is one of the most valuable aspects and with things being potentially virtual for even a portion of the year, the need to maintain communication and collaboration throughout the year so that President's and Executives can build that network is crucial in seeing value. This can be done through setting up additional portfolio sessions outside of conferences, as well as creating more engagement through a director and the slack channels.

Vice President Competitions



Noah Jepson

Overview

This year's JDC Central may have been the 12th annual installment but there were many “firsts” along the way. Being one of Canada's largest undergraduate business case competitions, JDCC made the bold step a year ago to announce a virtual competition and close out all possibility of an in-person event. This allowed the JDCC Program Team ample time to search and test numerous vendors of online event software. JDCC 2020 was in excellent hands this year with Executive Directors Fatima Malik and Isobel Shepherd; together Fatima and Isobel brought over a decade of JDCC experience. JDC Central was incredibly well-received, and the passion of delegates continues to grow every year.

JDC Central 2021

Meanwhile, even with the full weight of the pandemic, the team took on lofty goals and worked tirelessly to bring what would have been an in-person competition to a virtual medium. All academic cases were sponsored by corporate sponsors, a goal set by the F2021 and JDCC 2020 teams. Charity's “Groovin’ For Charity” event was replaced with a more COVID-safe alternative created by JDCC PT member Ika Janiszewski. The “Charity Consulting Project” brought together entire delegations to help local charities overcome the impact of the pandemic. On the other hand, the Sports competition was adapted into an all-new format consisting exclusively of Rocket League. A turbo-charged tournament sponsored by GURU and spearheaded by JDCC PT members Joshua Xavier and Mitch Cowan had hundreds of viewers on the edge of their seats all day long. At the end of the exhilarating weekend, DeGroote School of Business took home the school of the year trophy. A special thanks to all JDCC PT members, CABS BoD and LT, and all JDCC sponsors for making what seemed impossible, possible. As the delegations regroup for JDCC 2021, the JDCC/CABS team will focus on updating and revising the JDCC policy and Corporate Directive to maintain the level of professionalism, logistics, and quality the competition is known for.



Vice President Competitions

Recommendations for F2022

Moving into the second competition year under the COVID-19 pandemic, this next year will be highlighted by the balance of optimism and risk management. The team must capitalize on the potential reopening of many universities, cities, and provinces while keeping a watchful eye on public health guidelines and school policies. With the foundation of the competition's portfolio tried and tested by one of the most stressful years in recent memory, F2021 will prove to be a fantastic year.





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